

Canteen Development Innovation and Business Partners Around the Alamtirta Tourism Swimming Pool in Barengkok Village in the Covid Pandemic Era

Sulthan Sami Dzakwan Akhmad Khan ¹, Muhamad Azis Firdaus ²
Universitas Ibn Khaldun, Indonesia

Article Info

Article history:

Received June 4, 2023

Revised June 11, 2023

Accepted July 1, 2023

Kata Kunci:

Alam Tirta Swimming pool
Pandemic Era

ABSTRACT

This study aims to determine the potential of the Alam Tirta swimming pool tourism object in the Barengkok Village area, Kec. Leuwiliang, by expanding promotion through print media including the distribution of brochures, through electronic media including Instagram, and Tiktok, this report writing uses a combination of qualitative analysis, interviews, document studies, and literature studies. The data obtained were then analyzed qualitatively and presented descriptively. This study aims to find out how important the innovation of facilities at the Alam Tirta Tourism swimming pool is for the convenience of visitors and to make improvements to the canteen facilities and business partners of the Alam Tirta swimming pool and the kiosks provided. Therefore we conclude that the development of innovations for facilities at the Tirta nature tourism swimming pool in Barengkok village is very important for the comfort and interest of visitors and is profitable for business partners around the Tirta nature tourism swimming pool.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Sulthan Sami Dzakwan Akhmad Khan
Universitas Ibn Khaldun
Email: sulthansami4767@gmail.com

INTRODUCTION

Background of the problem

The swimming pool in Leuwiliang District, which is located in the Bogor district area in West Java, Indonesia, the Alam Tirta swimming pool was established at the beginning of January 1, 2019. The Alam Tirta swimming pool was established because the owner, Bapak H. Empai Pardi, considered the swimming pool to be a pretty good idea for building and setting up a swimming pool.

This founder thought that the business in swimming pool tourism could be competitive in this era, especially when establishing a swimming pool for a swimming pool in a village because it is quite rare to find swimming pools in rural areas because the majority of tourism in rural areas, for example, are nature reserves, waterfalls, and other tourist attractions, and to increase the income of the surrounding community who are close to the tourist attractions of the Alam Tirta swimming pool, this is a tourist area, the Alam Tirta swimming pool was established on a large land area. In rt 3 RW 5 in Barengkok Village, Leuwiliang District, Bogor Regency. And positive impact of the existence of the Tirta swimming pool, it is enough to build the economy of residents who become employees or workers at the Alam Tirta swimming pool and some sell at the Alam Tirta swimming pool canteen.

Basic Theory of Ideas

Definition of Productivity

Productivity (Timpe, 1984) is the secret between valuable output and input, for example, the efficiency and effectiveness of available resources, namely staff, machinery, materials, capital, facilities, energy, and time to achieve very valuable output.

Productivity contains 2 main concepts, namely efficiency, and effectiveness. Inefficiency, you can measure resources, both human, financial, or natural, which are needed to meet the desired level of service. Effectiveness is measured in terms of the quality of service results that have been achieved. (George J. Washin)

Definition of Business

The effort is by directing the mind, or body to achieve a goal. (Nurul Oktima Economic Dictionary)

Business is a company that is a form of business that continuously and continuously carries out activities to generate profits for individuals and legal entities in the form of legal entities or legal entities that are created and live on land. (Harmaizar Z)

Tourism Definition

According to Mathieson & Wall (1982), tourism is a series of activities in the form of temporarily moving people to a destination outside their place of residence or workplace, the activities they do while staying at the destination, and the facilities provided to meet their needs both during the trip and at the destination location.

The importance of research

Productivity is one of the measuring tools for companies in assessing the work performance achieved by their employees. Productivity is a concept that describes the relationship between capital, land, and energy used to produce these results. (Basu Swasta, 2002:281).

Reviewing a business is very important in measuring the development of business productivity, to find out how fast its development is, especially in financial and operational problems, and can provide an overview of the evaluation of business owners.

RESEARCH METHOD

The method we use in this study uses qualitative methods, According to Maleong, Qualitative Method is a scientific study that aims to understand a phenomenon in social contact naturally by prioritizing the process of deep communication interaction between researchers and the phenomenon under study.

The data collection techniques used were interviews and. The path of qualitative data analysis is data reduction, data presentation, and conclusions. The results showed that visitors interpret the Alam Tirta swimming pool more as a recreational vehicle than a sports facility.

In addition, visitors also interpret the swimming pool as a lifestyle of interaction between individuals, families, and community groups. Social groups based on socio-culture and economics will affect differences in attitudes, perceptions, motives, and behavior in interpreting swimming pools. The relationship between sports and recreation over the Alam Tirta swimming pool shows the relevance of the sociology of sports in society.

LITERATURE REVIEW

Analysis

According to Komaruddin (2001: 53), Understanding analysis is the activity of thinking to decompose a whole into components so that it can recognize the signs of components, their relationships with each other, and their respective functions in an integrated whole. According to Harahap (Azwar, 2019), The notion of analysis is to break or decompose a unit into the smallest unit.

