



THE IMPLEMENTATION OF SAPTA PESONA IN HOMESTAYS KERANGGAN ECOTOURISM VILLAGE, SOUTH TANGERANG

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Abstract

This study aims to analyze the implementation of the Sapta Pesona principles in homestays within the Keranggan Ecotourism Village, South Tangerang. Sapta Pesona, encompassing elements of safety, orderliness, cleanliness, coolness, beauty, friendliness, and memorable experiences, serves as a crucial guideline for enhancing tourist appeal and experience quality. The research employs a qualitative descriptive method, with data collected through observation, interviews, and direct documentation at the study site. The findings indicate that the implementation of Sapta Pesona principles in Keranggan Ecotourism Village homestays has been carried out but has not yet reached an optimal level. Certain aspects, such as environmental cleanliness and host hospitality, have been well-executed, creating a comfortable atmosphere for tourists. However, other elements, such as the beauty of the surrounding environment and the creation of lasting memories for visitors, require further attention. For example, the aspect of beauty needs improvement in the arrangement of gardens or more attractive public areas, while creating memorable experiences requires activities or services that leave a personal impression on tourists. The recommendations provided include increasing local community involvement in homestay management, enhancing the management of existing facilities, and implementing more vigorous and sustainable promotion efforts. By addressing these areas, it is hoped that the Keranggan Ecotourism Village will become more appealing to tourists and support the development of community-based ecotourism in the region.

Keywords: Sapta Pesona, Homestay, Ecotourism, Keranggan Village, South Tangerang.

INTRODUCTION

Ecotourism is a sustainable tourism approach that aims not only to provide enjoyable travel experiences but also to support environmental conservation, local culture, and community empowerment. This approach is relevant to global challenges in maintaining a balance between tourism needs and environmental preservation. In Indonesia, ecotourism has the potential to become a driving force for local economic development, particularly through the empowerment

of micro, small, and medium enterprises (MSMEs), which play a crucial role in improving the well-being of local communities (Pradini et al., 2023).

One of the destinations that adopts this concept is the Keranggan Ecotourism Village in South Tangerang. Strategically located near the Bumi Serpong Damai (BSD) area and bordered by the Cisadane River, this village offers natural beauty, fresh air, and a rich cultural heritage. Various tourist activities, such as relaxing in traditional gazebos, staying in homestays, and interacting with the local community, showcase the great potential of Keranggan Village to become a leading destination. Furthermore, the majority of the local population involved in MSMEs also supports ecotourism management through the processing of local products, such as traditional snacks that can be marketed to tourists.

However, when the researcher conducted a pre-study through direct observation in Keranggan Ecotourism Village, several issues were found that the village is still facing. The results of direct observations in the Keranggan Ecotourism Village show that the village still faces several challenges in managing the tourism sector. One of the issues is the road infrastructure, which remains muddy, especially during the rainy season, making it difficult for tourists to access tourist sites. Additionally, accommodation facilities such as homestays are not being optimally managed. Another significant problem is waste management. Waste becomes an issue in both the tourist area and residential areas, not only ruining the view but also creating unpleasant odors and potentially endangering the health of the local community as well as visiting tourists.

