

# Village Asset Mapping for The Development of Rawabogo Tourism Village

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## Article

### Article History

Received: 08/07/2022  
Reviewed: 23/01/2023  
Accepted: 29/01/2023  
Published: 29/01/2023

### DOI:

[doi.org/10.29313/ethos.v1i1.10129](https://doi.org/10.29313/ethos.v1i1.10129)



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Volume : 11  
No. : 1  
Month : January  
Year : 2023  
Pages : 20-26

## Abstract

In developing a tourism village, one of the absolute conditions that must exist is the existence of natural potential, socio-cultural potential, and the creativity of local communities as assets that can be explored and developed. Rawabogo Village is designated as a tourist village because it has natural potential in the form of Mount Nagara Padang and community agricultural and plantation activities. However, besides this potential, there is another potential owned by Rawabogo Village, but its existence has not been explored optimally. The purpose of conducting this research is to identify further related possibilities of Rawabogo Village, which can be explored through a set mapping, so that an effort can be formulated in the development of Rawabogo Tourism Village. This study used a qualitative descriptive approach with data collection techniques from interviews and direct observation. The results of the asset mapping show that the village of Rawabogo has a diversity of assets, not only in nature but also socially and culturally, that can be explored and developed because of its values and character. The results of asset mapping in the development of Rawabogo Tourism Village propose to implement community-based tourism development.

*Keywords:* Aset Mapping; Tourism Village; Rawabogo Village.

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## Introduction

Tourism villages are one of the developments of alternative tourist attractions, especially those related to natural uniqueness and cultural diversity. In the Bandung Regency Regional Regulation Number 7 of 2020 concerning the Management and Development of Tourism Villages, it was explained that a tourist village is a form of integration between attractions, accommodation, and supporting facilities presented in a structure of community life that is integrated with the prevailing procedures and traditions. As a form of alternative tourism, rural tourism is an approach to sustainable tourism development that involves the role and participation of the community, where village life is used as a tourist object and attraction related to the uniqueness of nature and the diversity of customs and culture that had the potential to become a commodity to be

sold to tourists (Herdiana, 2019). At present, the development of tourist villages is one of the priority programs carried out by the government for supporting the acceleration of regional development due to the great potential to grow the economic activities of local communities. The development of tourist villages will support an increase in government and community income, employment, production of local products and increased availability of facilities for the community (Wahyuningsih & Pradana, 2021). Through the development of tourist objects in Rawabogo Village, is expected to be beneficial for the socio-economic activities of the community, both directly and indirectly. One of them is increasing the additional income of local people who live around the tourist sites through business opportunities and employment, which will later be available to reduce the response rate in the Rawabogo Village area and its surroundings (Asyiwati et al., 2022). In addition, the development of the Rawabogo Tourism Village can strengthen the local economy, and develop and maintain the sustainability of the natural and local cultural arts of Rawabogo Village (Qira'ati et al., 2022).

One of the conditions for the formation of a tourist village is the existence of tourism potential that can be developed, both the potential of the uniqueness and attractiveness of the unique rural environment and nature, the potential for the social and cultural life of the community, as well as the potential for creative work as an element to attract tourist visits (Verdiana & Indratno, 2021). This potential is an asset that must be explored and empowered to support the development of tourist villages. Rawabogo Village, in Ciwidey, is one of the many tourist villages in Bandung Regency. Rawabogo Village was designated as a tourist village based on the District Head's Decree Number 55 6.42/Kop.71 of 2011 concerning the Designation of Tourism Villages in the Bandung Regency Area. The designation of Rawabogo Village as a tourist village is based on its natural potential, namely the existence of Mount Nagara Padang and agricultural and plantation activities. However, behind the natural potential that is owned within the village of Rawabogo, there are still other potentials that can be explored and developed to support its development as a tourism village.

This research was conducted to further identify the potential of Rawabogo Village in its development as a tourism village through asset mapping. Asset mapping itself is a way to identify the potential of available assets that are used to connect, and involve and unlock the talents of an individual, group, or region to help solve problems and build better conditions (Duncan, 2016). The overall strengths and weaknesses will be illustrated by carrying out asset mapping to help identify and measure all capacities, skills and abilities (Afriza et al., 2018). The distribution of tourist objects that can be used as tourist attractions can be seen through mapping, both in their potential to be developed and existing tourist objects (Qira'ati et al., 2022). From the mapping of assets's results that have been identified, a plan can be formulated to improve the condition of the community so it becomes a better situation. In compiling asset mapping, we can use the framework developed by Kretzmann and McKnight (1993), which explains that assets are resources owned by the community that can help overcome the problems faced (Srirejeki et al., 2020).

