

ANALYSIS OF YOUNG PEOPLE'S INTEREST IN RIVER AND SLUM TOURISM IN CI LIWUNG BIDARA CINA – MANGGARAI

Miftahul Ulum*, Rayuna Handawati, Sony Nugratama Hijrawadi

Geography Education Department, FIS, Universitas Negeri Jakarta, Indonesia

Abstrak : Wisata sungai menjadi salah satu upaya pemulihan sungai yang dilakukan oleh beberapa negara. Ci Liwung yang merupakan sungai paling tercemar di Provinsi DKI Jakarta dan menjadi salah satu tempat pembuangan (*water back landscape*), nyatanya memiliki potensi wisata yaitu wisata susur sungai dan wisata permukiman kumuh. Penelitian ini menggunakan pendekatan kuantitatif dengan penyebaran kuesioner dan analisis deskriptif. Hasil penelitian menunjukkan bahwa masyarakat usia muda memiliki minat yang rendah yaitu sebesar 59,3%. Berdasarkan indikator pengukur minat yaitu minat transaksional, minat referensial, dan minat preferensial termasuk kedalam kategori rendah, sedangkan minat eksploratif termasuk kedalam kategori tinggi. Dilihat berdasarkan komponen pariwisata, amenities wisata yang belum memadai baik secara kualitas maupun kuantitas, atraksi wisata yang berbeda dan aksesibilitas yaitu jarak lokasi tempat tinggal dengan lokasi wisata menjadi penyebab rendahnya minat masyarakat usia muda terhadap wisata susur sungai dan wisata permukiman kumuh di Ci Liwung Bidara Cina – Manggarai.

Kata Kunci: Minat, Masyarakat Usia Muda, Wisata Susur Sungai, Wisata Permukiman Kumuh

Abstrak: River tourism is one of the river restoration efforts undertaken by several countries. Ci Liwung is the most polluted river in DKI Jakarta Province and is one of the dumping sites (*water back landscape*), in fact has tourism potential, namely river tourism and slum tourism. This study used a quantitative approach by distributing questionnaires and descriptive analysis. The results of the study show that young people have a low interest of 59.3%. Based on the indicators measuring interest, namely transactional interest, referential interest, and preferential interest, they are included in the low category, while explorative interest is included in the high category. Viewed based on the tourism component, inadequate tourist amenities both in terms of quality and quantity, different tourist attractions and accessibility, namely the distance between the location of residence and tourist sites is the cause of the low interest of young people in river tourism and slum tourism in Ci Liwung Bidara Cina – Manggarai.

Keywords: Interests, Young People, River Tourism, Slums Tourism

A. INTRODUCTION

In various countries, river tourism has been promoted to attract tourists and one attempt to restore the condition of polluted rivers, such as the Chao Phraya River in Thailand and the Han River in Korea (Wahyuni, 2015). Ci Liwung is one of the largest and longest rivers that flows through the DKI Jakarta Province area. But in fact, it suffered the worst

damage compared to other rivers that flow through the capital areas (Anindhita et al., 2022). Ci Liwung was damaged due to a shift in function, initially it was used as a flood controller but now it is considered a dumping ground or better known as water back landscape by the people who live around it (Muchlisson et al., 2015).

*Correspondence address :
e-mail : UlumMiftahul201@gmail.com

Ci Liwung which is currently experiencing damage, in point of fact located in a landscape that has a lot of potential that has not been utilized properly until now, one of them in tourism potential (Maesti et al., 2022). One of the Ci Liwung watersheds that has tourism potential is the downstream watershed in Bidara Cina – Manggarai. Based on the results of observations, the Ci Liwung Bidara Cina - Manggarai is dominated by densely populated slum settlements, but have interesting things that can be used as a potential tourist attractions, including the existence of local wisdom of the people around the river, such as fishing, washing, and even bathing. Other than that, it still be found *getek* as traditional water transportation to cross the people who live near by river, this indicates that Ci Liwung is still a source of life for the people who live nearby and the heritage of Ci Liwung still be found. In addition, there is also a geographical phenomenon called sedimentation in the Ci Liwung stream. Slum settlements along the Ci Liwung border can also be used as a unique tourist attraction and different from other types of tourism (Bawole, 2020). River tourism and slum tourism are included in the type of special interest tourism, where only certain groups have an interest in this type of tourism.

