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## ANALYSIS OF TOURISM POTENTIAL OF SIRNAJAYA VILLAGE BASED ON CHILD-FRIENDLY RURAL TOURISM FREE OF EXPLOITATION

Intan Purnama Dewi<sup>1</sup>, Daddy Darmawan<sup>2</sup>, Bayu Pradikto<sup>3</sup>

<sup>1</sup>[intanpurnama@uni.ac.id](mailto:intanpurnama@uni.ac.id), <sup>2</sup>[daddydarmawan@uni.ac.id](mailto:daddydarmawan@uni.ac.id), <sup>3</sup>[bayupradikto.unib@gmail.com](mailto:bayupradikto.unib@gmail.com)

<sup>1,2</sup> Department of Community Education, Faculty of Education, Universitas Negeri Jakarta, Rawamangun Muka Street, East Jakarta 13220, Indonesia

<sup>3</sup> Department of Non-Formal Education, Faculty of Teacher Training and Education, Universitas Bengkulu, WR. Supratman Street, Bengkulu 38371, Indonesia

**Abstract:** *The concept of tourism villages is indeed a trend in Indonesia and various parts of the world, so it is not surprising that many tourists visit tourism villages. However, the development of the tourism sector is inseparable from the risk of crime, one of which is crime and sexual exploitation, whose targets are children. Crime and sexual exploitation of children have been rampant in tourist destinations in various parts of the world, including in Indonesia. Various parts of the world, including in Indonesia. The crimes and exploitation of children in tourist attractions: 1) child marriage, 2) child prostitution, 3) child sex trafficking, 4) online child pornography, 5) child trafficking. This study aims to conduct an analysis to develop a child-friendly tourist village free of exploitation to Sirnajaya Village, Sukamakmur District, Bogor Regency. This research uses a quantitative approach with a survey method. Respondents in this study were 44 people with details of 40 tourists, one head of Sirnajaya Village, and three tourism managers in Sirnajaya Village. The results revealed that Sirnajaya Village is not yet feasible to become exploitation-free rural tourism. It still needs some improvements, especially those related to policies, facilities and infrastructure, quality of human resources, and community involvement. The suggested tactic is change tactics/strategy, meaning that the current management organization is advised to change its tourism development strategy if it wants to develop exploitation-free, child-friendly tourism.*

**Keywords:** *Child Friendly, Exploitation-Free, Rural Tourism.*

**Abstrak:** Konsep desa wisata memang sedang menjadi trend di Indonesia maupun diberbagai belahan dunia, sehingga tidak heran banyak wisatawan yang berkunjung ke desa wisata. Namun geliat pembangunan sektor pariwisata tidak terlepas dari resiko kejahatan, salah satunya kejahatan dan eksploitasi seksual yang sasarannya adalah anak-anak. Kejahatan dan eksploitasi seksual pada anak-anak sudah marak terjadi di tempat wisata di berbagai belahan dunia, termasuk juga di Indonesia. Adapun kejahatan dan eksploitasi anak-anak di tempat wisata: 1) perkawinan anak, 2) pelacuran anak, 3) perdagangan seks anak, 4) pornografi anak secara online, 5) perdagangan anak. Tujuan dari penelitian ini adalah melakukan analisis yang dapat digunakan dalam pengembangan desa wisata yang ramah terhadap anak bebas eksploitasi kepada Desa Sirnajaya Kecamatan Sukamakmur Kabupaten Bogor. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Responden dalam penelitian ini sebanyak 44 orang dengan rincian wisatawan 40 orang, 1 orang kepala Desa Sirnajaya, 3 orang pengelola wisata di Desa Sirnajaya. Hasil penelitian mengungkapkan bahwa Desa Sirnajaya belum layak menjadi wisata pedesaan bebas eksploitasi karena masih membutuhkan beberapa perbaikan terutama hal yang berkaitan dengan kebijakan, sarana dan prasarana, kualitas SDM dan pelibatan masyarakat. Anjuran taktik yang disarankan adalah ubah taktik/strategi, artinya organisasi pengelolaan yang ada saat ini disarankan untuk mengubah strategi pengembangan wisata bila ingin mengembangkan wisata ramah anak bebas eksploitasi.