## Research Method

Research activities are implemented using a qualitative descriptive approach by providing an objective explanation of a reality that occurs in an environmental condition (Shaleh et al., 2018). This research has a context for mapping the potential of the village owned by Rawabogo Village as a strong asset in its development as a tourism village using the asset concept framework developed by Jody Kretzmann and John McKnight (1993).

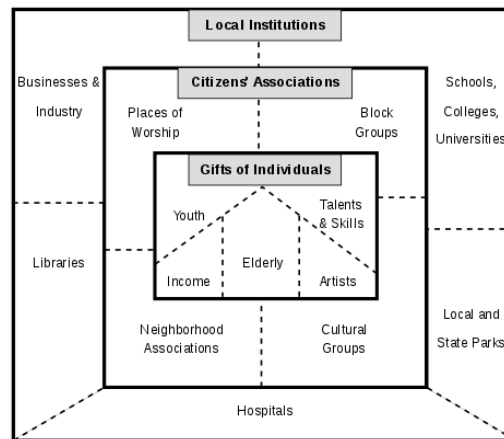


Figure 1. *Map of Community Assets and Needs* (Jody Kretzmann and John McKnight, 1993)

In this concept, assets are mapped based on three categories (Turin et al., 2019), that is: 1) Gift of Individuals, originating assets from the ability and expertise of individual members of the community, which can be in the form of experience, knowledge, leadership, and others; 2) Citizens Associations, originating assets from sociocultural systems related to norms, beliefs and community groups, both formal and informal, that grows and develops in society; 3) Lokal Institutions, Natural and Physical Support, originating assets from government institutions, natural resources and existing infrastructure at the village level that can provide value and carrying capacity.

Data collection techniques were obtained from primary data and secondary data. Primary data were collected by conducting interviews with informants who know the village's situation and have a role in the management and development of the Rawabogo Tourism Village. Apart from that, primary data were also taken through direct observation to observe, feel and understand the situation of the Rawabogo Tourism Village. Meanwhile, secondary data were obtained from a documentation study of documents, records, and regulations related to the village of Rawabogo. Data analysis techniques using interactive analysis include data reduction, data presentation, and drawing conclusions and verification.

## Results & Discussion

Rawabogo Village, located in Ciwidey District, was designated as a tourist village by the Government of Bandung Regency, with the type of tourism village development as agro-ecotourism (Yuliana et al., 2019). The determination of the agro-ecotourism plan refers to the potential that supports it to become a tourist village owned by Rawabogo Village such as agriculture, plantations, animal husbandry, as well as the existence of Mount Nagara Padang which is located in the Pasir Pamipiran area, which is directly adjacent to the West Bandung Regency area. Rawabogo Village is located on a stretch of a hilly terrain adjacent to a forest area. Rawabogo Village consists of 14 RWs and 63 RTs with an area of approximately 759,800 hectares and is located at an altitude of approximately 1,300 meters above sea level. Most people in Rawabogo Village are Muslim Sundanese, with the main economic activities supported by the agricultural and plantation sectors (Hariyanto & Sihombing, 2019). In developing a tourist village, the potential used as an asset certainly has a very important role in developing a tourist village, and it is inseparable from Rawabogo Village (Kristanto & Aishya, 2021). Owned assets can be a major force in developing tourist villages. They can provide economic benefits, especially for local communities, if their management and utilization are carried out correctly. Asset mapping for the development of the Rawabogo Tourism Village was carried out based on the findings of the potential of the village as an asset obtained from the results of documentation studies, interviews and field observations. Based on the mapping of

assets for the development of the Rawabogo Tourism Village using the concept developed by John McKnight and Jody Kretzmann (1993), the assets owned by Rawabogo Village support its development as a tourism village are shown in the following map illustration.

