

Experienced economic approach in tourism product development in the Keranggan Tourism Village South Tangerang

Pendekatan pengalaman ekonomi dalam pengembangan produk wisata di Desa Wisata Keranggan, Tangerang Selatan

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ABSTRACT

The experience economy approach shows that consumers are not only offered a product as a commodity, but as an experience. Experience in a destination will distinguish one place from another. The purpose of this research is to examine the four categories of experiences owned by the Keranggan Tourism Village, and to provide a product development strategy based on that experience. The four categories are, aesthetic experience, entertainment, education and getting out of the routine. Kampung Keranggan has been developed since 2012 and already has several tourist attractions that are visited by tourists. The research method used is descriptive qualitative. Data collection was done by interviewing the Tourism Awareness Group and field observations. The findings of this study are that Kampung Keranggan already has aspects in realizing the experience, but the packaging still needs to be developed. Among them, the educational experience for tourists is given the experience of food processing production, from harvesting cassava, peeling, steaming, mashing to forming opaque chips. The results of this experience study will be included in the tourism product development strategy.

ABSTRAK

Pendekatan ekonomi pengalaman memperlihatkan bahwa konsumen tidak hanya ditawarkan produk sebagai sebuah komoditi, tetapi sebagai suatu pengalaman. Pengalaman di suatu destinasi akan membedakan satu tempat dengan lainnya. Tujuan dari penelitian ini adalah mengkaji ke-empat kategori pengalaman yang dimiliki oleh Kampung Wisata Keranggan, dan memberikan strategi pengembangan produk berdasar pengalaman tadi. Keempat kategori tersebut adalah, pengalaman estetika, hiburan, edukasi dan keluar dari rutinitas. Kampung Keranggan dikembangkan sejak tahun 2012 dan sudah memiliki beberapa daya tarik wisata yang dikunjungi oleh wisatawan. Metode penelitian yang digunakan adalah kualitatif deskriptif. Pengumpulan data dilakukan dengan teknik wawancara dengan Kelompok Sadar Wisata dan observasi lapangan. Temuan penelitian ini adalah Kampung Keranggan sudah memiliki aspek-aspek dalam mewujudkan pengalaman tadi, namun dalam pengemasannya masih perlu dikembangkan. Diantaranya, pengalaman edukasi bagi wisatawan diberikan pengalaman produksi pengolahan makanan, mulai dari memanen singkong, mengupas, mengukus, menumbuk sampai membentuk keripik opak. Hasil kajian pengalaman ini akan dituang dalam strategi pengembangan produk wisata.

INTRODUCTION

Today, tourism destinations are demanded to be more comprehensive, including fulfilling physical and spiritual needs. Ensuring that tourism activities are included in Human Rights, this can be seen from the ratification of the Universal Declaration of Human Rights (UDHR) Articles 13 and 24 and also in the 1945 Constitution Chapter 10A Article 28C Paragraph 1 and Paragraph 2. Various facilities such as the availability of leave, infrastructure, and other facilities. The existence of tourism is considered a human right, making tourism emerge as a sector needed by everyone (Hubner *et al.*, 2022)

Weaver and Lawton (2014) said that tourism products combine tourist attraction and the tourism industry. An integrated product range includes objects and attractions, transportation, accommodation, and entertainment. Each element of tourism products is prepared by each company and offered separately to consumers who, in this case, are tourists. According to Stange and Brown (2013), Tourism products are the core of a tourist destination. Most tourism products are only limited to attractions with their activities and services. Quality in a product and service is the most important factor in the success of an organization. Likewise, quality services and products are very much needed in tourism development.

Sinclair and Stabler (1997) define a tourism product as a composite product involving transportation, accommodation, catering, natural resources, entertainment, and other facilities and services, such as shops and banks, travel agencies, and tour operators. About 20 years ago, Pine and Gilmore (1998) stated that when goods and services become commodities, the customer experience created by the company/organization will be very meaningful. Therefore, Pine and Gilmore (1999) claim that developed countries are moving from an economy that sells services to an economy that sells experiences. Among service industries, tourism relies on providing tourists with experiences. Quan and Wang (2004) that tourists seek in travel destinations (Sternberg, 1997)