**Kata-kata Kunci:** Bebas Eksploitasi, Ramah Anak, Wisata Pedesaan.

## INTRODUCTION

One of the potential state revenues in Indonesia is the potential in the tourism sector, which is being re-energised to continue to grow. Before the COVID-19 pandemic hit Indonesia, the tourism sector showed a significant upward trend in the last ten years. In 2019, tourism in Indonesia contributed to foreign exchange to reach US\$ 18 billion.



Figure 1. Indonesia's Devisation Revenue from the Tourism Sector in 2009-2019 (Kementerian Kebudayaan dan Pariwisata, 2018)

The positive trend in increasing tourism numbers in Indonesia dropped dramatically after the COVID-19 pandemic hit. Unmitigated, throughout 2020, the number of foreign tourists entering Indonesia was only around 4.052 million people. This figure is very far from the number of tourists in 2019. When compared, the number of tourists in 2020 is only equivalent to 25% of the number of tourists in 2019 (Kemenparekraf, 2021). The decline in the number of foreign tourist visits occurred not only in Indonesia; data from the United Nations Tourism Organization (UNWTO) states that every country has experienced a decline in international arrivals of up to 75% from the previous year. This decline certainly significantly impacts a country, considering that many sectors depend on this tourism activity, such as hotels, travel agencies, transportation businesses, Micro, Small and Medium Enterprises (MSMEs), and many more.

After the COVID-19 pandemic, whose numerical trend began to slope after the Government intensified massive

vaccination, tourism conditions in Indonesia slowly began to rise. The Ministry of Tourism and Creative Economy (Kemenparekraf) targets that by 2022, there will be 3000 tourist villages that emerge; then, in the period 2020-2024, it is targeted that there will be 244 tourist villages that have been certified as independent tourist villages (Kemenparekraf, 2022). This step was taken to boost tourism arrivals again after being slumped by the COVID-19 pandemic. Kemenparekraf has collaborated with the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes PDTT) to strengthen the development of tourist villages. Kemenparekraf is indeed developing tourist villages; this is inseparable from the great potential of tourist villages owned by every region in Indonesia. Suppose many tourist villages have been established, it will certainly revive the economy in the area. In that case, many new jobs will be created, impacting the country's foreign exchange earnings.

The development of the tourism sector does have a positive impact on society and the country. However, it should also be remembered that tourism development faces risks. This risk arises from the region's unpreparedness in preparing competent human resources to manage national and village tourism. The risk of vulnerability to crime, land disputes, territorial struggles, overlapping interests, etc.

One of the crimes that are prone to occur in tourist attractions is the risk of children becoming victims of crime, especially exploitation and violence. Data from the Global Study on Sexual Exploitation of Children in Travel and Tourism in 2016 showed that the rampant development of the use of internet technology globally and the low cost of travel make tourist destinations everywhere possible for sexual exploitation of children in tourist destinations (Hawke & Raphael, 2016). In several studies conducted, it was found that sexual crimes against children are still prone to occur in tourist attractions; even child sexual predators deliberately come to certain areas for sexual fantasies and adventures in new places (Leheny, 1995; Rye & Meaney, 2007; Andini & Putranti, 2018).

In Indonesia, cases of child sexual abuse in tourist attractions have not been widely revealed. However, it is believed to be like an "iceberg in the middle of the ocean" that is only slightly visible but large under the ocean. Many victims remain silent and do not dare to raise this issue to the surface due to the lack of education and the absence of assistance. The Indonesian government made a National Action Plan for the Eradication of Trafficking in Persons and Sexual Exploitation of Children (NAP TPPO ESKA) for a period of 5 years from 2009 to 2014. However, the results were not satisfactory. Instead, there was an increase, namely, in 2012, there were 1,383 cases; in 2013, there were 2,792 cases; and in 2014, there were 3,023 cases (Andini, Putranti, 2018). This figure does not fully consider RAN TPPO ESKA to have failed in carrying out its duties, but the positive thing is that it can reveal several cases that have not surfaced so far.

Based on the results of an assessment conducted by the Ministry of Women's Empowerment and Child Protection (Kemen PPPA) with the organisation End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purpose (ECPAT) Indonesia in 2016-2017 in ten tourist destinations in Indonesia, it is known that there are practices of violence and sexual exploitation of children committed by several tourists. Of course, this is a significant concern since the government is intensifying rural tourism to be more independent. The government, businesses and managers of tourist attractions must be able to think seriously about the phenomenon of violence and exploitation of children so that later, they can provide a sense of security, comfort and freedom from crime to tourists.