## Asset Mapping

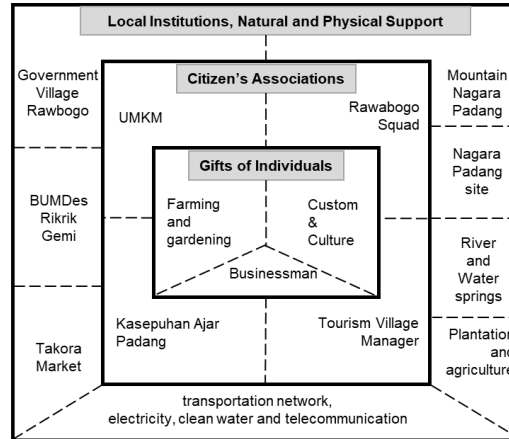


Figure 2. Map of the Rawabogo Tourism Village Assets

From the research results, various potentials have been identified as assets that can be explored and utilized in the development of the Rawabogo Tourism Village, which is arranged in the form of an asset map by Jody Kretzmann and John McKnight. The asset map shape is divided into three categories indicated by thick lines on the asset map; the smaller the shape, indicating that the asset is specific or individual. In comparison, the dotted line is used as a delimiter for each type of asset per category. The results of the asset mapping are explained as follows: 1) Gifts of Individuals, obtained from the potential of elements of the Rawabogo Village community, including abilities and skills in various fields. For example, in culture and civilization, some traditional leaders have knowledge and experience regarding the culture and civilization that developed in Rawabogo Village. Then, from their knowledge and experience, these traditional leaders have a role in the community to maintain and preserve them and to invite the people of Rawabogo Village to continue to apply traditional values with the principles of compassion, Rohman Rohim and Sapajajaran related to Silihwangi in social life. Apart from traditional leaders, there are also people from Rawabogo Village who have skills as puppeteers, perform pencak silat performances, play musical instruments and dance traditional dances. Not only in the field of culture and civilization, but most of the people of Rawabogo Village also have expertise in agriculture and plantations. That is shown by the large number of local people who have livelihoods as farmers, the wide area of land and the diversity of agricultural and plantation commodities produced by Rawabogo Village. Some people have the expertise as entrepreneurs by independently establishing businesses in various fields such as in the services, culinary, convection and handcraft sectors that utilize raw materials in their environment. The abilities and skills of each of the people of Rawabogo Village are important assets in developing their tourism village. For example, the existence of traditional leaders and people with an artistic spirit and experience can be manifested into activities and stories that can be empowered to serve as cultural tourism and educational tourism. Then the existence of a community with entrepreneurial expertise and farming and gardening skills can be integrated into a form of partnership cooperation to produce a tourism product that has economic value; 2) Citizens associations, Rawabogo Village has several formal and informal community groups, including the Tourism Village Manager, Padepokan Kasepuhan Ajar Padang, Rawabogo Squad, and various MSMEs. Tourism Village Managers are formal and independent community groups whose formation is directly appointed by the Village Head and his staff and is determined through a decree. Other community groups formed because of

similar interests. Padepokan Kasepuhan Ajar Padang is a community group engaged in the arts and culture, where every activity engaged in culture and culture initiated by these community groups includes calung, pencak silat, jaipong, wayang padi, miasih nagara padang rituals and hajat lembur (Kristanto & Aishya, 2021). This community group consists of various layers of society from various age groups. Rawabogo Squad is a group of people interested in nature, with the main activity is fishing in the river. Apart from fishing, this community group also has activities to maintain the sustainability of the river ecosystem in Rawabogo Village through an environmentally friendly fishing movement and by sowing fish seeds in the rivers in the Rawabogo Village area. The existence of this community organization or group becomes a forum and community mobilizer to channel and carry out activities of interest according to their abilities and expertise. The existence of this community group can also encourage the exploration of the potential of the community to support the development of tourist villages; 3) Local institutions, Rawabogo Village has a village government as a local institution that serves the entire village communities. In developing tourist villages, the village government have a role as a regulator and motivator. The village government encourages the community to develop a tourist village whose activities are regulated orally and in writing. Apart from the village government, at this level, there is also BUMDes Rikrik Gemi as an institution that has a role in managing the village businesses and assets. BUMDes Rikrik Gemi has the function of utilizing assets, providing services and managing village businesses. One form of the Rikrik Gemi BUMDes activity is developing the Takora Market as a MSMEs's facility in Rawabogo Village for buying and selling transactions of goods and services.