Based on the tourism potential, a tourism product called *Explore Ci*

Liwung Heritage which there are two tourism activities in it, river tourism where tourists will walk along Ci Liwung at the Bidara Cina – Manggarai using inflatable boats. The tourist will see the natural and social conditions along the Ci Liwung stream. This river tourism offers educational tours to tourists where tourist will learn about the history of Ci Liwung, starting from being one of media transportation and being a community trade route in Batavia (currently known as Jakarta) to Bogor in West Java. After exploring Ci Liwung using inflatable boats, tourists will continue their tour to slum settlements. They will interact directly to learn and find out how people live in slum settlements. This slum tourism offers cultural tours to tourists. Through river tours and slum tourism in Ci Liwung Bidara Cina – Manggarai, this will be one of the efforts to restore the polluted condition of Ci Liwung through educational and cultural tourism.

Tours along the river and tours to slum areas need to be promoted to the wider community, especially young people. Usually, young tourists with an age range of 15-24 years have a greater interest in this type of special interest tourism (Sari et al., 2018). People who know about riverside tours in Ci Liwung and slum tourism will feel interested. The more people who know about it will feel interested in river tourism and slum tourism in Ci Liwung Bidara Cina –

Manggarai, so that there will be a lot of attention to Ci Liwung from both the local government and the people around the river. This will facilitate efforts to restore Ci Liwung's condition from damage through tourism activities, besides that there will also be new tours that are different from existing tours in the Jakarta area which is an urban area and will open up many jobs that can help overcome the poverty line, especially in the slum settlements in Manggarai Village (slums tourism sites).

B. METHOD

The research method used in this research is descriptive quantitative. This research was conducted in five cities in DKI Jakarta Province that is West Jakarta, North Jakarta, Central Jakarta, South Jakarta, and East Jakarta. The population in this study is young people aged 15-24 years. The population of young people in West Jakarta as much as 393.548 people, in North Jakarta as much as 285.943, in Central Jakarta as much as 173.786 people, in South Jakarta as much as 370.891 people and in East Jakarta as much as 499.239 people. The total of this population is 1,723,603 people (Jakarta Open Data, 2022). In calculating the number of samples using the Slovin formula with an error tolerance limit of 5%, the sample of this study is 400 respondents. The sampling technique used a cluster sampling technique.

The instrument in this study refers to indicators of buying interest (Ferdinand, 2002):

- a. Transactional interest is a person's tendency to buy a product.
- b. Referential interest is a person's tendency to refer products to others.
- c. Preferential Interest is the behavior in which a person makes a product the main preference.
- d. Explorative interest is a individual behavior to seek information related to the goods or services of interest and to seek information to support the positive characteristics of the product.

The indicators above then modified by adding a tourism component to each indicator. The use of purchasing interest indicators in this study is because consumer buying interest can be equated with tourism interest (Putra & Pangestuti, 2018). Interest in tourism has a close relationship with tourism components, namely attractions, accessibility, and amenities (Nurhenda, 2015).

C. RESULT AND DISCUSSION

C.1. RESULT

a. Description of River and Slums Tourism in Bidara Cina - Manggarai

River tourism and slum tourism are tourism activities contained in tourism products *Explore Ci Liwung Heritage*. The location for this tourist activity is starting from Mat Peci Green

Camp Bidara Cina – Manggarai. The map can be seen in Figure 1.

River tourism activities take \pm 1 hour 30 minutes to arrive at the endpoint, at the Slamet Riyadi Bridge (Manggarai) with a distance of \pm 6.89 km. The tour activity continued with a tour of the slum settlements in RW.04, Manggarai

Village. river tourism and slum tourism are tourism activities in tourism products Explore Ci Liwung Heritage. The travel costs Rp. 150,000 including snacks, lunch, drinks, and shuttles for tourists from the location at the end of the river to the slum tourist location.

