

Ecotourism Attractions, Level of Satisfaction and Management of *Air Terjun Kembar* in Kampung Anyar Village, Banyuwangi

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Abstract

Air Terjun Kembar (Twin Waterfall) in Kampung Anyar, Banyuwangi is an alternative tourist travel destinations around the Ijen crater. This study aims to determine the history, attractions, eco-tourism potential, the level of customer satisfaction and further management for the area. The method is carried out by semi-structured interviews, questionnaires based on the satisfaction level of *Sapta Pesona* (standard value) and SWOT Analysis to the management. These results indicate that previously Kembar Waterfall Kampung Anyar was used for water resources. Then, in 2014 began to be managed by the group of people in Kampung Anyar. SWOT analysis shows that the management is good. In some aspect however it needs to be improved.

Keywords: Ecotourism, Kampung Anyar, *Sapta Pesona*, SWOT.

INTRODUCTION

Banyuwangi is the most eastern region that was in the area of East Java which is now better known as *Sunrise of Java*. Banyuwangi Regency now been established as tourist areas by the local government. The most famous attractions in Banyuwangi are tour to Ijen crater, the Red Island, and G-Land. However, there are several tourist attractions located around these tourist attractions. Travel to Ijen Crater which is located around Glagah districts, there are several natural attractions which is quite interesting. One of them is located in the village of Kampung Anyar, namely the *Air Terjun Kembar* (Twin Waterfall). *Air Terjun Kembar* tourism has recently been managed by local people using village funds and assistance from the local government. *Air Terjun Kembar* Tourism in Kampung Anyar saves one potential that is quite interesting. Moreover, if it dealt seriously, then it would make this area into a tourist destination alternative to the Ijen crater. Tourism management will be better again, if ecotourism being developed. Ecotourism is nature tourism with mild impact which causes the maintenance of species and their habitat direct role in the preservation and indirectly by providing local public view, to make the local community to put value, and protect nature and other lifes as revenue sources [1]. Meanwhile, according to the Regulation of the Domestic Minister No. 33 of 2009 on Guidelines for

Ecotourism Development in the Region, Ecotourism is nature tourism activities in the area of responsibility with regard elements of education, understanding, and support for the efforts of conservation of natural resources, as well as increased income of local communities. In concept of ecotourism, it can be defined as a concept of sustainable tourism development which aims to support the efforts of environmental conservation (nature and culture) and increase public participation in the management, so that economic beneficially for the local community [2].

Air Terjun Kembar in Kampung Anyar is administratively located in District of Glagah, Banyuwangi. It is one of the new tourist areas that are on the road to Ijen Creater Tourism. This tour is managed by the local community by establishing a community. Previously, the Waterfall is a place for people to obtain water. Around 2014, group of residents tried to repair the access road and also build infrastructure. Thus, it serves additional tours for traveler from Ijen Creater Tourism. *Air Terjun Kembar* in Kampung Anyar is not charge for admission, so that in the holiday it becomes one of the excellent low budget tours in the area. Meanwhile, the community obtains benefit from vehicle parking tickets, water cleanliness of the toilets and also from trade in *Air Terjun Kembar* tour of Kampung Anyar. In addition to the Kembar Waterfall, there is another waterfall which is called the *Air Terjun Tunggal* (Single Waterfall).

Air Terjun Kembar Tourism in Kampung Anyar needs to be well and sustainably managed. This

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study aims to determine the history, attractions, eco-tourism potential, the level of customer satisfaction and further management.

MATERIALS AND METHODS

This research was conducted on October 2015 at *Air Terjun Kembar* in Kampung Anyar Village, District of Glagah, Banyuwangi (Fig. 1).



Figure 1. Location of Kampung Anyar

Field Observation

Field observation was carried out through tourism potential object in area of *Air Terjun Kembar*. Potential object for tourism was listed and descriptive characteristics of object was drawn. In order to generate comprehensive information regarding tourist object, an in-depth interviews with key person in water fall area was implemented. Focus of the interviews was the history of the discovery of *Air Terjun Kembar* as tourist object and effort to convert and promotes waterfall as tourist attraction.