The theory of experiential economics provides rich content in explaining the creation of the phenomenon of experience because the tourist experience in a destination will affect the behavior of tourists towards that destination (Lin & Kuo, 2016). According to Pine and Gilmore (1998) the experience economy has made the most economic strides since the agricultural, industrial, and service economies. They clarify that experiences are something that people participate in at various degrees and ways in business operations. Beyond only buying goods and services, consumers seek out unique experiences. As a result, companies must change their perspective from one that emphasizes high-quality services and is "delivery-oriented" to one that is "phased" and focuses on creating unique consumer experiences. Pine and Gilmore (1999). This priceless consumer encounter raises the worth of a good or service (Caru & Cova, 2003). To benefit both the consumer and themselves, firms in the experience economy must understand how to enhance the customer experience. Based on two characteristics (consumer engagement and connection), Pine and Gilmore (1998) classify experiences into four major types, as indicated in Figure 1. They are the "experiences of entertainment," "experiences of instruction," "experiences of escapism," and "experiences of aesthetics." "The act of watching movies involves both absorbent connection and passive engagement. Yoga is a learning process that involves both active participation and absorptive connections. Sightseeing is a unique activity that involves more active engagement and connection with the environment because you are immersed in it more. The aesthetic experience of visiting a museum is one of passive engagement but a deeper, melting connection. During a single event, such as a trip to Disney World, people may simultaneously experience all four of these experience categories.

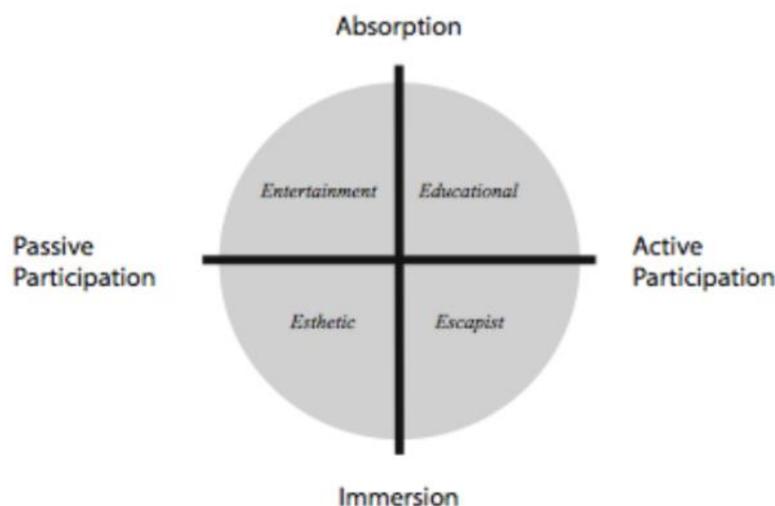


Figure 1. Four Realm Experience
Source Pine and Gilmore (1998)

The complex interplay of subjective elements that make up the tourist experience affects how visitors feel and behave (Yin *et al.*, 2022). Several factors depend on tourists' needs, desires, and motivation (Wang, 2021). Other factors that depend on aspects related to the idea are setting, accommodation, local attractions, and atmosphere (Lewis *et al.*, 2021). In other words, the tourist experience is associated with satisfaction and is a subjective condition felt by tourists (Kastenholz *et al.*, 2018). Smith *et al.* (2019), state that travelers are looking for experiences that 'affect their senses', 'involves them personally', 'touches their hearts', and 'stimulate their minds'. In other words, people increasingly seek authentic experiences rather than impersonal or artificial ones. Memorable Tourism Experience is defined as a tourism experience that is remembered and 'positively remembered' after the event occurred (Germanovich *et al.*, 2020). MTE is more important because of its potential to influence future travel decisions (Ye *et al.*, 2021).

While the four realms of the experience economy consisting of Education, Entertainment, Escapism, Esthetics can increase arousal and Memorable Rural Tourism experience can increase Revisit Intention, Willingness to pay rural products, Willingness to share positive e-wom from tourists, also could develop consumer memory, which can influence tourist behaviour. (Juliana & Antonio, 2022)

From the literature study on the experience of traveling in a rural environment, it was found that 32 keywords in seven clusters were expressed as memorable experiences from the activities carried out, namely: "nostalgia," "local food," "culinary tourism," "tourist attractions," "homestays." , "satisfaction", "quality of service", and "agrotourism". These keywords suggest that contentment is a sense attained while traveling through rural areas, where tourist attractions also offer high-quality services by way of accommodations like homestays (Juliana *et al.*, 2022)

Based on research conducted with bibliometric analysis of 155 keywords that are interconnected with one another related to Memorable Tourism Experience (Juliana *et al.*, 2022)