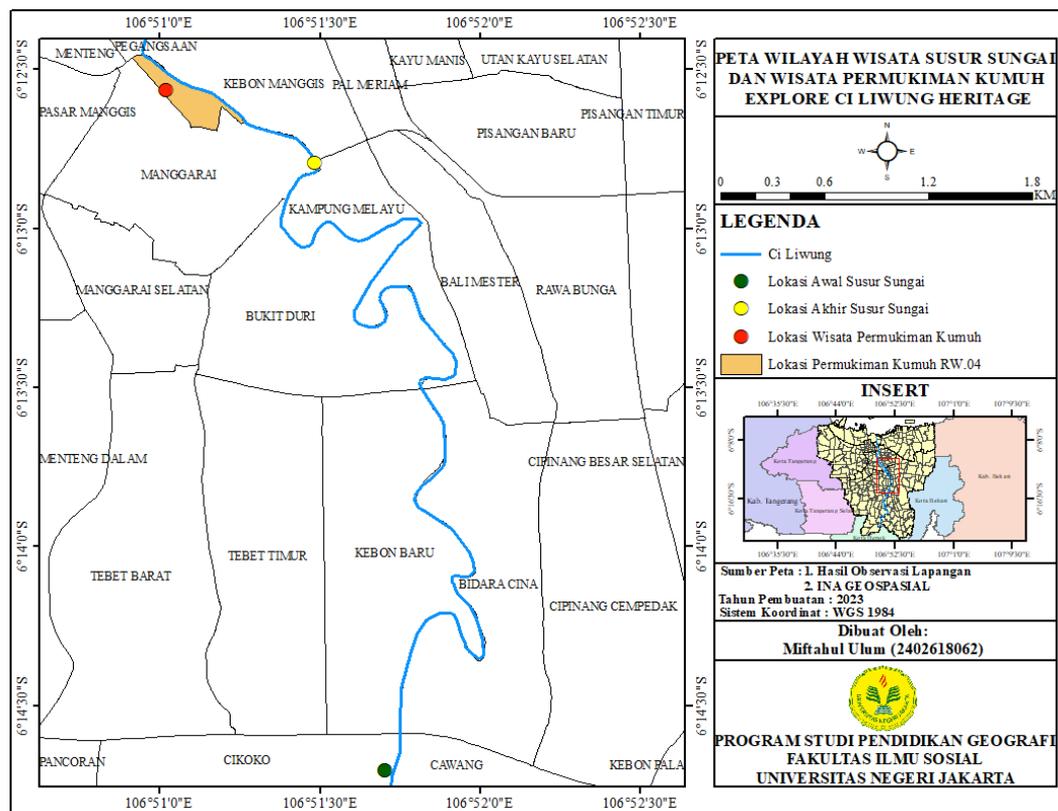


Figure 1. Map of river tourism and slum tourism area

1. Tourist Attractions

Attractions on river tourism and slum tourism can be seen in every area traversed during the riverside tour. Tourism activities along the river through several areas, Kebon Baru and Bidara Cina. In this area tourists will see residential areas that have been normalized so that they will be more

organized and can see *sampan/getek* (traditional water transportation), until now is still used by the local community to cross. Then entering the Bukit Duri area and Kampung Melayu, tourists will see a river sedimentation process so that dredging is carried out and the tour guide will tell about historical buildings related to Ci Liwung, the Jatinegara old market

which is closely and related to Ci Liwung, because it passes Balimester but the area has been normalized so that the old Jatinegara market is not visible. In the same area, tourists will see *getek* which is made of bamboo (traditional water transportation) and has been converted as a place for washing and relaxing for the local community. Furthermore, tourists have entered the Manggarai area, tourists will see people fishing, washing, and even bathing in the river, at the Ci Liwung border there are slums. Activities along the river ended under the bridge Brug Spoorweg ANNO 1917 (Slamet Riyadi Bridge). After tourists have finished their tour along the river, tourists will continue to the next tour, slum tourism in RW.04, Manggarai Village.

After the tourists have completed the tour along the river, they continue with tours in the slums. Tourists will interact directly with people who live in slums which are located right on the Ci Liwung border. This interaction activity is intended so that tourists can find out and learn how people live in slums regarding the way of life and habits of slum people on the Ci Liwung border. In addition to direct interaction with the people in the slum settlements, tourists can take pictures in one of the alleys that have been painted by youths in the RW. 04 Manggarai.

2. Tourist Amenities

Amenities on river tourism and slum tourism in the form of riverside equipment include safety equipment (a helmet and a life jacket), inflatable boats, rowing equipment, and docks. Then the slum tourism amenities are in the form of public toilets. Currently, tourism along the river is a tourism product *Explore Ci Liwung Heritage* is already equipped with safety equipment (a helmet and life jacket) and has been accompanied by an expert companion.

