**“The Efforts of Ecotourism Perum Perhutani to Provide Good Service for Visitor in Kawah Putih”**

Submitted to the English Department

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Pasundan University

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2015

**Declaration**

**This paper dedicated to God, my beloved parents, husband, and beloved friends**

**Thank’s for your support to me to finished this paper**

**☺**

**ABSTRACT**

The paper entitled **“The Effort Ecotourism Perum Perhutani to Provide Good Service for Visitor in Kawah Putih”.** It is written to be submitted to the English Department, Pasundan University. The content of the paper discussed about Perum Perhutani efforts to increase visitors. In this research the writer used qualitative method. The data is taken from the result of interview and observation. The writer has given a limitation to the problems with three research problem. They are based on the research, the activities of employee in Kawah Putih of South Bandung is to give best service to visitors. The contents of, greeting, grooming, presenting, body language, language proficiency. From the research, and data colletion the writer has made some conclusion related to the research.

Keywords : Ecotourism, employee training, strategic planning marketing of tourism.

Bandung, July 2015

SellyAgliani

**Preface**

Bissmilahirahmanirahim.

Alhamdulillahirabbil’alamin. Gratitude belongs only to Almighty God, who has given affection to the writer for taking the time to complete the paper entitled **"“The Effort Ecotourism Perum Perhutani to provide good service for Visitors in Kawah Putih"**. She has also to give a greeting and shalawat to a glory prophet Muhammad SAW. The writer also say thanks to those who have assisted in the completion of this paper.

This paper is written as a result report while in Bandung about KawahPutih South Bandung. The writer would like to give some explanation about effort ecotourism center by perum perhutani in managed Kawah Putih South Bandung improving for visitors.

The writer aware that this paper is still far from being perfect. Therefore, the authors expect criticism and suggestions either in writing or orally. Hopefully, this paper can provide wider knowledge to the reader. Thank you.

Bandung, Juni 2015

The writter

**Acknowledgement**

Actually it is not easy to the writer to write and finish this paper, because she faces many problems. So, in this precious time she would like to thanks for the people who have helped her to finishing this paper project.

The writer would like appreciated to:

1. **Dr.Hj. Senny S. Alwasilah, SS, M.Pd.,** the dean of Faculty of Arts and Letters Pasundan University Bandung.
2. **Erik Rusmana, SS., M.Hum.,** the head of English Department of Pasundan University.
3. **Herman Hovman, Drs.** the first a lecturer and the advisor who has given support and some materialfor finishing this paper.
4. **HusniThamrin, SS.,M.Hum.,** the second advisor who has given support and valuable corrections and suggestions.
5. **All lecturers in English Department Program** for all the knowledge you gave me during study in here.
6. **All staff of English Department of Pasundan University.**
7. **Tri Lastono S.Hut, M.Hut,** as general manager in KBM Wisata Perum Perhutani.
8. **IrvaHerliyanty S.Hut,** as manager executive in KBM Wisata Perum Perhutani.
9. **Sri kamuljaningrum S.Sos,** as manager CRM in KBM Wisata Perum Perhutani.
10. **All staff in KBM Wisata Perum Perhutani : Mr.Cucu, Mrs.Wulan , Deasy, Ganjar.**
11. My beloved **parents, husband, and big family** who always pray for my successfull, their endless love, sacrifice, and supports to the writers.
12. **All of friends of 2011 and all tourism students.**
13. For writer’s close friends, **Karina Ingriani, Siti Winarti, Nur Aprianingsih, Gilang Resmi Ningrum**.

Bandung, Juni 2015

(The Writer)

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**Chapter I**

**Introduction**

* 1. **Background**

The presence of a variety of business services in Indonesia is very diverse, especially in the field of tourism sector. Business services were established as a tourist information center, tour and travel, hotel, transportation, restaurant, souvenirs, industrial handicraft, etc. Sometimes a lot of visitors go out of town to visit the destination tourism without feeling difficulty to find hotel, booking tickets, restaurant and other facilities. They want it allready when they visit the place everything is available.

Tourism is a new industry that is able to provide economic growing in terms of employment, income, and standardization of living. Tourism can be said to be a service industry. Tourism plays an important role in creating employment, by reason of the more difficult it is to get the job remains in connection with the always increasing tourism in the future.

Customer satisfaction is very important to increase tourism product sales. With the complete facilities and we provide good service, will make visitors feel comfortable, and they will someday come back to our place again. According *Spillane* **(1982:20) ”**Tourism is an activity to travel in order to get pleasure, find satisfaction, knowing something, improve health, enjoy sports or rest, to fulfill the task, pilgrimages and others.”

Tourism activity consists of several main components, the first is tourist, second is geography element consists such a tourist area of origin, transit area, a popular tourist destination, and third is industry tourism. This time BUMN *(Badan Usaha Milik Negara)* also has a tourism businesses managed by Perum Perhutani. Perum Perhutani prioritizes its tourism sector in the form of ecotourism. Such as definition of ecotourism are nature tourism activities with the aim of studying the ecosystem.

Perum Perhutani has more than 122 locations scattered nature tourism on the Java, such as forest recreation, beaches, waterfalls, lakes, craters and caves that have been developed in line with the government's program to promote the tourism sector. The working area Perum Perhutani office scattered from coast to mountain forests with very attractive natural scenery. So it is a potential asset for the development of nature tourism.

The effort Perum Perhutani to improve the optimalization of natural tourism potential which is currently growing rapidly. Through the management improved of each object, especially to provide information center about the location of tourism. At the information center of ecotourism perhutani makes it easy for visitors to find what are the tourist attractions maintained by Perum Perhutani.

Perum Perhutani developed natural attractions as well as make public awareness to participate in forest preservation. Information on tourist objects that can be obtained through the web, even now Perum Perhutani provide information center for the tourist visit in South Bandung area tourism especially Kawah Putih. So the authors are interested in discussing it with the title **“The Efforts of Ecotourism Perum Perhutani to Provide Good Service for Visitor in Kawah Putih.”**

**I.2 Identification of Problem**

The issues to be discussed about the existence information center provided by Perum Perhutani, many employees who only rely on experience alone without being accompanied by special education. Education is achieved on average only up to the level of junior high school. In terms of language, appearance, manners, and discipline will reduce visitor satisfaction.

**1.3 Research Problems**

In order to clarify the intent and direction of research as well as to strengthen the research is necessary to have an affirmation problem. On the basic of the main ideas contained in the background of the problem, the authors formulate the problem as follows:

* What is a basic education of tourism as one requirement to become employee of Perum Perhutani?
* How many foreign tourism visit Kawah Putih each years?
* What is the impact to the development of tourism at South of Bandung?

**1.4 Limitation of Study**

The limitation of problem needs to be done because of the limitations of the research, in particular the time, effort, ability theoretical relevant to the research, so hopefully can research was done more focused and in-depth. The limitation problems in this study are:

* This study focused on examining the correlation of activity tourism object Kawah Putih Bandung to the efforts made by Perum Perhutani West Java.
* The result depends entirely to the sincerity of the respondents to answer the observations, interview, and data collection.
* The sample of this study consisted of staff workers, visitors, and some communities in Ciwidey.