Sirnajaya Village, Sukamakmur Sub-district, Bogor Regency, is one of the villages with the potential to develop a leading tourism village in Bogor Regency. Sirnajaya Village has rich natural resources, especially in the tourism sector. This village has three tourist attractions: Situ Rawa Gede, Curug Ciherang and Curug Cidulang. These attractions are managed by BUMDes Sirnajaya, with the number of tourist visits around 30,000 people per year (Village Data, 2019). During the COVID-19 pandemic, the number of tourist visits has decreased

significantly due to the implementation of the Restriction of Community Activities (PPKM) status in Bogor Regency and its surroundings. From December 2021 to December 2022, visitors began to feel the stretch again, especially after the government lowered the status of PPKM in Bogor Regency and its surroundings. However, the potential and opportunities provided by the Regional Government and Kemenparekraf as representatives of the central government who handle tourist villages have yet to be maximised by the managers of tourist destinations in Sirnajaya Village. Regarding infrastructure, Sirnajaya Village still needs to improve accessibility to the location and disaster preparedness signs (Mahfudz & Admawidjadja, 2020).

As a village that has the potential to become a leading rural tourism destination in Bogor Regency, so far, there has been no in-depth study and socialisation of the development of exploitation-free child-friendly rural tourism areas in Sirnajaya Village, even at the Sukamakmur District level. At the same time, the government, through Kemenparekraf, Kemen PPPA, and ECPAT Indonesia, has committed to developing child-friendly tourism villages to prevent and protect children from sexual and commercial exploitation in tourist destinations. In the following years, every rural tourism must have clear and measurable instruments to support the development of exploitation-free, child-friendly rural tourism.

With this in mind, the researchers are interested in researching "Analysing the Tourism Potential of Sirnajaya Village Based on Child-Friendly Rural Tourism Free of Exploitation" in 2022.

## RESEARCH METHODS

This research uses a quantitative approach with a survey method. The use of quantitative because it uses numbers, starting from data collection, interpreting data and displaying the results (Arikunto, 2011: 12). Survey is research used to collect information from a sample by using a questionnaire or conducting interviews in order to describe various aspects of the population (Fraenkel & Wallen, 2003). Surveys collect data on attitudes, values, beliefs, opinions, stances, desires, ideals, behaviour, and habits of individuals; surveys also aim to get an overview of

population characteristics, especially those related to individual data.

This research generally goes through three stages, including: 1) collecting initial data about existing policies in Sirnajaya Village, knowing the human resources involved, knowing the facilities and infrastructure available; 2) analysing the patterns of communication, information and education applied to the development of rural tourism in Sirnajaya Village; 3) analysing the potential for exploitation-free child-friendly rural tourism in Sirnajaya Village. This research uses a four-quadrant SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to analyse the current tourism potential and the development that has been done and will be done.

Respondents in this study were 40 tourists visiting Rawa Gede, the Head of Sirnajaya Village, and three managers of Situ Rawa Gede Tourism in Sirnajaya Village. So, the total number of respondents was 44 people. The respondents consisted of male gender as many as 27 men (61%) and 17 women (39%)

## RESULTS AND DISCUSSION

### Result

The satisfaction survey results and confirmation to informants to find out their perceptions of the conditions at the existing tourist attractions in Sirnajaya Village that support the exploitation-free, child-friendly rural tourism programme. There are five indicators in assessing satisfaction, including (1) policy on the development of exploitation-free child-friendly rural tourism; (2) human resources for the development of exploitation-free child-friendly rural tourism villages; (3) facilities and infrastructure owned by Exploitation-Free Child-Friendly Rural Tourism Villages; (4) communication, information, and education of Exploitation-Free Child-Friendly Tourism Villages; (5) analysis of the potential of exploitation-free child-friendly tourism villages.

