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**PROMOTING COMMUNITY-BASED TOURISM ALONG CITARUM RIVER:
DOES ASSET-BASED COMMUNITY DEVELOPMENT APPROACH
MATTER IN CANGKORAH?**

Pius Suratman Kartasasmita, Ph.D
Jeffri Yosep Simanjorang

Parahyangan Catholic University





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**Citarum Bergetar*
**Citarum Bestari*

Citarum Harum

Presidential Regulation 15 /2018
“Acceleration of Pollution Control and Damage to the Citarum River Basin”



Citarum Harum

Four physical and environmental problems are noted to include:

- the problem **erosion** and **landslide** problems due to land conversion from protected forests to vegetable plantations that occur in the upstream area.
- **sedimentation** and **flooding** problems that hit residential areas along the river.
- the problem of **diminishing groundwater** due to unlimited exploitation, especially by industries operating in watersheds.
- the problem of uncontrollable **pollution**, both from household waste and toxic wastes originating from agriculture, hospitals and industries operating along the river.

Four critical social issues, namely:

- the failure of the **education** system in fostering values, norms, attitudes and behaviors that love the natural environment as part of the eco-system of human life.
- the low **institutional** capacity of the government in carrying out good river governance and the weakness of law enforcement against the perpetrators of pollution and violations.
- the loss of **virtuous** citizenship which manifests i.e. itself in the form of pollutant behavior towards the river.
- the lack of corporate social **responsibility**.

Cangkorah & Asset-based Community Development

- Sector 9 Citarum Harum
- Similar circumstances with other Citarum basin area
- Thematic KKN program in 2018



ABCD - Green and Haines

- human assets,
- physical assets,
- social assets,
- financial assets, and
- environment assets





RESEARCH METHODS

Participatory Action Research (PAR) is employed as the basic design in this study with mixing both qualitative and quantitative designs. Series of FGDs and unstructured depth interview were conducted with numbers of stakeholders of Citarum Harum to include:

- Head of households in Desa Cangkorah, particularly RW 17, RW 14 dan RW 10.
- Community leader represented by Kepala Desa Cangkorah.
- Task force of Citarum Harum in Sektor 9 to include Komandan Sektor 9, Komandan Sub-Sektor 02 and numbers of Siliwangi corps tasked in Sektor 9.
- Number of factory owner operating along Jalan Batujajar.
- Social and environmental activists working in Cangkorah to include RW 17, RW 14 dan RW 10, particularly activist of Eco-Village dan Citarum Institute.
- Government officials involved in Citarum Harum both from Kabupaten Bandung Barat, Cimahi and Provincial Government.

Survey – 206 families

DISCUSSIONS: DOES ASSET BASED COMMUNITY DEVELOPMENT (ABCD) MATTER IN CANGKORAH?

Human assets

Age Category	Number of Population
Under 5	457
5 - 6	690
7 - 12	1582
13 - 15	737
16 - 18	575
19 - 24	900
25 - 49	879
50 - 64	1257
65 and over	575
Total	7652

Physical assets

Inadequate **infrastructure** in length and quality of **roads**, number and size of **bridges, public buildings** to provide public services, **internet** connection, resident **housing**

Environment assets

Located in the middle of lake very closed to Kota Baru Parahyangan made it POSSIBLE to various tourist spots such as water tourism, water sports, and culinary business.

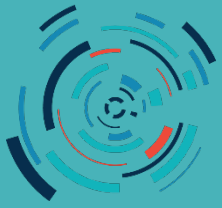
Social assets

Potential social assets: internal **bonding** among community members as well as **bridging** between community and outside parties in the form of effective **networks** and strategic **alliances**.

Financial assets

Itemized Criteria	Proportion
Own their own house	84%
Two adults in the family	54 %
Two children in the family	39%
One child in the family	31%
Own three bedrooms in the house	29%
Own two bedrooms in the house	42%
Inside bathroom	20%
Using well-water as sources of clean water	92%
Electrified by PLN	100%
The house has air vents	83%
Garbage can in the house	None
Selecting of organic-nonorganic garbage	None
Burning the garbage without selecting	100%
Believe natural environment assets in Cangkorah attracts as tourist destination for promoting CBT	83%
Interested in creative business in Cangkorah advantage for promoting CBT	61%
Believe current cultural activities and performing arts advantages for promoting CBT	98%

**Dana desa, CSR*



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CONCLUSIONS

Empirical Notes

In terms of human assets, the proportion economic productivity, the proportion of productive age group in Cangkorah is very low. It is accounted for only **39.6%** which include age group of **19-64** that is unlikely the case of Cangkorah. By excluding this age group of 50-64 i.e. only includes 19-49 age group in calculation, the proportion of productive age falling into only 23%. It is expected that economically Desa Cangkorah is critically **call for attention**.

Existing conditions of **physical and environment assets** in Cangkorah has a **great potential** in the future due to the extra-ordinary strategic alliances of its stakeholders, its social and network assets in addition of supportive community leadership in promoting Community Based Tourism in Cangkorah. → water tourism, water sports, culinary business

There is a great opportunity in making **water hyacinth** as a **commodity**. The fact that many housewives still have plenty of free time each day makes this opportunity even more great.

Recommendations for Collective and Collaborative Actions



- Asset Based Community Development approach reveal with identifying social assets in the form of extra-ordinary strategic alliances among stakeholders as the strongest assets for promoting Community Based Tourism in Cangkorah
- Existing conditions of physical assets of Cangkorah will significantly be improved by designing Cangkorah as an educational and cultural backyard of Kota Baru Parahyangan Estate, endorsing the establishment of IPAL Komunal by Industrial estate as part of scientific tourism, as well as Indonesia Power and Military training Camp as an educational tourism segment
- Establishment of the Citarum Institute Academy as well as promoting the existing educational facilities as the model of eco-tourism model



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Terima kasih

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