**1.5 Objectives of Study**

In the order to make this research appropriate with target, it needs clear and direst intention. Based on the question formulated above, the objectives of the study are:

1. To find out what the basic education of tourism as one requirement to become employee of Perum Perhutani.
2. To find out how many foreign visitor who come in Kawah Putih each years.
3. To find out what the impact of tourism in Ecotourism owned Perum Perum Perhutani. To development at South Bandung.

**1.6 The Significances of the study**

Generally, the significances of the study are to develop the knowledge of the readers. From statement above, the writer thought that significances are important to improve her works. Then there are some significances of the study, as follows:

**A. Theoretically**  
 Theoretically, the authors hope to:

This paper can provide insight or as input for the public to care about the environment, especially in the field of nature tourism business. This paper can provide motivation to keep the natural environment around which has attractiveness and choose itw own characteristics.

**B. Practically**

Practically the author expects to:

This paper can be used as a source of reference and information for Students add Pasundan University English Department, especially in the field of tourism. This paper also can give contribution to tourism sector, especially in English Department Pasundan University.

**CHAPTER II**

**Theoritical Foundation**

Tourism definition first appeared in France in the late 17th Century, Maurice Publishes 1972 manual entitled “The True Quide For Foreigners Travelling In France To Appriciate Its Beealities, Learn The Language And Take Exercise”. In this book mentioned there are 2 the journey its ( Grand Tour and Perit Tour).

**2.1 Definition of Tourism**

The word tourism new real popular in Indonesia after the national conference organized tourism to II in Tretes, East Java on the 12th until June 14, 1958. Previous word using the term tourism is *tourisme (Holland language)* are often also in *(Indonesia language)* into *turisme.* Tourism is a journey made from one place to another and in English is called the "tour".

While the review of Etymologis, according to this definition, the word tourism from the Sanskrit language. The word is synonymous with understanding tourism tour. This opinion is based on the following reasoning, which says tourism consists of two syllables that each of said rays and travel. On that basis, the word should be interpreted as tourism trips taken many times or around, from one place to another, which in English is called the word tour, while for understanding the plural, the word can be used the word tourism or tourisme

The definition of tourism in general according to item 3, Article 1 of the general provisions in the book Law No. 10 of 2009 on tourism are as follows: *"Tourism is overall tourism-related activities and is multidimensional and multidisciplinary emerging as a form of the needs of each person and the state as well as the interaction between tourists and local communities, fellow tourists, government, local governments, and employers.”* (Suwantoro in Pertiwi, 2011-2).

If tourism according to experts as follows:

* Definition tourism according to (Wahab in Yoeti, 1982:107)

“A proposeful human activity that serve as a link between people either within one some country or beyond the geographical limits or state. It involves the temporary displacement of  people to other region, country, for the satisfaction of varied needs other than exciting a renumareted function”.

* According to Schulard in Yoeti, 1996:114

A number of activities, especially in connection with the economy is directly related to the entry of foreigners through traffic in a particular country, city and region”.

* According to Sihite in Marpaung dan Bahar (2000:46-47)

“Tourism is a journey that is done for a while, which was held from one place to another leaving its place, with a plan and with the intent is not to try or make a living in the places visited, but simply to enjoy the activities and recreation or to meet the diverse desires”.

* According to Richardson and Fluker (2004)

“Tourism comprises the activities or persons, travelling to and  staying in place outside their usual environment for not more than one consecutive year for leisure,bussines and other purpose.”

So conclusions tourism definitions of some experts that a journey of a person does for a while held from one place to another by leaving the same place and with a planning or not the intention of making a living in the places he visited, but to enjoy sightseeing and leisure activities to meet diverse desires.

**2.1.1 All Kinds of Tourists**

There definitions of tourism according to Tiyaminoz (2013), all kinds of tourists are as follow:

* **Foreign Tourist**

The people who traveling comes to other country not country who lived.

* **Domestic foreign tourist**

The foreign people who lived one country and doing traveling where their lived.

* **Domestic Tourist**

The people who travel within the borders of their own country without passing through border.

* **Indigenous Foreign Tourist**

The citizens of a particular country because of his job and his position abroad, return home and to travel in its own territory.

* **Transit Tourist**

Tourists who were to travel to a certain country, who boarded the aircraft or sea or train, which was forced to stop at a port / airport / station is not of his own volition

* **Business Tourist**

The people who travel after its main purpose is complete and then doing tourism activities.

There are various types of travelers including six above. Traveler types are distinguished in their individual interests and his own country. but they are the same purpose, namely to seek pleasure, relax, and not the purpose of the work.

**2.1.2 Characteristics of Tourism**

There characteristics of tourism, according to Tabeatamang (2012). The tour is a journey with specific characteristics as follows:

* Travel around the back again to its original place.
* The tourist trip just to stay for a while.
* The trip had been planned in advance.
* There are organizations or people who organize these trips.
* There are elements of the tourism product.
* There is a goal to be achieved in the course of the tour.
* Done with easy.

The conclusions that can be drawn from the characteristics of tourism is how to make these services become "visible or manifest" so easily evaluated. Physical facilities associated with the services provided will be used as the material for services users to evaluate the quality of services.

So the better the infrastructure, will be linked with good service quality. In the development of tourism infrastructure and improvement of physical infrastructure is absolutely necessary that then accompanied by an increase in service quality.

**2.1.3 Travel Destination**

There the travel destination of tourism acording to Tabeatamang (2012). Priority person / group to do a sightseeing trip is for pleasure or excitement, here are some of the purpose of the implementation of the tour:

* Want to relax, revelers, relax (apart from routine).
* Want to find a new atmosphere or other atmosphere.
* Meet the curiosity to add insight.
* Want adventure to seek new experiences.
* Finding the satisfaction of which has been obtained

Attractions everything that exists in the tourist destination that is an attraction for people to want to come to visit the place, all over the place or state of nature that has built tourism resources and developed so as to have appeal and cultivated as a place visited by tourists.

**2.2 Definition of Ecotourism**

Nature attraction is indeed a great demand by the public. With the natural beauty will be a tourist attraction that will be visited by many people. With such employment for the citizens around the venue will be widely available. In the field of tourism will help the economic welfare of the citizens

According to The International Ecotourim Society, (1990:11) Ecotourism is *"Responsible travel to natural areas that conserves the environment and improves the well-being of local people."* (TIES, 1990:11).

According to the expert Alan A. Leg, The Ecotourism Travel Market in the Asia Pacific Region (1996:11) Ecotourism is adventure activities, nature, culture and alternative which has the characteristics.