Table 1. Rural Tourism Development Policy Child Friendly Exploitation Free

Criteria	Percentage rate	Satisfaction Index
Regulations on tourist villages (Child Friendly)	60%	23,5%
Linkage of village partners on	40%	21, 45%

tourism village development

Source: Primary Data, processed (2022)

Based on the satisfaction index regarding existing child-friendly regulations in the village, only around 23.5% stated that they were satisfied, while the rest stated that they were not. The data shows that there are no regulations at the village level that can be socialized to visitors. The interviews and observations show that Sirnajaya Village does not yet have rules governing tourism, specifically by the developed tourism objects. Rules relating to tourism only follow existing rules from the regency or province that are general and tend only to regulate financial management. Therefore, it can be assumed that regulations on protecting children from exploitation in tourist attractions in Sirnajaya Village are not yet available in developing and managing tourism in Sirnajaya Village.

Table 2. Human Resources for Rural Tourism Village Development

Criteria	Percentage rate	Satisfaction Index
Human Resources for Accommodation and Services	30%	22, 4%
Human Resources for Marketing	30%	10, 6%
Human Resources for Information Digitisation	40%	26. 25%

Source: Primary Data, processed (2022)

Based on the satisfaction index results, it can be seen that it is below 30%, indicating that human resources handling accommodation, marketing, and digitalization have not been integrated. There has never been specific training on tourism villages, so the managers run the business based on instructions from the person in charge and related parties/government. Based on the results of interviews and observations, Sirnajaya Village does not yet have qualified or certified human resources in tourism management. This situation occurs in all fields, including accommodation and services, marketing, and digital information. The managers of tourism objects come from people of mature age in Sirnjaya Village. They have received training that is unrelated to their work as managers.

Table 3. Facilities and Infrastructure owned by Sirnajaya Rural Tourism Village (Child Friendly Exploitation-Free)

Criteria	Percentage rate	Satisfaction Index
Facilities and Infrastructure	25%	21, 4%
Data on Exploitation Vulnerable Areas and Locations	40%	5, 6%
Information centre facilities	35%	12,25%

Source: Primary Data, processed (2022)

Based on the data in Table 3, it can be seen that the satisfaction rate with facilities and infrastructure is only 11.4%, which states that there is data on locations vulnerable to exploitation at only 5.6%, information center facilities only 12.25%, and security facilities only 27.3%. Tourism managers must work harder to prepare facilities and infrastructure to create a safe and child-friendly tourism atmosphere.

The results of interviews and observations show that Sirnajaya Village has facilities and infrastructure that support it as a tourist attraction; for example, it has a large parking area, prayer rooms, counters, and separate toilets between men and women, but several components are not found at tourist sites, namely: announcement/information boards, directions/safe areas, minimal lighting for the night or when the weather is dark. The information center only exists and can be accessed at the entrance counter. While security facilities only have security to guard vehicles in the parking area. Inside the tourist attraction, only a gardener is in charge of cleaning.

Table 4. Communication, Information, and Education of Exploitation-Free Child-Friendly Rural Tourism Villages

Criteria	Percentage rate	Satisfaction Index
For International Travellers	50%	5, 4%
For Indonesian Travellers	50%	38, 6%

Source: Primary Data, processed (2022)

The results of Table 4 show that the satisfaction index for services for foreign tourists is still shallow; this is because the manager cannot use foreign languages, and there are no

appeals that use foreign languages.

The interviews and observations show that in Sirnajaya Village, no brochures or pamphlets about tourist attractions in Indonesian or English. Brochures/pamphlets are also not available at tourist sites. All managers also need to speak English. The information center is only available at the counter when entering the tourist attraction.

Table 5. Classification of Sirnajaya Village Tourism Objects

Tourist Attraction	Classification
Situ Rawa Gede	Evolve
Kebun Kopi Rawa Gede	Evolve
Curug Cidulang	Developing
Sawah Terasering	Undeveloped

Source: observation and data processing of researchers (2022)

English is a language that can be used in every country because it is an international language that can undoubtedly be a medium of communication between tourists and people in certain countries. In interactions involving foreign tourists, of course, a language that both parties can understand is needed so that it is easy to understand. English has a vital role in efforts to communicate with the international world, especially foreign tourists visiting Indonesia, so every tour should ideally have people capable of speaking English.