Productivity

Sinungan Muchdarsyah (2008) stated that productivity is a harmoniously integrated interaction of three essential factors, namely: investment including the use of knowledge and technology as well as research, management, and labor.

Defining that productivity is a concept that shows the relationship between the results of work and the unit of time needed to produce the product of a workforce. (According to Revianto "1985")

Effort

A business is a business that generates a certain profit that is run with the capital used to create the business. In a business, there are several important factors, one of which is business potential and opportunity. By understanding this, we can also understand how to run the right business and understand the dynamic desires of consumers and respond to business competition wisely. This is important because business potential and opportunity are a good combination in starting an attractive business. Business is a form of work that carries out activities regularly and continuously to make a profit, whether carried out by individuals or groups in the form of legal entities or not in the form of legal entities, established and domiciled somewhere (Harmaizar Z).

The definition of business according to experts, namely Brown and Petrello is an institution that produces a form of goods and services where the goods or services are needed by the general public and all things that include all aspects of business carried out by the government and private agencies and aimed at a certain achievement such as wanting to pursue a profit (profit) or not.

1. According to Budi Prasodjo, based on physics work is a relationship of force with activities that can move objects.
2. According to Kamajaya, based on physics work is an activity of transferring energy through force so that objects can move.
3. According to Nana Supriatna, business is defined as a human effort that has the purpose of activities to meet human needs in everyday life.

Community

A business is a business that generates a certain profit that is run with the capital used to create the business. In a business, there are several important factors, one of which is business potential and opportunity. By understanding this, we can also understand how to run the right business and understand the dynamic desires of consumers and respond to business competition wisely. This is important because business potential and opportunity are a good combination in starting an attractive business. Business is a form of work that carries out activities regularly and continuously to make a profit, whether carried out by individuals or groups in the form of legal entities or not in the form of legal entities, established and domiciled somewhere (Harmaizar Z).

Tour

In general, tourism is all activities and affairs related to the planning, implementation, and supervision of tourism, both carried out by the government and the community. In particular, tourism is everything related to tourism including the business of tourist objects and attractions and businesses related to the implementation of tourism (Nyoman S. Pandit, 1999: 12)

Swimming pool

A swimming pool can be interpreted as a place where people can do a bathing or cleansing activity either for exercise or just looking for pleasure. Many definitions of swimming pools are put forward, among others, according to the Minister of Health in Permenkes No. 061 / Menkes / Per/I / 1991 in Rozanto (2015), concerning the health requirements of swimming pools and public baths states "swimming pools are a business for the public that provides places for swimming, recreation, exercise and also other services using clean water that has been treated".

Predecessor Theory

This study aims to explain work productivity at PT. Thanks to Anugerah Raya. This type of research is qualitative research. There were 3 research informants, namely: the director, the head of production, and production employees. The sources of research data are our primary data sources and secondary data sources. Data collection techniques use interviews and documentation. Data analysis techniques use qualitative descriptive analysis. The validity test of research data was carried out by triangulation of data based on sources. The results showed that PT. Berkat Anugerah Raya is a company with a job order costing production system, where the company will produce if there are incoming orders. The types of incoming vehicle orders vary. Inputs include materials, labor, capital, and information. The production process that occurs at PT. The blessing of Anugerah Raya went well. Quality control of each process is carried out consistently so that the quality of output is guaranteed.

RESULTS OF ANALYSIS AND DISCUSSION

Research Results

From the results of interviews and observations we made on canteens and business partners at the Tirta Natural Swimming Pool, Barengkok Village, it was produced that, the Covid pandemic greatly impacted the economy of residents, especially Tirta natural swimming pool tourism.

During the covid pandemic, swimming pool visitors decreased, therefore we made innovations by making canteens and swimming pool facilities improve such as wall paint, floats, and distributing brochures to attract visitors.

One of the facilities that we improved is a canteen so that visitors feel comfortable and safe when they want to taste the food. In other words, here we are developing in terms of facilities, facilities, and infrastructure of the Tirta natural swimming pool.

From the observations, it can be seen that innovation and positive changes in canteen facilities and natural tourism swimming pool business partners, it makes consumers who come feel happy and comfortable when in the tourist pool environment.

CONCLUSION

From the results of the research I conducted in Barengkok Village, it can be concluded that with the development of canteens and natural swimming pool business partners, the community has the same business opportunities in earning daily income and, with innovative facilities, makes every visitor who comes feel happy and comfortable.

REFERENCES

1. Yuni Septiani¹), E. A. (2020). ANALISIS KUALITAS LAYANAN SISTEM INFORMASI AKADEMIK. JURNAL TEKNOLOGI DAN OPEN SOU VOL. 3 No. 1, Juni 2020 :, VOL. 3, 131-133.
2. Oktarigusta, L. (2010). STRATEGI PENGEMBANGAN WATERBOOM.