**2.2.1 Characteristics and Principles of Ecotourism**

  There characteristics and principles of ecotourism according to Nugroho (2011:6) ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement and participate in ecotourism activities should follow the following ecotourism principles:

* Minimize impact.
* Build environmental and cultural awareness and respect.
* Provide positive experiences for both visitors and hosts.
* Provide direct financial benefits for conservation.
* Provide financial benefits and empowerment for local people.
* Raise sensitivity to host countries' political, environmental, and social climate.
* Local culture, flora and fauna being the main attractions.
* Local people benefit from this form of tourism economically, often more than mass tourism.

Ecotourism is often mischaracterized as a form of tourism that involves nature. In fact, many entrepreneurs who founded villas, hotels, cottages in the beautiful scenery, to the detriment of the ecosystem. Many people who abuse the natural attractions. With the efforts made by Perum Perhutani natural environment will be maintained by the interaction between visitors and managers of tourism.

**2.2.2 History of Ecotourism**

Ecotourism is a late 20th-century neologism compounded from eco- and tourism. According to the Oxford English Dictionary, ecotour was first recorded in 1973 and ecotourism, "probably after ecotour", in 1982. The mean of ecotour is a tour of or visit to an area of ecological interest, usually with an educational element, a similar tour or visit designed to have as little detrimental effect on the ecology as possible or undertaken with the specific aim of helping conservation efforts.

Tourism to areas of ecological interest (typically exotic and often threatened natural environments), esp. to support conservation efforts and observe wildlife ,access to an endangered environment controlled so as to have the least possible adverse effect.

Tour guides are an obvious and direct medium to communicate awareness. With the confidence of ecotourists and intimate knowledge of the environment, they can actively discuss conservation issues. A tour guide training program in Perum Perhutani has helped mitigate negative environmental impacts by providing information.

The purpose of ecotourism is to engage tourists in low impact, non-consumptive and locally oriented environments in order to maintain species and habitats — especially in underdeveloped regions. Consequently, ecotourism may not generate the very benefits it is intended to provide to these regions and their people, and in some cases leaving economies in a state worse than before.

**2.2.3 Some activities of ecotourism**

There are some activities of ecotourism according to Nugroho (2011:24) are:

* **Landscape Traveling**
* Natural objects (beaches, waterfalls, coral reefs)
* Flora (forests, rare plants, medicinal plants)
* Fauna (animals of rare, endemic)
* Plantation (tea, coffee,flowers,fruits)
* **Adventures Traveling**
* Outdoor activities (surfing, hiking)
* Extreme (mountain climbing, paragliding)
* Hunting (wild boar, birds)
* **Cultural and Historical tour**
* Tribes or ethnic group (people forest, Baduy)
* Crafts (batik, carving)
* Historical heritage (temples, carved stone, castle, caves)
* **Study Tour**
* Collection species (insects, mammals)
* Data destruction of nature (barren land, soil contamination)
* Conservation (reforestation, localization of pollution)
* **Social travel, Conservation, and Education**
* Developing public facilities near attractions (the production of means of communication)
* Reforestation barren of lands and breeding of rare animals
* Education and development of community resources near ecotourism object (foreign language education, attitude)

Some ecotourism activities is diverse but still within the area of that ecosystem with a travel-themed nature and culture found in the region.

**2.3 Service Definition**

The definition of tourism service is the services one receives from their tourist provider. It can include things such as the airline, the hotels, attraction nature and entertainment establishments that they go to. The definitions Daliyo (2003:33) as for the other definitions such as An action taken in order to meet the wishes of the customer (customer) will be a product / service they need, this action is done to give satisfaction to the customer / customer to fulfill what they needed.

**2.3.1 Service Qualification**

Quality of service can be determined by comparing the perceptions of consumers of services, which obviously they have received or obtained with the actual service they expect and want to attribute the service of a company.

If the services received or perceived (perceived service) as expected, then the perceived service quality is good and satisfying, if the services received exceed the expectations of consumers, the perceived service quality is very good and has quality .Otherwise if the services received lower than expected , then the perceived poor service quality.

Category of Service:

A.Visible Service

The services performed by an employee who directly face to face with consumers. Example: receptionist, reservation.

B.Invisible Service

The services customer in the back office does not directly face to face.

Example: Marketing, accounting, SDM, and others.

* **Service Consumer**

Kawah Putih gives service as a form fullfing the need of visitors such as:

* Ticketing Service.
* Vehicle tours that take visitors from the parking to the crater .
* Over sleep stay at the villa whithout any frior agreement.
* **Accesbility**

Kawah putih located in 47 km south Bandung. From bandung there are some aceess strett which is taken to reach the site.

* Bandung Buah batu Banjaran Soreang Ciwidey.
* Bandung Kopo Soreang Ciwidey.
* From Ciwidey can use public transfortation yellow that bring you to the Kawah putih

**2.4 Employee Training**

Theoretically, the term training is a process by which people reach a certain ability to help achieve organizational goals (Mathis & Jackson, 2002: 5). Limited basis, providing employees with training specific knowledge and skills that can be known and used in the conduct of their work today.

Definition of training according to the experts:

* **Noe, Hollenbeck, Gerhart & Wright (2003:251)**

Training is a planned effort to facilitate the learning of job-related knowledge, skills, and behavior by employee.

* **DeCenzo and Robin (1999:227)**

Training is a learning experience in that it seeks a relatively permanent change in an individual that will improve the ability to perform on the job.

The experts of the two theories regarding worker training benefits and destination large enough to advance in the field of tourism services.

**2.4.1 Training Purposes**

According to Ranupandojo (dalam Daliyo 2000:82) the purposes of holding the training are:

* Increasing Productivity
* Fixing Moral
* Reducing Supervision
* Reducing the likehood of an accident
* Improve the stability and flexibility of the organization

Employee training is closely linked to the work of employees. Therefore, it takes an assessment to measure employee performance and employee training conducted after the results of the assessment.

Employee training is done with the aim that the employees have the knowledge, skills and abilities in accordance with the demands of the job they do. The employee training, can provide good effect to employees so that employees can develop themselves and be able to understand a few things related to his job,

* + 1. **Principles of Training Delivery**

According to Ranupandojo (2000:82) about some of principles of training delivery are:

* **Motivation**

The higher the motivation of an employee, the faster he will learn new skills or knowledge. Exercise as a tool to be associated with the objectives to be achieved by the employees.

* **Progress reports**

Necessary to know how far an employee has to understand new knowledge. Despite this progress report generation too often is not recommended.

* **Reinforcement**

If a skill is being studied, it is necessary learning process is reinforced with a reward or punishment. Management must determine that any prize associated with the advancement of employees.

* **Practice**

Practice what is learned is clearly a very important thing. Wherever possible the employees who are trained to practice these skills in an atmosphere of actual work.

* **Individual Differences**

Although exercise in groups often have economic advantages, it is necessary to realize that the essence of the employees is different from one another. Hence the effective exercise should menyeuaikan speed and complexity with the ability of each individual.