The description of the potential of the tourism village owned by Sirnajaya Village can be the initial and supporting data about child-friendly rural tourism accessible to exploitation when viewed from the situation and potential. To assist the analysis, researchers conducted observations, interviews, and questionnaires, which were then outlined in the SWOT analysis, namely

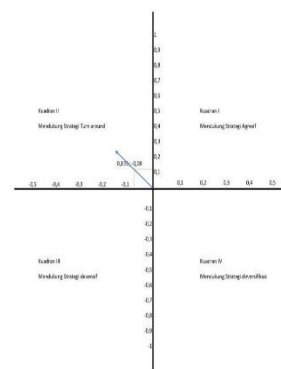


Figure 2. 4-Quadrant SWOT 4 Diagram

The quadrant position in Figure 2 shows that the suitable strategy for

developing Sirnajaya Village, which is child-friendly and free from exploitation, is in quadrant II of the turnaround strategy. Quadrant position means value (negative, positive); this position means an organization that is weak but has opportunities (Rangkuti, 2004). The suggested tactic is to change tactics/strategy, meaning that the current management organization is advised to change its tourism development strategy if it wants to develop exploitation-free, child-friendly tourism.

Some notes on the results of the analysis are reinforced by several findings in the field, including: (1) access roads are damaged and narrow so that the road to Sirnajaya Village needs vigilance, mainly uphill and downhill roads (accessibility); (2) there are no public vehicles that pass through Sirnajaya Village or that lead to the tourist sites of Situ Rawa Gede and surrounding tourist attractions (accessibility). (3) The mobile phone network has difficulty getting a signal; only internet access is available through Wi-Fi in coffee shops/dining places and village offices (accessibility). (4) Lodging is only available in villas owned by individuals, not managed by the community or tourism managers. (5) WCs between men and women have been separated, but the number is limited. (6) There is no adequate lighting, so there is minimal lighting when the weather is dark or at night. (7) There is no security guard in the tourist area, only parking attendants and counter officers. (8) There is no CCTV available, (9) There are no banners warning of the dangers of natural disasters, the dangers of violence against children, and so on. (10) Managers have not been trained in various matters / do not have a tourism management certificate. (11) Health services/health facilities only exist in the sub-district area.

### **Discussion**

The satisfaction rate regarding existing regulations in Sirnajaya Village regarding child-friendly tourism shows that only 23.5% of respondents said they were satisfied, while 76.5% said they were not. Sirnajaya Village does not yet have explicit regulations on child-friendly tourism villages. Rules related to tourism only follow those that already exist at the district

and provincial levels, which are more inclined toward financial management. In addition, the presence of village partners in developing child-friendly tourism villages is also not optimal and poorly integrated.

Regulations governing tourist attractions will benefit all ecosystems involved in them. Tourist attractions become clean and comfortable, do not disturb other visitors, are safe for everyone, and do not get punished verbally or physically in the form of reports from the authorities and maintain the local wisdom of the tourist attractions. Handisa (2022) revealed that managing natural tourism has its standards that must be met, which refer to SNI 8013: 2014 that in managing at least must have the principle of preservation of ecosystem functions, the principle of preservation of tourist attraction objects, the principle of socio-cultural sustainability, the principle of satisfaction, safety and comfort of visitors and the principle of economic benefits. Furthermore, the Ministry of Women's Empowerment and Child Protection, Ministry of Tourism and ECPAT Indonesia (2019) stated that child-friendly rural tourism is tourism that combines community values and traditions with tourism activities and has systems and procedures to protect children from exploitation so that everyone with a good level of safety and preservation can enjoy rural tourism.

For the manager level, it is better to have Standard Operating Procedures in efforts related to child-friendly tourism. Standard Operating Procedures (SOP) is a software that regulates the stages of work processes and specific work procedures. (Budiharjo, 2014: 7) Standard Operating Procedure (SOP) is a guideline for how employees can work. Therefore, every position in the organization has an SOP different from other positions (Fajar Nur'Aini, 2016, p. 17). The purpose of the SOP is to carry out the rules consistently; there is clarity of duties from each person in the organization, there is a clear flow of tasks, protect the organization, minimize errors, be efficient, and solve problems; tourism managers in Sirnajaya Village need to make SOPs that refer to the rules that exist above and pay attention to local wisdom. In the context of exploitation-free, child-friendly rural tourism, it is necessary to make SOPs that refer to the Exploitation-

Free Child-Friendly Rural Tourism guidelines issued by the Ministry of Women's Empowerment and Child Protection in collaboration with the Ministry of Tourism and Creative Economy, and ECPAT Indonesia.