According to the Ministry of Tourism and Creative Economy's directive, alternative tourism trends are currently intensifying. The idea behind this alternate form of travel combines it with rural life and locals. Tourist villages are thus one of the areas that are anticipated to speed up the recovery of tourism after it was negatively affected by the COVID-19 epidemic. A village must have tourism potential, community enthusiasm and readiness, as well as local-specific distinctiveness, in order to be used as a tourist village. In South Tangerang City, Banten Province, Keranggan Tourism Village is physically situated in Keranggan Village, Setu District. The Cisadane River passes through this settlement, which is close to the city center of BSD, which has an urban atmosphere yet unspoiled natural beauty. Most of the population's livelihoods come from micro, small, and medium-sized businesses that produce various chips. The Keranggan Tourism Village, which is being developed as Ecotourism Keranggan, has the potential to boost the local economy, protect the environment, and benefit the locals. Out of 109 villages with campuses, the Keranggan Tourism Village was named by the Ministry of Tourism and Creative Economy as one of the top 20 tourist villages in Indonesia. The Indonesian Tourism Village Award (ADWI) is a celebration that recognizes tourism villages for success in meeting assessment standards set by the Ministry of Tourism and Creative Economy. The purpose of this event is to elevate Indonesian tourist towns to the level of premier, fiercely competitive travel destinations. Keranggan Village is among the top 300 of the 500 tourist communities taking part in the Indonesian Tourism Village Award for 2021.

Water tourism on the Cisadane river is the attraction of Keranggan Village, which has the potential to be expanded. Additionally, there are a number of cuisines prepared with local products that have the potential to develop into traditional culinary enterprises typical of Keranggan Village. Homestay accommodations are also available in this village and are run by the locals. Regarding cultural tourist attractions, Pencak silat and jaipong dance are practiced in Keranggan Village. A trip package that offers a variety of tourist activities is already available in Keranggan Village. Although Kampung Keranggan already boasts a number of tourist-drawing amenities, not all of them are packaged well. The Cisadane River, which is located at the location, has not been used to provide educational experiences, natural beauty or entertainment experiences. This study aims to examine the economic potential of the experience possessed by the Keranggan Tourism Village in Tangerang. Strategies will be identified to develop this village tourism product as one of the more qualified tourist destinations in Tangerang.

METHOD

This research uses the descriptive qualitative method. Sekaran and Bougie (2016) mention that qualitative research methods are used to examine the condition of natural objects, and data in the form of words. Data was collected using interview techniques through open-ended questions on the potential for entertainment, education, aesthetics, and getting out of the routine, as well as field observations.

Interview was conducted to Tourism Awareness Group which is Pak Alwani as a head of tourism awareness group. The four realm of experience economic was used to analyze Kampung Keranggan resources. There are "entertainment experience," "educational experience," "escapism experience," and "aesthetic experience.

RESULT AND DISCUSSION

The study's results were based on interviews with the tourism awareness group of the Keranggan Tourism Village.

History of Keranggan Tourism Village

Pak Alwani, as the leader of Tourism Awareness Group, stated that “Keranggan Village” was first recognized for the development of the concept of Micro, Small, and Medium Enterprises focusing on the community in 2012. Local culinary products whose raw materials also come from the village, such as opaque, banana chips, and flower shakes, are in great demand by visitors.

The following year, a group of people discussed tourism development by looking at the potential, such as its location on the edge of the Cisadane lion and its natural atmosphere, even though it is near an urban area. With the direction of the Regional Tourism Office of South Tangerang City, Kampung Keranggan was developed into a tourist village. Because it is under the Keranggan Village administratively, it is called the Keranggan Tourism Village. In 2019, the SK from the Disparada established Keranggan Village as a Tourism Village with a Nature Tourism NIP. In 2020, a community-based Keranggan tourism village master plan will be developed.

During the 2020 to 2021 pandemic, tourists do not come to the Keranggan Tourism Village. Many tourists began to come in 2022, reaching approximately 1,000 people per month, aiming to culinary, camping, and learn to process food. Currently, the management of the tourist village is under the Tourism Awareness Group. The number of family heads in this village is 550 families, which are included in the four Pillars of Citizens, RW 5, RW 11, 12, and 13.

Pak Alwani said that “the obstacles faced in managing this tourist village are stated that it is still quite difficult to unite perceptions with the local community, as well as economic empowerment in production and marketing in processing galleries to accommodate local community products”