One of the river-walking tourism amenities not yet available is the stopping pier at the end point of the river course in Manggarai. Location of the endpoint of the river crossing under the *Brug Spoorweg ANNO 1917* bridge (Slamet Riyadi Bridge) is the only location that can be used as a stopping pier, because there is still enough space for tourists to go ashore and raise inflatable boats. However, after repeated observations, the location under the Slamet Riyadi bridge now only has a small space left and has been filled with wood debris and there is a new building right on the Ci Liwung border. One of the amenities at slum tourism sites is public toilets. The condition of public toilets only uses bamboo and lead directly to the river.

3. Tourism Accessibility

Accessibility to get to the starting location of the river tourism at Mat Peci Green Camp is easily accessible using

public transportation, namely Transjakarta Cawang Ciliwung Bus Stop, apart from Transjakarta tourists can also use the commuter line. The closest station to the starting location of the tour is Cawang Station, but tourists must connect using other transportation such as a Grab/Gojek to be able to arrive at the starting location of the tour. As for the location of the slum settlement, it is located right in front of Manggarai Station and there is a Transjakarta bus stop right in front of RW 04 Manggarai Village so that tourists who have finished their tour can return to use the commuter line and Transjakarta.

b. Description of Research Results Data

1. Transactional Interests

Based on the results of the research, overall young people are included in the category of transactional interest "**Low**" (54.7%) of river tourism and slum tourism in Ci Liwung Bidara Cina - Manggarai. Young people living in the urban areas of East Jakarta (51.7%), South Jakarta (75.6%), and Central Jakarta (55%) fall into the category "**Low**", while young people are included in the category of transactional interest "**Height**" located in the city area of West Jakarta (51.6%) and North Jakarta (58.2%).

2. Referential Interests

Based on the results of the study, overall young people are included in the

referential interest category "**Low**" (69%) of riverside tours and slum tourism in Ci Liwung Bidara Cina - Manggarai. Viewed by region, all young people in every urban area in DKI Jakarta province fall into this category "**Low**" in the urban areas of East Jakarta (62.9%), South Jakarta (84.9%), West Jakarta (70.3%), North Jakarta (65.7%), and Central Jakarta (55%).

3. Preferential Interest

Based on the results of the study, overall young people are included in the category of preferential interest "**Low**" (72.3%) of riverside tours and slum tourism in Ci Liwung Bidara Cina - Manggarai. Viewed by region, all young people in every urban area in DKI Jakarta province fall into this category "**Low**" in the urban areas of East Jakarta (62.1%), South Jakarta (83.7%), West Jakarta (70.3%), North Jakarta (65.7%), and Central Jakarta (55%).

4. Explorative Interests

Based on the results of the study, overall young people are included in the category of explorative interest (68.7%) of riverside tours and slum tourism in Ci Liwung Bidara Cina - Manggarai. Young people who live in the city area of East Jakarta (51.7%), fall into this category "**Low**", while young people are included in the category of transactional interest "**Height**" located in the urban areas of South Jakarta (84.9%), West

Jakarta (81.3%), North Jakarta (74.6%) and Central Jakarta (55%).

5. Tourism Interest

Based on the research results of each of the indicators that have been described, overall young people are included in the category of tourism interest "Low" (59.3%) of river tourism

and slum tourism in Ci Liwung Bidara Cina - Manggarai. Viewed by region, all young people in every urban area in DKI Jakarta province fall into this category "Low", the low percentage of young people's interest in river tourism and slum tourism in Ci Liwung Bidara Cina - Manggarai can be seen in Table 1.

Table 1. Matrix of Torism Interest Data Category for Young People

Category Region	Data Category				Tourism Interest
	Hight		Low		
	Frequency	Percentage	Frequency	Percentage	
East Jakarta	55	47,4%	61	52,6%	Low
South Jakarta	35	40,7%	51	59,3%	Low
West Jakarta	28	30,8%	63	69,2%	Low
North Jakarta	26	38,8%	41	51,2%	Low
Central Jakarta	19	47,5%	21	52,5%	Low
Totality	163	40,7%	273	59,3%	Low

Source: Processed Primary Data, 2022

C.2. DISCUSSION

a. Identification of Young People Interest River Tourism and Slum Tourism in Ci Liwung Bidara Cina - Manggarai

Young people's interest in tourism can be identified through four characteristics of interest. Referring to the opinion of Ekinici & Hosany (2009), they include:

1. Have a desire to seek information

Based on the results of the study, shows that young people have the desire to find information about river tourism and slum tourism in Ci Liwung Bidara Cina - Manggarai. This is indicated by indicators of the explorative interest of young people who are included in the high category.