The principles of training for employees cultivate some attitudes in order to motivate employees to work. As well as providing specific skills.

**2.4.3 New Employee Orientation**

The Orientation is the process through which new workers and organizations to explain the perceptions and expectations of each. Acording to Moekjizat (dalam Daliyo 1994:22) orientation can be divided into two, namely:

1. **Formal Orientation**

This orientation provides information about the various laws and regulations, wages, hours of work, leave, benefits, job evaluations, disciplinary actions, what to do if there are complaints (grievances), promotion and placement, union work,and other related.

In short the new employee must be oriented to the four different things, namely:

1. Data dscription of the position in general.
2. Benefits the organization, policies, and services.
3. Goals, structure, organization, and work environment
4. The duties of the position conditions and standards of performance
5. **Informal Orientation**

Orientation is conducted by the co.workers of thew workers. This orientation is to support or contradiction, but it is always expanding new knowledge regarding agency workers and people who are working in it. Informal orientation can be shaped nonverbal; new workers will learn about the agency with see colleagues with expertise in the interconnected with the client, between each other, and with the supervisor.

The holding of training is a form of oreintasi for employees in carrying out his new job. The training of employees will not feel the difficulties in dealing with his new job.

**2.5 The History of Kawah Putih**

The history of Kawah Putih South Bandung began in the 10th century, where there was a terrific explosion by Patuha Mountain. After this eruption, many people assume that this location is haunted region because each bird view past the region will die. Over time, the confidence of the haunted this place began to fade, until finally in 1837 there was a botanist with German nationality came to this area to do some research.

Researcher named Dr.Franz Wilhelm Junghuhn is very interested in the desolate mountain region which is not even a bird on it so he went the village to look information. At the time, all the information he got was that the area haunted and in habited by spirits. For Dr.Franz Wilhem Junghuhn, the local public statement does not make sense.

Because not believe stories, he went into the jungle to find out what was there. Long story short, eventually Dr. Franz Wilhelm Junghuhn managed to reach the top of the mountain, and from there he saw where a beautiful lake is white with a pungent sulfur smell.

Kawah Putih South Bandung currently managed by Perum Perhutani. Perum Perhutani are preserved and provided some of the facilities in Kawah Putih so that visitors feel comfortable when they are around the Kawah Putih. Even Perum Perhutani ecotourism center open natures that they manage ecosystems remain intact and undamaged.

**2.5.1 Facilities in Kawah Putih South Bandung**

From a series of attractions that are in the mountainous forest area Ciwidey exactly Ranca Bali, Bandung regency, was the first Kawah Putih would you pass if you are traveling from the city of Bandung. Kawah Putih South Bandung provides a beautiful view of the charm and distinctive, not surprising that this place is also often used for taking pictures, both amateur and professional photo:

* Can be object picture for pre-wedding / marriage or other purposes.
* The distance from the entrance to the crater about 5 km or 15 minutes using four-wheeled vehicles.

You can use common vehicle called “*ontang-anting”* earrings provided by the managers of tourist attractions for Rp. 10,000 PP / person, or bring your own vehicle up to the crater rim. The road to the crater is quite narrow and steep climb, you have to be careful when passing other vehicles because the road is only enough for one car so had to pull over to the lips, also vehicle-earrings “*ontang –anting”* there sometimes run the vehicle at speeds high enough so dangerous . We adviced you simply park the vehicle in the parking area at the entrance and use public transport facilities existing earrings. But all of that is returned to you of course:

* For cars that want to go straight up to the crater will be charged Rp. 150,000 / vehicle does not include entrance fee of Rp. 25,000 / person.
* Entering the Kawah Putih area you will down some stairs to the crater, to note that the content of sulfur in the crater is quite high, so sometimes enough to make you feel uncomfortable while breathing, you should bring a mask / scarf or handkerchief, or you can buy a mask that are offered by hawkers at a price of around Rp. 5,000.

The uniqueness of the famous Kawah Putih is the crater could be changing color according to the sulfur content in the water of the crater, from white, greenish to brown. Color crater also sometimes affect the color of the stone cliff in front of him because of the influence of the refraction of light, the colors are very beautiful to be immortalized in a photograph.

**2.5.2 Optional tour and other Facilities in Kawah Putih**

As for the other optional facilities as below:

* There are some hotels that adequate around the Kawah Putih and Ciwidey like Sindang Reret, bungalows Kampoeng Strawberry, Ciwidey Resort and other lodging. For more comprehensive facilities, you can look it up in the city of Bandung. But Perum Perhutani has the resort its own is Patuha Resorts are located not too far with Kawah Putih. With the efforts of the central information held by Perum Perhutani can help travelers to make it easier to look for a place to rest.
* Cimanggu hot spring, Kampung Cai Ranca Upas, a maintenance deer, a strawberry picking, outbond like paintball, ATV, and other games.

Kawah Putih provides tour packages as below:

* **Duta oxy packages**

IDR 85.000,-/PAX

Min 30 pax

* **Exclusive Night Tour**

IDR 300.000,-/PAX

Min 30 pax

* **DATA OXY FULLBOARD**
* **FAMILY PACKAGE**

**2.5.3 Kawah Putih Products**

* Value Propositions: Kawah Putih Up Close and Personal , natural history tour, studio of nature, natural laboratory.
* Key Activities: Outing, Duta Oksigen, Photo Session, gathering.
* Key Partners*: Dinas Pariwisata, Agen dan Sub-Agen perjalanan*.
* Key Resources: *SDM, ekologi, jejaring pemasaran*.
* Revenue Stream: Sign of entrance, tour packages, tourism attractions, touruism vehicle.
* Target markets of Kawah Putih :
* Consumer from the middle up, as can be seen from the cost to reach the travel location coupled with ticket prices mainly for private cars or motorcycle is quite high.
* Agency or instituions for the holiday, event, corporate, gathering, and MICE (collaboration with Patuha Resort)
* Holding annual tour for elementary school until university.
  1. **The History of KBM Wisata Perum Perhutani**

Perum perhutani as one of the forest management on the island of Java has a lot of potential that led to the development of ecotourism with conservation rules still show to keep mountain ecosystems in a sustainable manner.

The opportunity for development of nature tourism Perum Perhutani can’t be delay again and immediately implemented because it is supported by the potential of forest resources and natural phenomena owned. With the professional management expected revenue contribution from nature tourism sector reliable Perum Perhutani.

* VISION :

"Made attractions as a destination for international standard seed

* MISION :
  1. Improve the quality of products and services through the "Building Management System Perhutani (SMPHT) as the reference implementation.
  2. Applying the concept of "*customer relationship management*" (CRM) including *customer satisfaction index* (CSI) as landing good quality service and performance improvements as well as the marketing of products and customer relationships.

Kawah Putih managed by KBM Ecotourism information centers Perhutani office directors formed by the decree number: 199 / kpts / Dir / 2009 dated May 4, 2009 KBM WIJAS 1 office on Jl. Laswi 1f Bandung led by the general manager in charge of operational and other tasks assisted by a manager, assistant manager, the head of affairs, and executive staff.