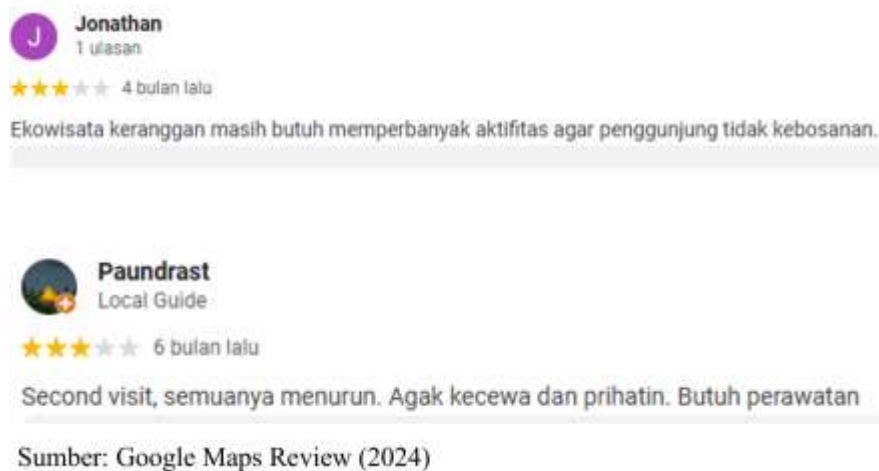


Figure 1 Review Google Maps Kampung Ekowisata

The figure above displays several reviews uploaded about Kampung Ekowisata through Google Reviews. Many complaints from visitors are highlighted, particularly concerning the homestay facilities, which are not yet fully satisfactory. These issues include inadequate maintenance. Additionally, there are problems related to the limited tourist activities and the lack of opportunities for more in-depth interaction with the local community. Despite the benefits, the management must consider this feedback to enhance the tourist experience and ensure the

sustainability of Kampung Ekowisata in the future. These challenges underscore the need for strategic steps to improve the quality of management at Kampung Ekowisata Keranggan. If these issues are not promptly addressed, Kampung Keranggan risks losing its appeal as a potential tourist destination.

Therefore, this study aims to provide recommendations based on the Sapta Pesona concept, which encompasses seven key elements: safety, orderliness, cleanliness, coolness, beauty, friendliness, and memorable experiences. This concept is relevant as a foundation for evaluating and developing the tourist destination, thus improving service quality and the overall visitor experience (Hendriyati, 2020).

By utilizing the Sapta Pesona approach, this study is expected to provide comprehensive solutions to address the existing challenges while strengthening Kampung Keranggan's competitiveness as a sustainable ecotourism destination. Furthermore, the findings of this study are anticipated to serve as a reference for other tourism managers in developing ecotourism-based destinations across Indonesia.

RESEARCH METHOD

This study conducted a community service seminar focused on applying the principles of Sapta Pesona in the management of homestays at Kampung Ekowisata Keranggan, South Tangerang. The seminar was held on December 12, 2024, at Pelita Harapan University, with preparatory activities such as participant registration, pre-tests, material preparation, and demonstrations of Sapta Pesona application in homestays.

The seminar involved three speakers from the UPH Hospitality Management Program, guided by input from reviewers, and attended by eight participants with diverse educational backgrounds. The seminar sessions included material presentations, Q&A sessions, practical demonstrations, and concluded with the distribution of certificates, souvenirs, and community assistance, such as basic food packages and solar-powered lamps.

After the seminar, the team compiled findings, integrated reviewer feedback, revised the research documents, and prepared a draft of a scientific article for publication to ensure comprehensive dissemination of the research results.

RESULT AND DISCUSSION

The Community Service Activity (PkM) held at Kampung Ekowisata Keranggan, South Tangerang, aimed to enhance the community's understanding of the Sapta Pesona concept and how to apply it in homestay management. Sapta Pesona is a concept consisting of seven essential elements to be applied in tourism: cleanliness, safety, comfort, friendliness, orderliness, beauty, and excellent service. While some of these elements have been spontaneously implemented by the community, such as maintaining cleanliness and friendliness, many residents still lack a comprehensive understanding of Sapta Pesona. Based on the results of a pre-test conducted before delivering the material, most participants displayed limited basic knowledge of the elements within Sapta Pesona. This became a key focus of the PkM activity, aiming to provide deeper and more

systematic understanding so that the community could better implement Sapta Pesona in their homestay management.