2. Willing to pay

Based on the results of the study, shows that young people are not willing to pay so they can try river tourism and slum tourism in Ci Liwung Bidara Cina - Manggarai through tourism products Explore Ci Liwung Heritage seen from the low transactional interest of young people.

3. Have a desire to tell positive things

Based on the results of the research, shows that young people do not have the desire to tell positive things about river tourism and slum tourism, so young people tend not to make this tour their main choice of tourism. This can be

seen from the low preferential interest of young people.

4. Inclined to recommend

Based on the results of the study, shows that young people do not yet have a tendency to recommend river tourism and slum tourism in Ci Liwung Bidara Cina - Manggarai to other people, this is indicated by the low referential interest of young people.

Based on the stages of tourist interest adapted from the stages of buying interest according to Kotler (2008), currently young people are included in the attention stage which is the initial stage of interest. At the moment, young people are learning about river tourism and slum tourism by looking for information about river tourism and slum tourism, and the information sought is not enough to convince them that this tour is worth trying. Apart from that, this type of tourism is still considered taboo by the public and is included in unique interest tourist attractions which only reach a few groups with special interest, such as researchers and usually foreign tourists are more interested in this type of tourism.

b. Analysis of Young People Interest in River Tourism and Slum Tourism in Ci Liwung Bidara Cina – Manggarai.

After identifying the community's interest in river tourism and slum tourism, the next step is to analyze how young people are interested. Based on the city area where the people live, each city

area has different interests which are dominated by low interest. A map of young people's interest in river tourism and slum tourism in Ci Liwung Bidara Cina – Manggarai can be seen in Figure 2.

The city area of North Jakarta is dominated by people who have a low interest in river tourism and slum tourism. The majority of people who have low interest live far from Ci Liwung, namely close to the administrative boundaries of West Jakarta and close to the Java Sea. The low interest of young people in river tourism and slum tourism in North Jakarta is due to the inadequate tourist amenities, namely public toilets at slum tourism sites. Meanwhile, people who have a high interest are caused by tourist attractions that are considered attractive.

The urban area of West Jakarta is also dominated by interest in the low category of river tourism and slum tourism. The low interest of young people in tourism along the river and tourism in slum areas in West Jakarta is due to the accessibility of tourism. Even though tourism accessibility is good, the distance to tourist sites that are far from their location of residence makes young people in the West Jakarta city area have low interest in river tourism and slum tourism. Meanwhile, people who have a high interest are caused by interesting tourist attractions to try. Tourist

attractions in slum settlements are in the form of direct interaction with young people on the Ci Liwung border in RW.