**CHAPTER III**

**Research Methodology**

**3.1 Research Design**

The methodology is derived from the Greek "*methodos*" and *"" logos*, the word is composed of two syllables of "*metha"* which means *through or pass* and "*hodos"* which means path or way. Method means a road which traversed to reach the destination. Logos meaning science.

Methodology is a science / method used to obtain the truth using the search with the procedure specified in finding the truth, depending on the reality that is being studied. Science consists of four principles:

* Regularity (order)
* Causality (determinism)
* Simplicity (parsimony)
* Experience can be observed (empiricism)

With such principles then there are many ways to find the truth. Methodology is the procedure that determines what the search process will be used. The research methodology is a more detailed manner about the stages of doing a research.

Researches in opinion according the experts are:

* According to Fellin, Tripodi & Meyer (1966)

“Research is a systematic way for the purpose of improving, modifying and developing the knowledge that can be delivered (communicated) and tested (diverifikasi) by other researcher”.

* Nasir (1988:51)

*“Metode penelitian merupakan cara utama yang digunakan peneliti untuk mencapai tujuan dan menentukan jawaban atas masalah yang diajukan. (=it means The research method is the primary means used to achieve the goal of researchers and determine answers to the problems presented*”).

* Qualitative Research Methods

Is a method that is more emphasis on this aspect in depth understanding of a problem than to see the problems for research generalization. This research method prefer to use in-depth analysis techniques (in-depth analysis), which examines issues case by case basis because of qualitative methodology believe that the nature of the problem will vary with the nature of other problems. The purpose of this methodology is not a generalization but in depth understanding of an issue. Qualitative research serves to provide category substantive and qualitative research hypothesis.

Data Collection Methods can be broadly classified in two ways:

Data collection is a stage in the research process is important, because only by getting the right data, the research process will last until researchers get answers from the formulation of the problem that has been set. The data we are looking for should be in accordance with the purpose of research. With proper sampling techniques, we've got a strategy and procedures that will be used in the search for data in the field. In this section, we will discuss what kind of data we can use to our research. The first is the primary data and the second is of secondary data.

**1. Primary Data**

Primary data is data that is collected solely by an individual / organization directly from the object under study and for the benefit of the relevant studies that could be interviews, observation. In observation, the writer followed some activities ranging from the receptionist at the information office in the center ecotourism Housing Perum Perhutani, be the tour leader, into tourism marketing, ecotourism management, even the reservation.

In my activities at the moment is my duty to get some data that I have seen and observation as well as by interviewing officers, employees, and visitors. In the interview process I use the phone for data recording tool that I get.

**2. Secondary Data**

Secondary data is data that is already available so we stayed seek and collect; being the primary data is data which can only be obtained from the original source or the first. If the secondary data can be obtained more easily and quickly because it is available, for example in libraries, corporations, trade organizations, the central bureau of statistics, and government offices; then the primary data must directly take from the original source, through proper resource and that we make the respondents in our study

**3.2 Technique of Analyzing Data**

After all the data were collected, by observation and interviews, and the value between the theory and the situation on the ground was very different. So the authors make conclusions based on activity and research problem.The author get the data after doing observed, interviewed, and conducted on job training. Get the data such information would be collected and analyzed. The result interviewed would be transcribed. After that classification the data and made conclusion so easily to be understand by researchers and readers

The differences between Quantitavie Method and Qualitative Method :

|  |  |  |  |
| --- | --- | --- | --- |
| **Quantitative** | | **Qualitative** | |
| **Experiment** | **Non Experiment** | **Interactive** | **Non Interactive** |
| True Experiment | Deskriptive | Etnogfari | Concept Analysys |
| Quasi Experiment | Komparative | Fenomenologis | History analysys |
| Single subjectl | correlation | Case study | - |
| - | Survey | Basic theory | - |
| - | Ex Post Facto | Criticism study | - |

**3.3 Population and Sample**

**1. Population**

* According to (Husaini Usman.  2006 : 181)

*“Populasi ialah semua nilai baik hasil perhitungan maupun pengukuran, baik kuantitatif maupun  kualitatif, dari karakteristik tertentu mengenai sekelompok objek yang lengkap dan jelas. (= It means The population is all good value calculation and measurement results, both quantitative and qualitative, of the particular characteristics of the group of objects that complete and clear”).*

Population in this research is all employees in KBM Wisata Perum Perhutani especially Kawah Putih South Bandung.

**2. Sample**

* According to Notoatmodjo, 2003.

*“Sampel adalah sebagian objek yang diambil dari keseluruhan   objek yang diteliti dan dianggap mewakili seluruh populasi. ( Notoatmojo, 2003 ). (= It means Samples are some objects taken from the whole object under study and is considered to represent the entire population”).*

In this studied were all employees in KBM Wisata Laswi totally ten staff and other internship.

**3.4 Procedure of Data Collection**

In this research the writer used qualitative method, qualitative research examines the participants with strategies that are interactive and flexible. Qualitative research to understanding phenomenon from point of view all participants.

* According to McMillan & Schumacher, 2003.

Qualitative research is an approach which is also called investigative approach because usually the researcher collected data by face to face and interact with people in the study.

The writer used qualitative method, by collects the data, clarification, and analyzed then interpreting the data to get the result. The data were analyzed based on theory mentioned in chapter II about The Effort Information Center Perum Perhutani for tourist to visit in South Bandung Area.

The author observed and interviewed to the respondent to get data in the preparation of the report.

1. **Observation**

Some of the information is obtained from the observation place, workers, activities, objects, actions, event and time.

* According to Riduwan, (2004: 104).

*“Observasi adalah teknik pengumpulan data, dimana peneliti melakukan pengamatan secara langsung ke objek penelitian untuk melihat dari dekat kegiatan yang dilakukan. (= It means observation is data collection techniques, where researchers do observations directly to the object of research for a closer look activities carried out”).*

* Things are often the objects of observation are:  
   a. The offenders are people who have a relationship with the object of research. Covers what their status, who they are, what activities they do, and so on.  
   b. The purpose is what is expected of participants on the implementation of the observations.  
   c. Feelings of participants indicated in facial expressions, gestures and speech.  
  d. Space and time regarding the participants' views on the place and time of an activity.

  e. Observed object is a type, materials, usability, nature, and shape.  
   f. Events, include anything that happens to coincide with an activity

The author observed the company and while the author did internship for three months started from January 26th until april 26th in KBM Wisata Perum Perhutani Bandung.

* **Observation Instrument**

The writer interest with analyze about ecotourism. The writer observed the activities of employees in Kawah Putih. I enjoy the beauty of nature in there and seen a lot of activities started from ecotourism empowerment, guide lots of tourism actiyity seen there. However we must have the ability to serve visitors with the effort information center provide by Perum Perhutani to improve the good quality. Not only the theory that we learn, but the ability to communicate directly in the field it is obliged.