Questionnaire on Tourist Satisfaction

The questionnaire was distributed to the 30 tourist who visit *Air Terjun Kembar*. Respondents selection is done randomly. The questionnaire components in question is constructed based on the *Sapta Pesona*. *Sapta Pesona* is a concept that is issued by the Ministry of Tourism and Creative Economy. *Sapta Pesona* is seven elements of the charm that must be realized for the creation of a conducive environment and ideal for the development of tourism activities in a place that encourage tourists to visit [3]. *Sapta Pesona* has seven aspects: security, order, cleanliness, coolness, beauty, friendliness, and impression. The results will be analyzed in Microsoft Excel and seen the percentage level of satisfaction.

SWOT Analysis

SWOT analysis is the analysis conducted on four things: Strength, Weakness, Opportunity and Threat. SWOT analysis is used Management to ecotourism resource relationships with other

resources [5]. The purpose of the SWOT analysis in this study is to determine the strategy that should be adopted for the development of *Air Terjun Kembar* attraction. The assessment of each case can be determined on quadrant of SWOT analysis (Table 1). Furthermore, it can be seen in terms of the development on the tourist attraction.

Table 1. Quadrant SWOT Analysis

External/Internal	Strength	Weakness
Opportunities	O – S	O – W
Threat	T – S	T – W

RESULT AND DISCUSSION

History of *Air Terjun Kembar*

There are many waterfall in Banyuwangi, some of them located in the location that is quite hidden and challenging. One of the Waterfall that is still fairly new known and has relatively easy access is a waterfall located in the Kampung Anyar villages, District of Glagah, Banyuwangi. Three waterfalls are located in one location and the position are very closely together, so that some called it as the *Air Terjun Kembar* or *Air Terjun Jagir* or *Air Terjun Kampung Anyar*. Initially this waterfall enabled residents to the water source, and then in 2014, a community built access roads, toilets and food stalls to be used as tourist attractions [6].

This Kampung Anyar Village Waterfall comes from three springs that appear on top of a cliff, i.e. springs of *Jagir*, *Pawon* and *Buyut Ijah*. The most interesting Waterfall here is the springs of *Pawon*, because the water flowing is not too heavy and fairly wide. The atmosphere is cool scent of mountains give coolness to the end that came to the place. While enjoy the view of the waterfall, tourist can play/shower under the waterfall and takes pictures of stream. Near to the two waterfalls, located about 200 m west there is *Kategan* Waterfall. To get to the *Kategan* Waterfall, tourists can follow the river as far as 100 m upstream. *Kategan* Waterfall derived from waterfall sources that falls to Kalibendo. This waterfall is higher than the two previous waterfalls and had a fairly heavy flow of water [7].

Access to this area is easy, takes only 20 minutes from downtown Banyuwangi westward to the Kampung Anyar Village about 15 km. The tourist area around the waterfall reserved parking areas are mostly located in front of houses and stalls set up by locals. From the parking area, tourist need to walk down the cliff

for 100 m, on the middle of the trip we will meet a very beautiful view of the cliff, with pieces of rock that sticks like a shiny diamond carved chunks if exposed by water runoff [8].

Ecotourism Attractions

Air Terjun Kembar is the potential ecotourism attractions. *Air Terjun Kembar* itself is derived from the flow of the river in the village of Kampung Anyar. A pool was built at the bottom of *Kembar Waterfall*, constructed by a group of local people. The pool can be used for bathing and swimming by tourist. Around the waterfall, there is also toilets and food stalls which is managed by government (PDAM-Local Water Company).