Figure 2. Photo Documentation

Table 1. The Economic Potential of Experience in the Keranggan Tourism Village

No	Experience Category	Available Potential	Description / Problem
1.	Entertainment (passive participation – absorption connection)	<ol style="list-style-type: none"> 1. Traditional music (angklung) 2. Pencak silat 3. The step-down dance and tarawangsa 4. Outbound 5. Attractions 	Still limited as a guest welcoming ritual
2.	Education (active participation – absorption connection)	<ol style="list-style-type: none"> 1. Camping and fun game 2. Learn to process local culinary (harvesting cassava, peeling, steaming, and printing opaque) 3. Archery: Collaboration with schools as an extracurricular 4. Literacy through fairy tales 5. Solar panels, environmentally friendly energy to teach school students 	<p>The student market for schools in the Tangerang and Jakarta areas, including the Japanese School.</p> <p>Fairy tales have not been developed and delivered by people who have storytelling skills</p>
3.	Exit Routine (active participation – merged connection)	<ol style="list-style-type: none"> 1. Religious rituals: bathing at night in the Cisadane River. 2. Ride a raft down the river 3. Release fish once a month for Buddhists. 4. Stay at homestay 	<p>Safety standards are still lacking.</p> <p>The standard of homestay facilities and services is still limited</p>
4.	Aesthetics (passive participation – fused connection)	<ol style="list-style-type: none"> 1. The beauty of nature, the sound of nature, the sound of water, the cold temperature at night 2. Tomb site on the bank, a heritage of civilization where Cisadane river is the location of the Pasundan Kingdom bathing place. 	There is no signage that tells what tourists see to improve the travel experience

Source: Interview result (2022)

Discussion

The Head of the South Tangerang City Regional Tourism Office has determined Kampung Keranggan as one of 9 (nine) tourist destinations, which act as the cultural village of Sunda Banten. Keranggan village was chosen as a tourist terrace for Banten before going to the Baduy area. To develop the potential that is already owned, a development strategy is needed to improve the quality of the experience that tourists will find in Kampung Keranggan. The experience that will be developed is also expected to increase the involvement of local communities in tourism activities and ultimately have an impact on expanding business opportunities and increasing community income.

Pine dan Gilmore (1998) explain that experiences are events that involve individuals at different levels and forms of involvement in business processes. As stated in Indonesia's tourism policy, tourism must provide an increase in the quality of life, both for local communities and tourists. The development of resources owned by Kampung Keranggan requires support from every member of the community, so it is hoped that tourism activities can provide new business opportunities or employment. Furthermore all the opportunities will give more income to the community. On the tourist side, they seek a unique experience beyond the consumption of a product or service. All the experience will improve the visitor's quality of life by gaining education, entertainment, esthetic and escapism experience. Therefore, in the experience economy, businesses must know how to improve the customer experience to benefit both the customer and themselves. Businesses in Kampung Keranggan need to shift their paradigm from a "delivery-focused" service economy emphasizing high-quality offerings to a "phased" experience economy that creates unforgettable consumption experiences.

The following strategies will be developed:

1. Entertainment Experience
 - a. Development of traditional music and Pencak silat events, which become a gathering place for enthusiasts or actors of Sundanese Bantenese music and culture
 - b. Development of a Music Lab or training to improve the quality of existing cultural art
2. Education Experience
 - a. Increase Collaboration with schools to 'sell' camping experiences, process local food, and archery extracurricular.
 - b. Improve standard operating procedures for each educational activity.
 - c. Train mentors/coaches and mothers of MSME business owners so they can present teaching that already has written standards, including the sequence of procedures.
 - d. Creating story scenarios to find and train the right storytellers

3. Escapism Experience
 - a. They are improving the safety standards of traveling down the river or bathing in the river at night so that nothing untoward happens.
 - b. Provide security facilities along the river bank as well as safety signs.
 - c. Training and improvement of the quality of cleanliness, homestay facilities, and services for homestay owners. Including teaching how to market homestays through social media that the Keranggan Tourism Village already owns.
4. Esthetic Experience
 - a. Provide signs or signage to explain certain activities or locations so that they can add to the tourist experience.
5. Authenticity Experience
 - a. There are homestays; there are a variety of special foods and attractions
 - b. It is religious tourism, research tourism, cultural tourism, culinary tourism, and sports tourism.
 - c. There is camping, enjoying the natural atmosphere with family
 - d. Some trainers provide health therapy every Wednesday morning through Yama exercises. The obstacles faced in managing this tourist village are stated that it is still quite difficult to unite perceptions with the local community, as well as economic empowerment in production and marketing in processing galleries to accommodate local community products.

CONCLUSION

Kampung Keranggan already has a wealth of natural and cultural potential and tourism activities that can be used as tourist experiences. And there are still several aspects outlined in the development strategy and strategy in overcoming the obstacles faced by the tourism village managers. Further research can be carried out to develop further activities that can be carried out to increase tourist attraction and tourist experience. Research based on interview to the visitors will give more valuable knowledge on what the visitors value the experience in Kampung Keranggan and will give input for the planning of product development. The implications of this research reveal a specific set of nuanced social practices that need to occur in order for authentic local experiences and values to be co-created among guests, hosts and the wider local community.

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