Instrument that the writer used are, handphone, camera, notebook, and etc. In there the writer explored more the activities in the field started from:

- First I observed in office information center Kawah Putih provide by Perum Perhutan in Laswi street number 1F.

- How employees are welcoming the visitors came and drove him to a ticket and vehicle *“ontang-anting.*

- Seeing how the tour leader in bringing tour.

- The employees performance, how to given information around the

Kawah Putih and facilities in there.

- The process reforestation to preserve the Kawah Putih area of

Ecotourism so that environment stays awake and not polluted.

- Coordination with the employees if still not understand.

- Until finished doing observed in there

1. **Interview**

Interview method is methods of data collection with the question and answer oral unilaterally undertaken systematically and based on research objectives. Interview techniques that I use is free guided interview in which the interviewer presents a list of questions, but how the interviewer presents left to the discretion of the interviewer.

* According to Sutrisno Hadi ( 1989:192 )

*“Wawancara, sebagai sesuatu proses tanya-jawab lisan, dalam mana dua orang atau lebih berhadap-hadapan secara fisik, yang satu dapat melihat muka yang lain dan mendengarkan dengan telinga sendiri suaranya, tampaknya merupakan alat pemgumpulan informasi yang langsung tentang beberapa jenis data social, baik yang terpendam (latent) maupun yang memanifes. Wawancara adalah alat yang sangat baik untuk mengetahui tanggapan, pendapat, keyakinan, perasaan, motivations, serta proyeksi seseorang terhadap masa depannya ; mempunyai kemampuan yang cukup besar untuk menggali masa lalu seseorang serta rahasia-rahasia hidupnya. (= It means interview, as an oral question and answer process, in the name of two or more people face to face physical, which one can see the other face and listen to his own ears his voice, seems to be a tool correcting direct information about some social data types, either hidden (latent) and the manifester. The interview is an excellent tool to determine the response, opinions, beliefs, feelings, motivations, and projections of a person against his future; large enough to have the ability to dig into someone's past and the secrets of his life”).*

* **Instrument Interview**

The writer gets more the data and some information through the interview with all employees and visitors. The instrument that used by the writer were the questions list, handphone, notebook. Process interviewed, I used handphone for record when interviewed and then the writer copied all the result interview to the paper for make a finding from result of interview. As for some of the questions that had been prepared for the interview.

* **Function Interview**

Function interview can basically be classified into three major categories:

As the Primary Method:

(1) Interviews to be the one of means the collecting data, or as a primary method given position in a series of data collection methods other.

(2) As a Complementary Method

When the interview is used as a tool to search for information that can not be obtained by other means.

(3) As a Criterion

At certain moments the interview method used to test the validity and stability of a datum which has been obtained by other means, such as observation, tests, questionnaires, and so on. In its function as this criterion, the interview should be conducted with caution because to be used as a valuer, the interview should not doubt his ability to dig up the facts carefully.

**INTERVIEW**

**Observation**

**CONCLUSION**

**CHAPTER IV**

**Data Analysis and Findings**

**4.1 Data Analysis**

This research is to find out how the effort provide information center Perum Perhutani for visitor in Kawah Putih South Bandung. And the author get the data with the conducted interview and observation in office information center Kawah Putih South Bandung.

* **Interview**

Interview with office Sumber Daya Manusia in information center of ecotourism Perum Perhutani:

**Question**

1. *Apakah ada kualifikasi khusus di perusahaan ini mengenai para pekerja? Pendidikan mempengaruhi atau tidak jika ingin menjadi karyawan disini?*

**Mr.Ganjar:** *Mungkin kalau untuk bagian di kantor pendidikan memang mempengaruhi yah salah satu persyaratannya ia minimal harus sarjana. Tetapi jika untuk di lapangan kita mengambil orang yang bisa bekerja giat, tidak malas, tidak banyak alasan, dan mencari pegawai yang rumahnya dekat dengan pekerjaan. Seperti contohnya untuk pegawai di Kawah Putih, Patuha Resort, Cimanggu, dan RancaUpas kita lebih memilih karyawan yang rumahnya dekat dengan itu seperti bertempat tinggal di Ciwidey, Soreang. Kalo pendidikan sih rata-rata kalau yang di lapangan SMA. Sejauh ini mereka bekerja dengan sangat baik.*

* **Analysis data from question 1**

Perum Perhutani prefer workers who live with a distance of tourist area close enough so that there is no reason not to work and so that they can come to work on time and not too far away.

1. *Apakah karyawan baru itu mendapat training dahulu atau langsung bekerja dilapangan begitu saja*?

**Mr.Ganjar:** *iya baik itu karyawan yang disimpan di kantor dan karyawan di lapangan semua wajib mengikuti training. Yang diajarkan dalam training itu seperti cara reservasi, pemasaran wisata, cara membuat paket wisata, cara melayani tamu dengan baik ya seperti itu kurang lebihnya. Karena kita kan pusat informasi wisata jadi semua harus menguasai itu. Dan seiring dengan setiap tahunnya pengunung asing selalu meningkat dalam waktu satu minggu sekali diwajibkan ada kelas khusus kelas bahasa Inggris.*

* **Analysis data from question 2**

The training of employees in both the office and employees in the field all have to follow. Perum Perhutani because attempts to open an information center so all employees must be able to perform all of its start of booking and how to become a tour leader.

1. *Dari beberapa tempat wisata yang dikelola oleh Perum Perhutani kira-kira tempat wisata mana yang lebih banyak pengunjungnya?*

**Mr.Ganjar:** *kawah putih itu paling banyak pengunjung di antara yang lainnya. Baik itu pengunjung local dan pengunjung asing.*

* **Analysis data from question 3**

Among the sights that are managed Perum Perhutani Kawah Putih most requested by visitors.

1. *Apakah bahasa yang dikuasai oleh para karyawan yang bertugas di lapangan bisa mengimbangi pengunjung yang datang? Baik itu pengunjung local maupun pengunjung asing*?

**M.Ganjar:** *karena setiap satu minggu sekali diadakan pelatihan wajib bahasa Inggris untuk karyawan, sedikit demi sedikit mereka pun terbiasa dengan bahasa asing dan bisa mengimbangi pengunung asing yang datang.*

**Analysis data from question 4**

The employees must be to follow english language class, so the employees have become accustomed for service foreign visitors without uncertain and not nervous

1. *Apakah training untuk pekerja lulusan sarjana dan lulusan sekolah menengah itu disamakan atau ada perbedaan?*

**Mr.Ganjar:** *Semua sama tidak ada perbedaan antara lulusan sarjana atau yang hanya lulusan sekolah menengah. Mungkin perbedaannya hanya di bagian keuangan dan pemasaran saja. Tetapi keseluruhan training sama intinya harus bisa menghandle semua kegiatan wisata mulai dari system reservasi online, menghandle tamu, apalagi jika ada meeting dalam jumlah yang besar kebetulan kita punya catering sendiri juga kan tapi jika pengunjung ingin makanan dari luar itu bisa seperti contoh mereka ingin makanan khas sunda ampere itu kita sediakan juga karena bagaimana pun kepuasan pengunjung nomor satu.*

* **Analysis data from question 5**

Perum Perhutani efforts in making the tourist information center does not see that the status of preferred educational work skills.