04 The Manggarai Village is most in demand by young people in West Jakarta.

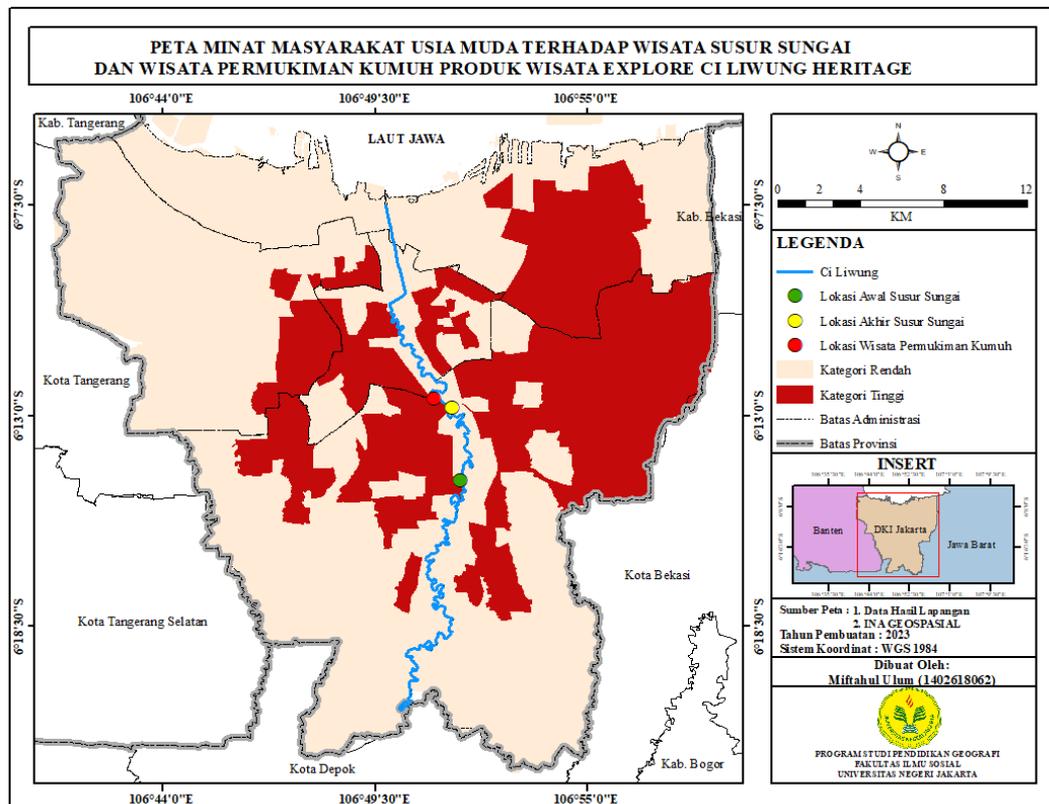


Figure 2. Map of young people's interest in river tourism and slum tourism in Ci Liwung Bidara Cina – Manggarai

People in the city of Central Jakarta are dominated by interest in the low category of tourism along the river and tourism in slums. The majority of young people in Central Jakarta who have low interest live along the Ci Liwung stream in Central Jakarta. The low interest of young people is caused by inadequate tourist amenities, namely the unavailability of a pier at the location of the riverside tour stop under the Slamet Riyadi bridge in Manggarai. Whereas young people who have a high interest

are caused by good tourism accessibility because they can be reached by public transportation such as Transjakarta or the commuter line and the roads that are traversed are good and comfortable to use by two- and four-wheeled vehicles.

Communities in the city of South Jakarta are dominated by interest in the low category for tourism along the river and tourism in slums. The majority of people with low interest live along the Ci Liwung stream in South Jakarta and also in areas far from Ci Liwung. The low

interest is caused by inadequate tourist amenities and the unavailability of a pier at the location of the riverside tour stop under the Slamet Riyadi bridge in Manggarai. Meanwhile, young people have high interest, many of whom live near Ci Liwung. This is caused by accessibility to being able to go to tourist sites and returning from tourist sites is good because it can be reached by public transportation such as the Transjakarta or the commuter line and the roads that are traversed are good and comfortable to use by two- and four-wheeled vehicles.

Communities in the city of East Jakarta are dominated by interest in the low category for tourism along the river and tourism in slums. The majority of people who have low interest live along the Ci Liwung watershed, East Jakarta, and also in areas far from Ci Liwung. The low interest of young people is caused by tourist attractions that are considered unattractive, both tourist attractions along the river and tourism in slums. Meanwhile, young people have high interest, many of whom live near Ci Liwung and far from Ci Liwung (close to the border of DKI Jakarta Province, Bekasi Regency, and Bekasi City). This is due to good accessibility.

Based on this explanation, the results of this study are that the tourism component is the reason why young people have an interest in river tourism and slum tourism in Ci Liwung Bidara

China - Manggarai. As well as tourist attractions which are the most important thing to be able to determine the interest of visiting tourists. Then tourism amenities that are not fully adequate are the main cause of young people in the city areas of North Jakarta, Central Jakarta, and South Jakarta having low interest, and accessibility in the form of tourist sites that are far from where young people live in the city area of West Jakarta to be the main cause of the low interest of young people in West Jakarta.

The results of this study, reinforced by the results of research by (Andina & Aliyah, 2021), the components of tourism in the form of attractions, amenities, and tourist accessibility are the reasons that influence tourist interest. a good tourism component can determine the interest of tourists, as well as this research, an inadequate tourism component affects the interest of young people in riverside tourism and slum settlement tourism in Ci Liwung Bidara China - Manggarai.