In addition to assets related to local institutions, at this level, natural assets and physical support are also identified in the development of the Rawabogo Tourism Village. The natural assets owned by Rawabogo Village include plantations and agriculture, Mount Nagara Padang, as well as rivers and springs. Mount Nagara Padang is a valuable asset owned by Rawabogo Village because apart from its natural setting, the presence of megalithic stone sites is very valuable and a distinctive feature of Rawabogo Village. These sites are valuable and special because they have social and spiritual meaning regarding the stages of the human journey, starting from the time of birth to preparation for the next stage of life. For physical support assets, even though the conditions are insufficient to support the development of tourist villages, residential areas and around tourist objects are covered by a road network of transportation, electricity, clean water and telecommunications. Other supporting facilities have also begun to be developed, such as kiosks, shops, food stalls and homestays. After being identified, Rawabogo Village has a diversity of potential assets to support its development as a tourism village, however, its existence has not been optimally explored and developed due to a lack of interest and encouragement from the community, both individually and in groups, to mobilize existing assets to support the development of Rawabogo Tourism Village. Through this asset mapping, it is hoped that it can be used as input and consideration in formulating an effort plan for the development of the Rawabogo Tourism Village.

## **Rawabogo Tourism Village Development**

From the asset mapping above, it is known that Rawabogo Village has many assets that can be explored and supported to support the development of a tourism village. Rawabogo Village has valuable assets, namely the diversity of abilities and skills of community elements and the existence of Mount Nagara Padang, especially the megalithic stone site in it, which apart from being a tourism potential, and also the identity of Rawabogo Village itself. These uniqueness of these assets can be a strength for Rawabogo Village in developing its tourism village if it can be managed properly. Based on the valuable assets owned by Rawabogo Village, in its development as a tourism village, it can apply the concept of community-based tourism development or CBT. Applying this concept to the development of the Rawabogo Tourism Village can attract participation and dig back into the potential owned by the people of Rawabogo Village (Kristanto & Aishya, 2021). From there, a sense

of ownership and concern for another tourism potential will grow so that the community has the willingness to manage and develop the Rawabogo Tourism Village. Then, the activities carried out in the development of the Rawabogo Tourism Village by applying the concept of community-based tourism (CBT) includes making the Rawabogo Village community the subject, not the object, of developing a tourist village by providing opportunities for the Rawabogo Village community to provide input and take part in the village development process. Tourism activities starts from planning, implementation, and monitoring to evaluation (Afriyanti, 2017). At the planning stage, it is carried out in a bottom-up manner, where the community is involved in identifying potentials and problems, setting goals and making decisions related to the development of the Rawabogo Tourism Village; at the implementation stage, it is carried out by involving the community in managing tourist objects and businesses in tourism village activities; at the monitoring and evaluation stage, it is carried out by involving the community as supervisors and authorities in implementing tourism village activities. In addition, the development of the Rawabogo Tourism Village must be guided by local values held by the community because all assets derived from existing potential are indirectly attached to the existing structures in the community.

## Conclusions

Asset mapping is a unique method used to identify and assess the strengths that are often overlooked within a community or region. In the research that has been done, asset mapping is used to identify village potential owned by Rawabogo Village to support its development as a tourism village. Based on the asset mapping, it has been identified that Rawabogo Village has a variety of assets that can be explored further and optimally developed to support its development as a tourism village. The diversity of abilities and expertise possessed by the local community, and the existence of the Nagara Padang megalithic site are valuable assets and distinctive feature because they have their values and their uniqueness features that become the character and identity of the Rawabogo Tourism Village. Through the community and community institutions that have been formed, it can become a forum for community members to produce stronger and more diverse concepts and ideas in the development of the Rawabogo Tourism Village. From the results of the asset mapping above, it is known that assets cannot be used and mobilized optimally in supporting the development of the Rawabogo Tourism Village due to the low interest and involvement of the local community. In order to mobilize owned assets so that they can be optimally empowered in supporting the development of Rawabogo Tourism Village, efforts can be made by applying the concept of community-based tourism development or community-based tourism (CBT), in which the local community is involved from planning, implementation to evaluation. Through this concept, it is hoped that the people of Rawabogo Village will be encouraged to contribute and have the willingness to manage and develop the Rawabogo Tourism Village.

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