1. *Status karyawan di Perum Perhutani itu apakah mereka harus berlulusan sekolah pariwisata dan apakah mereka harus mempunyai pengalaman bekerja di bidang pariwisata*?

**Mr.Ganjar:** *Tidak juga, tapi kan mereka nanti juga dikasih training dulu pembekalan khusus mengenai dunia pariwisata, baik dari tata bicara, melayani tamu dan sebagainya. Kebanyakan karyawan disini bukan dari bidang pariwisata, ya hanya beberapa saja yang di dulunya sekolah di bidang pariwisata, tapi tetap mereka juga harus ikut training tersebut.*

* **Analysis data from question 6**

Perum Perhutani not require the workers to graduate in tourism. only some workers who have the educational background of tourism, but they are also required to participate in spite of having basic training in the field of tourism

1. *Apakah kelestarian ekosistem di sekitar lingkungan itu akan tercemar dan menjadi tidak tertata rapi?*

**Mr.Ganjar:** *Kita dari awal sudah membentuk bagian bagian di tiap bidang, seperti di kantor itu kan ada bagian umum itulah mereka yang mengurus dari mulai ekosistem dan fasilitas yang ada.*

* **Analysis data from question**

From each section in the information senter ecotourism of Perum perhutani, there is one part of the ecosystem to fix the travel environment.

1. *Bagaimana cara merawat ekosistem wisata tersebut*?

**Mr.Ganjar:**

* **Program of Mutualization**

1. Conduct special training tour guides who control the state of forests and land.
2. Further provision related to the provision of signs for existing facilities

* **Intimidation**

External threats can dangerous the position of the Kawah Putih, cleanliness and tidiness it is one that can make the travel less desirable effects. Thus the Kawah Putih in every time always make improvements.

* **Repair and Surrounding Ecosystem**

The weekly sections of forest management, vegetation, soil they evaluate which if the place must be addressed both in terms of the trash is clear even if there is now made signs littering will be fined. Passable in that way little by little visitors can preserve nature in Kawah Putih so if the garbage we are not too overwhelmed and not too concerned. It's just that there are some visitors who sometimes damage trees, plants that exist around. At least if it rains every week we check its texture soil, if it endangers we replace the already poor soil for planting trees and maybe if stepped on would endanger visitors we replace the soil texture quality is good, so are the trees we can plant in a month trees around are Kawah Putih about 1,500 plants with different types of trees in order that the ecosystem in the Kawah Putih area maintained their forests.

* **Analysis data from question 8**

Perum Perhutani is already thinking about the threats that exist if ecotourism ignored then these sights if polluted environment will affect the decline in the number of visitors. Then Perum Perhutani forest fix obliging and facilities around the Kawah Putih as much as possible like reforestation, and always check the soil texture that is so as not to damage ecotourism.

1. *Berapa banyak pengunjung asing yang datang setiap tahunnya?*

**Mr.Ganjar:** *kebetulan kita punya data mengenai profil pelanggan menurut sumber data di lapangan/Kawah Putih pada tahun 2013-2014 setiap tahunnya pengunung asing pun semakin meningkat.*

1. *Apakah ada dampak ekowisata yang berpengaruh untuk perkembangan di kawasan Bandung Selatan?*

**Mr.Ganjar:** sangat berpengaruh terutama bagi masyarakat local yang tinggal di wilayah Bandung Selatan, mereka di sediakan tempat untuk berdagang oleh kami dan tidak dipungut biaya asal mereka bisa ikut menjaga kelestarian ekosistem di daerah Bandung Selatan. Selain menjadi pedagang mereka juga ada yang menjadi supir dan kondektur khusus untuk transportasi yang disediakan Kawah Putih yaitu ontang-anting. Dengan adanya ekowisata di daerah mereka, merasa terbantu sekali dalam segi ekonomi mereka dan pengangguran di daerah Bandung Selatan semakin berkurang.

* **Customer Profile of Data**
* THE DATA OF FOREIGN VISITOR YEARS 2013-2014 IN KAWAH PUTIH SOUTH BANDUNG

-2013

At the 2013 foreign visitors reach to 6188 foreign visitors

-2014

At the 2014 foreign visitros reach to 8250 foreign visitors. The foreign visitors each years is increasing.

* THE AGE OF CUSTOMER

Customers who traveled to the Kawah Putih area is dominated by customers aged 17- <23 years means more attractive to young people.

Grafik.1. Customer profile based on the age.

* THE SEX OF CUSTOMER

Customers who visit the tourist area of Kawah Putih was not significantly dominated by a particular gender.

Grafik.2. Kawah Putih customer based on sex

* THE EDUCATION OF CUSTOMER

Based on the educational background of customers who visited the Kawah Putih area relative can be enjoyed by all educational backgrounds.

Grafik.3. Kawah Putih customer based on education.

* CUSTOMER JOBS

Customers who visit the Kawah Putih ecotourism region is dominated by the student / students and private employees. This suggests that the Kawah Putih has a high enough market for educational tour packages, adventure, and MICE.

Grafik.4. Customer profile based on jobs.

* CUSTOMERS HOMETOWN

Customers who visit the tourist area of Kawah Putih in general, dominated by customers who came from different cities. This shows that the sale should be extended to other cities or countries.

Grafik.5.Customer profile Kawah Putih based on hometown.

* INCOME CUSTOMER
* FREQUENCY OF VISITS

This confirms that the promotion should always be done so that the *customer*

*be fresh customer and become loyal customer.*

* **Based on Customer Behaviour**
* TRAVELED DESTINATION

The main purpose is to visit the White crater recreation. This shows that the entertainment facilities at Kawah Putih need to be completed.

* INFORMATION RESOURCES

*Word of mouth* still an active promotion. Therefore, to create a positive effect, the consumer satisfaction should be prioritized. Internet in the second position plays an important role.