Beside the *Air Terjun Kembar*, there is one more ecotourism attraction in the area, namely *Air Terjun Tunggal* (Fig. 2), which is at the north side of *Air Terjun Kembar*. For passing this *Air Terjun Tunggal*, tourists can tracking passed the river. Around the river tourists are also treated by the view of plantation residents. To go to *Air Terjun Tunggal*, travelers from the entrance immediately turn to the left, while the right side is *Air Terjun Kembar*. Pathway to *Air Terjun Tunggal* traversed by walking on the riverbank. After walked about 10-15 minutes, the visitors would have reached the *Air Terjun Tunggal*. In *Air Terjun Tunggal* tourists can see the waterfall with a height of about 50 m. However, there is no facilities in *Air Terjun Tunggal*, conversely to facilities (toilets and food stalls) in *Air Terjun Kembar* (Fig.3).



Figure 2. *Air Terjun Tunggal*

Ecotourism Potential of *Air Terjun Kembar*

The waterfalls in Kampung Anyar Village are specially located because visitors will be able to enjoy three Waterfall at once in one place, *Air Terjun Kembar*. About 20 m from the *Air Terjun Kembar*, there is another *Air Terjun Tunggal*, although it is not as beautiful as the *Air Terjun Kembar* because there are buildings on the top of it and there was washing spills from the residents or the local community. However, as a whole, it still does not detract the beauty of the waterfall (Fig.4). In addition, there is also a waterfall as local people called, the *Kategan Waterfall* which is located about 300 m to the west. It is also as exotic as *Air Terjun Kembar* because it falls comes from Kalibendo streams instead of the spring so that the water discharge more rapidly than *Air Terjun Kembar*. To go to the location of the waterfall, there is relatively difficult road that must be passed because through down shrubs, trees and river flow. However, visitors should not be worry because it does not need to take a long time to reach the location.

Besides the beauty of the waterfall, the potential objects which can still be enjoyed in the village is a slope of 90° cliff that has a unique shape. Prism protrusions are resembling stone diamond flakes. This cliff is quite interesting for extreme sports enthusiasts because of its very challenging height given by the slope of the cliff to reach 90°.

Air Terjun Kembar is located not far from the plantation of Kalibendo. Perhaps many people have passed but was not aware of its existence. Location of the waterfall is approximately 1 km east of Kalibendo. In addition to the road conditions are good, the location is also located on the edge of the road makes it easy to reach. Once entering the village we will be faced with a view of trees and farm/ricefield right way. Bounded by cliffs which beneath is clear water river. Among the cliff, there are three Waterfall that were located very close together.

Tourist Satisfaction Level

Waterfall tourist visitors of *Air Terjun Kembar* in Kampung Anyar are 55% female and 45% male, with majority of >50% visitors are high school students (Fig.5). The results of questionnaires shown that the level of satisfaction of each factor is fairly high. This can be seen in the table that the satisfaction level of each factor is over 50% (Table 2). Thus it can be said that *Air Terjun Kembar* tour visitors satisfied on the existed attractions.



Figure 3. Facilities at Air Terjun Kembar (stalls and toilets)

Table 2. Tourist Satisfaction Level Based on *Sapta Pesona*

Sapta Pesona	Satisfaction Level (%)
Security	61.16
Order	60.48
Cleanliness	64.52
Coolness	78.45
Beauty	66.94
Friendliness	67.30
Impression	66.24

While the coolness factor has the highest satisfaction level of 78.45%. The environment is still beautiful and yet so much potential for the development of the area. In addition, the location of the waterfall at the foothills of Mount Ijen adds the atmosphere of coolness. While the order is a lowest factor level of satisfaction for 60.48%. This could be due to the lack of personnel in the sights. In addition, there is no admission charges that makes this attraction has no significant revenues yet, thus the order becomes less. Because, if there is admission and significant

revenues from the attraction , the funds could be used to pay officers so that order can be well improved.

SWOT Analysis

Assessment of SWOT analysis was performed on each of these factors (Table 3). Thus obtained quadrant SWOT analysis (Fig.6) than can be used to plan appropriate strategies for the Ecotourism development in *Air Terjun Kembar* in Kampung Anyar [9]. The suitable strategies for this ecotourism development determine in quadrants based on the analysis.