In addition to knowledge gaps, the community of Kampung Ekowisata Keranggan faces several challenges, particularly related to infrastructure. Access roads to the village are difficult, especially during the rainy season, which hinders travel and reduces visitor comfort. Inadequate infrastructure also affects the number of visitors, as they may feel uncomfortable with damaged or slippery roads. Besides road issues, homestay facilities require improvements in various aspects, such as cleanliness, management, and service consistency. Many homestays still rely on traditional methods, resulting in suboptimal service quality. Another issue is ineffective waste management, both in the tourist area and the residential neighborhood. This can negatively impact the tourism image of the village, as visitors are likely to feel uncomfortable in a dirty and poorly maintained environment. Poorly organized waste management also adds difficulties in maintaining cleanliness and comfort at the existing homestays.

Despite these challenges, the community of Kampung Ekowisata Keranggan demonstrated remarkable enthusiasm for learning and implementing the elements of Sapta Pesona. Participants were highly engaged with the materials presented and actively inquired about improving their homestay management. They recognized the importance of professional homestay management to attract more visitors. Many participants began to understand that good homestay management impacts not only guest comfort but also the attractiveness of Kampung Ekowisata Keranggan as a tourist destination. The community also started to realize that success in attracting tourists depends not only on natural beauty but also on positive interactions between the locals and visitors. The experience of living in a village rich in local culture and participating in cultural activities offers unique appeal that can be further developed.

During the PkM activity, the team conducted live demonstrations that greatly helped the community better understand how to implement Sapta Pesona in their homestay management. These demonstrations provided practical insights, such as creating a clean and safe environment for tourists and maintaining the homestay's aesthetic appeal. Participants witnessed firsthand the application of elements like cleanliness, safety, and comfort, which could be achieved in simple yet effective ways. For instance, they learned how to manage cleanliness by separating organic and non-organic waste and decorating homestays to be more comfortable and visually appealing. Moreover, the gifts provided, such as first aid kits, ornamental plants, and solar-powered lamps, not only served as tokens of appreciation but also motivated participants to pay more attention to critical aspects of homestay management, such as improving safety, comfort, and aesthetics for visitors.

Although this PkM activity provided substantial knowledge about Sapta Pesona, the community of Kampung Ekowisata Keranggan still requires further training to sharpen their skills in professional homestay management. Advanced training is necessary to enhance their abilities in sustainable waste management, professional homestay operations, and digital marketing to reach more tourists. For example, environmentally friendly waste management and using social media to promote their homestays could significantly boost tourism appeal. With such training, the community will be better prepared to address existing challenges and maximize the potential of homestays in Kampung Ekowisata Keranggan to attract more visitors.

The PkM activity also received highly positive responses from participants. They not only showed curiosity to learn more but also expressed a willingness to collaborate in further developing Kampung Ekowisata Keranggan. The distribution of basic food packages and souvenirs to participants served as a form of appreciation that strengthened the bond between the PkM team and the local community. These gifts encouraged the community to continue improving the quality of their homestays. Through this activity, it is hoped that Kampung Ekowisata Keranggan can evolve into a more attractive ecotourism destination, providing economic benefits to the surrounding community. A more knowledgeable and well-trained community will be better equipped to manage their homestays professionally, creating a comfortable and appealing environment for visitors while contributing to the local economy's advancement.

In conclusion, the findings confirm that implementing Sapta Pesona has significant potential to improve the quality and competitiveness of Kampung Ekowisata Keranggan. However, successful implementation requires ongoing collaboration between the community, government, and academics to address the various challenges.



Figure 2 Interview with the Head of Keranggan Ecotourism Village



Figure 3 interview with Ms. Aisyah from the ecotourism village community

Discussion

The implementation of Sapta Pesona in Kampung Ekowisata Keranggan highlights the important role of community-based tourism management in improving service quality and tourism appeal. While the community has shown an enthusiastic response to this program, research reveals significant challenges that hinder its maximum potential. Among these challenges are inadequate infrastructure, improper waste management, and limited professional skills in homestay management. These obstacles align with research emphasizing the importance of adequate infrastructure and good management in supporting sustainable ecotourism (Gössling & Hall, 2019; Spenceley, 2020).