D. CONCLUSION

Overall, young people's interest in riverside tourism and slum settlement tourism in Ci Liwung Bidara China - Manggarai is included in the low category (59.3%). Based on the indicators measuring interest, that is transactional interest, referential interest, and preferential interest, they are included in the low category, while

explorative interest is included in the high category. High explorative interest shows that young people have a desire to find information about river tourism and slum tourism in Ci Liwung Bidara Cina – Manggarai.

Inadequate tourism components (attractions, amenities and tourist accessibility) are the reason for the low interest of young people in river tourism and slum tourism in Ci Liwung Bidara Cina - Manggarai.

Based on the results of the research and discussion that has been carried out, there are several recommendations that can be made to increase the interest of young people in river tourism and slum tourism in Ci Liwung Bidara Cina - Manggarai, including developing attractions, improving tourism amenities, promoting and collaborating with various related parties needs to be done in order to increase the interest of young people in tourism along the river and tourism in slums.

BIBLIOGRAPHY

- Andina, A. S., & Aliyah, I. (2021). Faktor-Faktor Yang Mempengaruhi Minat Wisatawan Dalam Mengunjungi Wisata Budaya Candi Borobudur. *Jurnal Pariwisata Dan Budaya*, 22(3), 27–38.
- Anindhita, W., Sari, E., Ariana, D., & Rahmawati, D. (2022). Media Promosi Bisnis Wisata Susur Sungai Melalui Pelatihan Teknologi Media Digital Untuk Masyarakat Binaan di Ciliwung DKI Jakarta. *Jurnal Karya Abdi Masyarakat Universitas Jambi*, 6(1), 94–100.
- Bawole, P. (2020). The Development Of Urban Kampong As One The Alternatives Special Interest Tourism. *ARTEKS: Jurnal Teknik Arsitektur*, 5(1), 115–126. <https://doi.org/10.30822/arteks.v5i1.362>
- Ekinci, Y., & Hosany, S. (2009). Destination Personality: An Application Of Brand Personality To Tourism Destinations. *Journal of Traver Research*, 127–140.
- Ferdinand, A. (2002). *Pengembangan Minat Beli Merek Ekstensi*. Badan Penerbit Universitas Diponegoro.
- Jakarta Open Data. (2022). *Data Jumlah Penduduk Provinsi DKI Jakarta Berdasarkan Kelompok Usia dan Jenis Kelamin Tahun 2021*.
- Kotler, P. (2008). *Manajemen Pemasaran*. Indeks.
- Maesti, D. P., Novanda Utami, D., Salim Zuhdi, M., Pratiwi, R., Samsi, S., & Cecilia, V. (2022). Pengembangan Objek dan DayaTarik Wisata Sungai Ciliwung Berbasis Ekowisata. *Jurnal Inovasi Penelitian*, 3(6).
- Muchlison, M. H., Rizquallah, Naufal, N., & Syah, M. N. (2015). Green Water Front Sebagai Upaya Penanggulangan Banjir Dan tata Lingkungan Kumuh Daerah Aliran Sungai Ciliwung. *Pekan Ilmiah Mahasiswa Nasional Program Kreativitas Mahasiswa-Gagasan Tertulis 2014*.
- Nurhenda, F. A. (2015). *Pengaruh Atraksi Wisata Terhadap Minat*

Wisatawan Berkunjung Ke Curug Pelangi (Curug Cimahi) Kabupaten Bandung Barat. Universitas Pendidikan Indonesia.

- Putra, D. A., & Pangestuti, E. (2018). Pengaruh City Branding “The Heart Of East Java” Pada Minat Berkunjung dan Keputusan Berkunjung (Survei Pada Wisatawan Yang Berkunjung Ke Kabupaten Malang). *Jurnal Administrasi Bisnis*, 61(4), 151–158.
- Sari, D., Kusumah, A., & Marhanah, S. (2018). Analisis Faktor Motivasi Wisatawan Muda Dalam Mengunjungi Destinasi Wisata Minat Khusus. *Jurnal of Indonesian Tourism, Hospitality and Recreation*, 1(2), 11–22.
- Wahyuni, S. (2015). *Kemenarikan Sungai Musi Sebagai Wisata Sungai di Kota Palembang.*