In enforcing regulations on child-friendly tourism villages, it is necessary to pay attention to regulations by international law and national legislation and policies. As for the village or *kelurahan* level, a decree can be made by the village head on implementing child-friendly rural tourism. This decree will later become the basis for village officials, tourism organizers, the private sector, and the community to realize child-friendly (exploitation-free) rural tourism.

Satisfaction with human resources that manage and develop tourist villages in Sirnajaya is also not satisfactory in the field of information digitalization, which has a satisfaction rate of 26.25%; the field of accommodation and services only has a satisfaction index of 22.4%, and the marketing field only has a satisfaction index of 10.6%. Competent human resources drive the tourism industry, produce products, and determine its competitiveness (Pajriah, 2018; Bahri & Fitri, 2022; Riadhussyah, 2020). In digital marketing, digital information becomes essential in tourism development, requiring superior and competent management and quality of human resources. In addition, travel or accommodation packages must be provided to strengthen the digitalization of tourist villages (Mumtaz & Karmilah, 2021). To achieve a superior tourist village by paying attention to child-friendly aspects, the management of Sirnajaya Tourism Village needs to prepare superior and competent human resources by preparing Standard Operating Procedures (SOPs) on accommodation services that pay attention to child-friendliness, training for human resources on the accommodation side about the vulnerability of children to become victims of exploitation, promotions that prioritize child-friendly principles, socialization to human resources in the marketing sector about the vulnerability of children to become victims of exploitation in tourist destinations, training on digital media that can manage tourism information well, especially about child-friendly tourism.

The results showed that data on facilities and infrastructure in Sirnajaya Village tourism that support child-friendly tourism seen from the data criteria (inventory) of facilities and infrastructure only have a satisfaction index of 21.4%, data on locations and areas vulnerable to exploitation only 5.6% and information center facilities only have a satisfaction index of 12.25%. This achievement certainly does not satisfy the informants. The existence of facilities and infrastructure and the management of facilities and infrastructure are essential components in tourism development, especially child-friendly tourism, but have yet to become a particular concern for tourism managers in Sirnajaya Village.

Tourism infrastructure is all the facilities that allow it to live, develop, and provide services to tourists to meet their diverse needs. Tourism facilities are the completeness of tourist destinations needed to serve the needs of tourists in enjoying their tours. Infrastructure is all facilities that can allow the economic process to run smoothly in such a way as to facilitate humans to be able to meet their needs. Tourism infrastructure refers to natural and human resources that tourists need on their journey to tourist destinations, such as roads, electricity, water, telecommunications, terminals, bridges, and so on (Suwanto, 2004). To increase domestic and foreign tourist visits, existing facilities and infrastructure must continue to improve their quality using development and improvement, especially facilities and infrastructure that offer the region's characteristics (Ghani, 2017).

Accurate data on facilities and infrastructure is crucial for managers, visitors, and parties who need information about facilities and infrastructure in a tourist location, especially for developing exploitation-free, child-friendly tourism. The availability of comprehensive data for the development of child-friendly tourism is needed so that managing infrastructure, facilities, and infrastructure becomes easier, integrated, and guaranteed. The existence of centralized information facilitates the process of finding routes to tourism, helps provide information for tourists, and helps promote tourism (Sodikin & Susanto, 2021). Accurate data is undoubtedly the center of information for

data collection, both in developing and evaluating tourism that will be developed, and it makes it easier for visitors to explore tourist attractions.

Tourism managers in Sirnajaya Village must have accurate data on owned facilities and infrastructure wholly integrated into one information center to facilitate tourism development, help minimize crimes and accidents involving children, and support exploitation-free, child-friendly rural tourism.