The community's lack of understanding of the Sapta Pesona concept reveals a knowledge gap that needs to be addressed through targeted training and education. Research shows that increasing awareness and local capacity to manage tourism assets is crucial for creating competitive and sustainable destinations (Hall et al., 2015; Wearing et al., 2016). For instance, the emphasis on waste segregation and enhancing aesthetics aligns with sustainable tourism principles and improves the tourist experience (Dodds & Butler, 2019).

Moreover, the findings show the need for integrating digital marketing to increase the visibility of Kampung Ekowisata Keranggan. Previous studies emphasize that utilizing digital tools, such as social media and tourism platforms, plays a crucial role in promoting rural tourism destinations (Buhalis & Amaranggana, 2015; Gretzel et al., 2015). Integrating eco-friendly practices alongside digital promotion can strengthen the village's image as an ecotourism destination (Pratt et al., 2019; Sunerlan et al., 2023).

The enthusiasm shown by the local community is a promising indicator of potential success. Community involvement is recognized as a key foundation for sustainable tourism development, particularly in ecotourism settings (Kline et al., 2015; Mintardjo, 2022). However, this enthusiasm must be nurtured through continued support and collaboration with external stakeholders, including government, academia, and the private sector (Kanom et al., 2020; Wibowo & Belia, 2023).

In terms of practical implications, the provision of concrete tools such as solar-powered lamps and ornamental plants has proven effective in motivating the community to apply Sapta Pesona elements (Hadi & Widyaningsih, 2020). Such interventions are supported by evidence showing that material incentives can significantly enhance participation and compliance in community-based initiatives (Setiawati & Aji, 2020). Additionally, further training in professional homestay management and sustainable practices will be key to addressing existing skill gaps, in line with frameworks that emphasize capacity building as a driver of tourism development (Sulistiyadi et al., 2019; Nasution et al., 2020).

Thus, this research highlights the potential for transformation through the application of Sapta Pesona principles in Kampung Ekowisata Keranggan. To maximize this potential, ongoing collaboration among stakeholders is crucial to overcome challenges and maintain improvements. Future efforts should focus on integrating innovative waste management systems, promoting digital literacy, and enhancing infrastructure to position the village as a leading ecotourism destination.

CONCLUSION AND IMPLICATION

The implementation of Sapta Pesona in the Homestay of Kampung Ekowisata Keranggan, South Tangerang, has proven to be important for improving service quality and tourism appeal, although the community's understanding of this concept is still limited. Through Community Service (PkM) activities, the community was provided with understanding and practical demonstrations related to the elements of Sapta Pesona such as cleanliness, security, and beauty. The challenges faced include inadequate infrastructure, suboptimal waste management, and limited resources to maintain service standards. However, the community's enthusiasm and the great potential of Kampung Ekowisata Keranggan suggest that with sustained support, the application of Sapta Pesona can transform this village into a sustainable, eco-friendly tourism destination.

To improve the quality of tourism management in Kampung Ekowisata Keranggan, several strategic steps need to be taken. First, advanced training should be organized to deepen the community's understanding of the concept of Sapta Pesona, including through simulations of the application of elements such as cleanliness, security, and comfort in the management of homestays and the tourism environment. Additionally, infrastructure improvements, particularly the roads leading to the village, are crucial to enhance the comfort of tourists, including providing public facilities such as parking areas, information boards, and clean restrooms. To improve cleanliness and comfort in the tourism area, an integrated waste management system should be implemented, along with educating the community on the importance of maintaining environmental cleanliness as part of Sapta Pesona. Improving the quality of homestays is also a focus, by providing training in homestay management based on tourism standards to enhance service quality. Finally, digital promotion through social media and tourism platforms needs to be developed, while fostering collaboration among the community, government, universities, and the private sector to support the sustainable development of Kampung Ekowisata Keranggan as an attractive and sustainable ecotourism destination.

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