The location of the strategy quadrant is in first quadrant (Fig.6), which means that the strategy in the management of *Air Terjun Kembar* travel is appropriate. However, it should be improved further to attract more visitors. Especially in the field of cleanliness, such as less trash on the road to the *Air Terjun Tunggal*.



Figure 4. Air Terjun Kembar, Kampung Anyar Village

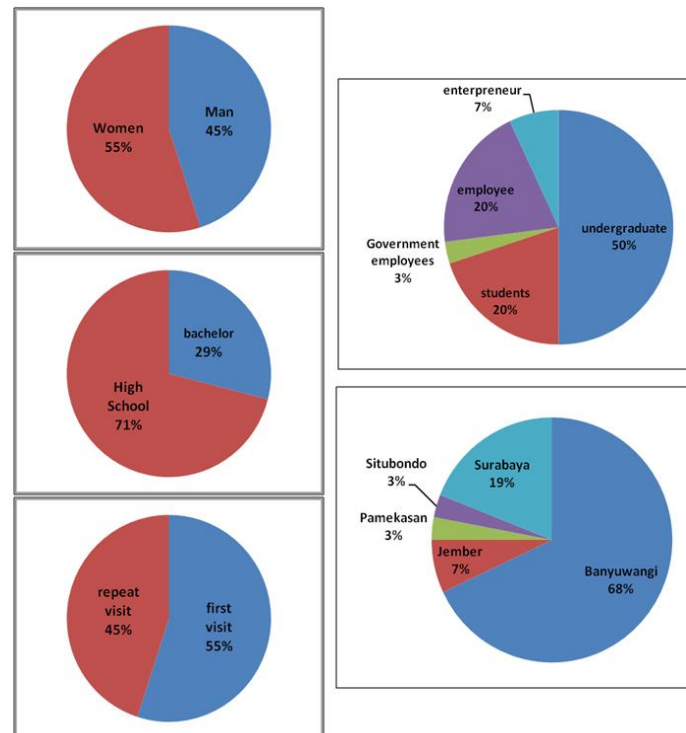


Figure 5. Chart of Data Visitor in Air Terjun Kembar

Table 3. SWOT Analysis

Strengths (S) Environment unspoiled Attractive waterfall There is a natural swimming pool Local people are friendly to visitors	Weaknesses (W) Facilities and infrastructure are inadequate Garbage is strewn Lack of personnel in the tourist area The lack of promotion of tourist areas
Opportunities (O) Adjacent to the tourist area of the Ijen Crater As one of the alternative tourist destination Support from local government The management is independent by the local community	Threat (T) Many visitors on certain days Some people have not been involved in the management The opportunity for accumulation of garbage on holidays

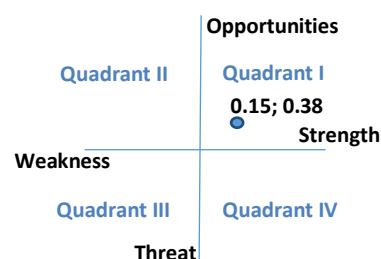


Figure 6. Quadrant of SWOT Analysis

CONCLUSION

Air Terjun Kembar was first functionalized as a resource of water, then in 2014 managed by community and used as tourist attractions. Most of the visitors are students. The highest satisfaction levels of visitors is the coolness factor, while order is being the lowest factor. Attractions offered is parallel Waterfall so-called *Air Terjun Kembar*, plus *Air Terjun Tunggal* that

can be accessed by tracking. The potential of the access to the *Air Terjun Tunggal* needs to be improved, especially in the presence of trash and roads need to be built. Based on the SWOT analysis, management of *Air Terjun Kembar* are fairly good however needs to be improved, especially on the access to the *Air Terjun Tunggal*.

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