Communication, information, and education skills are generally carried out using only Indonesian and Sundanese. Not many foreign tourists come to Sirnajaya Village tourism, especially since COVID-19 hit Indonesia, no foreign tourists have come. The manager's English language skills are not yet optimal and cannot be applied in providing information, communicating, and providing education. Directions, brochures, and information facilities are still written in Indonesian, and none of them use English, even though English language skills are essential capital for the tourism industry on a national and international scale (Damayanti, 2019; Nur'azizah et al., 2019) because tourism affairs will be involved in many matters relating to tourism education, accommodation, facilities, culinary and so on (Ishak & Simanihuruk, 2021). Developing exploitation-free, child-friendly tourism villages requires information that can be provided to foreign or domestic tourists clearly and informally.

There are four main tourist attractions in Sirnajaya village: Situ Rawa Gede, Rawa Gede Coffee Plantation, Curug Cidulang, and Terraced Rice Fields. However, only Situ Rawa Gede and Rawa Gede Coffee Plantation have a well-developed classification due to their proximity so that they can be integrated into one visit. Curug Cidulang is in the developing classification, but access to the location is quite far, with a steep road and more time and energy required to reach the location, making this tour require attention and time to develop. The terraced rice fields are still undeveloped and have not received attention to be developed into a tourist attraction. Of the four attractions, those that have the potential to be developed into exploitation-free, child-friendly rural

tourism are Situ Rawa Gede and Rawa Gede Coffee Plantation.

Situ Rawa Gede and Rawa Gede Coffee Plantation have the potential to develop exploitation-free, child-friendly rural tourism. Based on the four-quadrant SWOT analysis, the results show that the development is in quadrant II with a turnaround strategy or has a weak position in developing exploitation-free, child-friendly rural tourism but has opportunities or potential. This weakness is internal or comes from the tour manager. To create exploitation-free, child-friendly tourism opportunities, tourism managers must minimize internal problems (Endarwita, 2021). If tourism managers and parties involved in the development of Situ Rawa Gede and Rawa Gede Coffee Plantation tourism will develop exploitation-free, child-friendly tourism; they must change the development tactics/strategies that have been carried out or already exist.

Several things need to be improved along with the strategy of developing exploitation-free, child-friendly rural tourism: (1) a tourism development policy (Nggini, 2019; Kemen PPA et al., 2019). Tourism village managers must have policies that support exploitation-free, child-friendly rural tourism through existing regulations as a legal basis for tourism development and protect tourists and communities from child exploitation. These regulations can be in the form of village regulations or as derivatives of existing regulations. (2) equipping facilities and infrastructure in supporting the direction of tourism development (Delita et al., 2017; Setyawati, 2019; Rahmatillah et al., 2019). Tourism development must pay attention to facilities and infrastructure that support exploitation-free, child-friendly rural tourism, including access to improved locations that are more child-friendly, directions to the location and in the location area are informative, information centers are available, adequate lighting, accommodation services (travel and lodging) are child-friendly and promotions that promote child-friendly rural tourism. (3) It is necessary to improve the quality and quantity of human resources in tourism management (Mastriani et al., 2020; Setiawan, 2016). Tourism managers in Sirnajaya Village need to be provided with education and training (diktat) on

exploitation-free, child-friendly rural tourism through formal and non-formal education so that managers can have competence in management and handling minimizing exploitation of children in tourist attractions. (4) community involvement in tourism development (Delita et al., 2017; Rusyidi & Fedryansyah, 2018; Asy'ari et al., 2021). The community needs to be involved in developing exploitation-free, child-friendly tourism as social control through socialization and counseling conducted in collaboration with tourism managers, tourism awareness groups, law enforcement officials, and related agencies. In addition, the role of the community can maintain the environment, and the economic turnover can prosper the community.

## CONCLUSION

In this study, researchers can conclude several things, among others: Sirnajaya Village, Sukamakmur Sub-district, Bogor Regency is not yet eligible to become a child-friendly rural tourism free of exploitation because it still needs some improvements, especially those related to policies, facilities and infrastructure, quality of human resources and community involvement. The suggested strategy is to change the strategy, meaning that the current management organization is advised to change the tourism development strategy if it wants to develop exploitation-free child-friendly tourism, including the existence of policies (village regulations) that support exploitation-free child-friendly tourism, equipping and improving existing facilities and infrastructure so that they are more child-friendly, the need for education of tourism managers on the importance of exploitation-free child-friendly tourism, and community involvement as social control and maintaining environmental sustainability carried out in synergy with tourism managers, tourism awareness groups (Pokdarwis), law enforcement officials and related agencies

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