**Mr.Ganjar:** *Ya itulah sedikit data gambaran mengenai Kawah Putih mungkin bisa membantu juga untuk selly. Karena ecotourism itu sebenarnya penataannya lebih efisien dibandingkan dengan wahana wisata permainan kita hanya harus selalu menjaga dan memperhatikan lingkungan intinya sih itu saja.*

1. *Bapak Ganjar terimakasih banyak atas infonya sangat bermanfaat sekali buat saya dan maaf telah mengganggu aktifitas dan waktunya yah pak.*

**Mr.Ganjar:** *ya tidak apa-apa, tapi kalau selly masih penasaran bisa coba langsung saja interview sedikit tanya-tanya sama pengunjung di Kawah Putih di lapangan sana kalau lagi tugas disana.*

**Selly :** *ok pak kalau gitu makasih banyak*.

* **Interview with Some Visitors**

1. *Bapak maaf mengganggu, bisa saya bertanya-tanya sedikit beberapa hal mengenai kunjungan bapak ke Kawah Putih ini?*

**Mr.Jony:** *oh ya boleh tentu saja mbak dengan senang hati mumpung saya juga lagi istirahat aja nunggu rombongan yang lain.*

1. *Kalau boleh tahu bapak berasal dari mana yah? Lalu ke Kawah Putih ini bersama siapa?*

**Mr.Jony:** *Saya dari Semarang kebetulan ke sini ada acara wisata bersama dari kantor dengan rombongan memakai 4 kendaraan bus.*

1. *Jauh juga yah pak lumayan, pak saya mau tanya nih sedikit mengenai pelayanan karyawan di Kawah Putih ini menurut bapak sudah memuaskan para karyawannya atau belum?*

**Mr.Jony:** *kalau pelayanan sudah bagus karyawannya ramah bahasanya juga baik yah dari pertama datang tapi saya masih bingung antara karyawan tetap yang mengurus jalannya wisata dengan yah mungkin pedagang, atau orang luar lainnya karena disini pegawainya ada yang tidak memakai seragam maka dari itu saya bingung mbak. Seperti di tempat ontang-anting tadi itu tidak ada karyawan tetap yang berjaga disana paling hanya supir dan kondektur sedangkan pegawai tetap mungkin hanya berjaga di office dan tiket saja selebihnya tidak ada mbak.*

1. *Iya pak karena disini mereka beralasan cuaca dingin jadi mereka lebih memilih memakai baju yang lebih tebal dibandingkan dengan memakai seragam dan belum ada sanksi untuk pegawai yang tidak memakai seragam. Apakah ada saran pak untuk Kawah Putih agar karyawan menjadi lebih baik gitu?*

**Mr.Jony:** *ya kalau bisa sih Perhutani ini meyuruh pegawai nya memakai seragam apapun alasannya dan jika mereka kalah dengan cuaca mungkin bisa membuat jaket yang sama seragam untuk para pegawai. Dan menurut saya pegawai disini masih kurang yah seharusnya di setiap titik ada pegawai yang berjaga dan bertugas lah.*

1. *Apakah dengan adanya pusat informasi yang dikelola oleh Perum Perhutani efektif kah? Dan apa sudah terlayani dengan baik*?

**Mr.Jony:** *oh sudah yah mbak saya juga dari Semarang mengadakan tour ke Kawah Putih ini pertama lewat pusat informasi dulu via telpon lalu dijelaskan dari sananya mengenai untuk paket wisata mulai dari villa, breakfast, dinner, optional tour, termasuk ke Kawah Putih juga yah menekan biaya lebih murah dan bikin kita terbantu juga jadi kita ga usah ribet gitu mbak pelayanannya juga sudah baik.*

1. *Terimakasih bapak atas waktunya maaf sudah menggangu selamat menikmati kembali perjalanannya pak.*

**Bapak Jony:** *ya sama-sama mbak*.

* **Interview with some Visitors**

1. *Ibu maaf mengganggu, bisa saya bertanya-tanya sedikit beberapa hal mengenai kunjungan bapak ke Kawah Putih ini?*

**Mrs.Linda:** *ya boleh sekali mbak.*

1. *Menurut ibu apakah perjalanan ke Kawah Putih ini sudah memuaskan baik dari segi pelayanan, karyawan, dan lingkungannya?*

**Mrs.Linda:** *dari pelayanan sudah cukup memuaskan karyawannya juga sudah ramah,baik lingkungannya juga saya suka di setiap sudut ada tong sampah jadi tidak bingung mau buang sampah kemana, rute jalannya pun sudah tertata rapi saya suka tetapi masih kurang rambu, peta lokasi kurang jelas, itu saja sih selebihnya saya suka dengan pemandangannya pohon-pohonnya masih pada subur hijau mungkin untuk beberapa waktu lagi saya akan kesini lagi mengajak teman dan keluarga yang lain,*

1. *Saran dan kritik ibu agar Kawah Putih bisa semakin lebih nyaman kira-kira bagaimana?*

**Mrs.Linda:** *kritik saya sih sekarang saya masih bingung membedakan karyawan asli perhutani denganorang asing yang menjadi pemandu atau pedagang lainnya, mungkin karyawan disini harus memakai pakaian yang sama jadi kita tidak bingung kalau ada ciri kan kita juga enak kalau sama karyawan tetap perhutani nya kalau ada yang disampaikan bisa langsung complain ke office nya tapi kan sekarang kita juga bingung. Udah sih itu aja sama naik ontang-anting kalau bisa ada satu orang yang ikut memandu juga.*

1. *Apakah dengan adanya pusat informasi yang dikelola oleh Perum Perhutani efektif kah? Dan apa sudah terlayani dengan baik?*

**Mrs.Linda:** *sudah yah mbak waktu itu juga saya sempat telpon dulu ke pusat informasi disitu saya bisa dapat informasi lebih baik dari tempat wisatanya maupun villa besera fasilitas dan cost nya jadi saya merasa sangat terbantu lah mbak.*

1. *Ibu kan ke Kawah Putih membawa tour orang asing, apakah menurut ibu pegawai disini sudah melayani pengunung asing yang ibu bawa tersebut sudah terlayani dengan baik?*

**Mrs.Linda:** sangat memuaskan yah tadinya saya bingung takutnya tidak ada karyawan yang tidak bisa berbahasa asing tapi ternyata karyawan disini bisa mengimbangi bahasa asing untuk pengunjung asing menurut saya pelayanannya sudah baik dari mulai melayani tamu, bahasa, dan groomingnya uga memuasakan pokonya.

1. *Ok bu kalau gitu terimakasih sekali atas waktunya maaf mengganggu selamat menjalani kembali aktifitasnya*.

**Mrs.Linda:** *ya sama-sama*.

* **Analysis data from questions some visitors**

After conducting interview with some of the visitors on the spot, with the training makes employees to master the science of tourism although their background is not in the field of tourism, but hat is a problem and not a constraint in terms of speech, language, service employees but not to wear a uniform that makes visitors become confused. Perum Perhutani side does not provide sanctions and regulations regarding employee uniforms. And employees in the Kawah Putih has can communicate english language for foreign visitors who came in Kawah Putih. So the visitors has feel satisfied with the services.

* **Interview with some local people**

1.Ibu saya ingin bertanya pada ibu maaf ganggu untuk sebelumnya, saya ingin bertanya apakah dengan adanya aktifitas ekowisata di daerah Bandung Selatan membawa dampak yang positif?

**Mrs.Dedeh:** alhamdulilah kalau menurut ibu dengan adanya ekowisata yang dikelola oleh Perum Perhutani membantu perekonomian warga , warga disini sekarang banyak yang bekerja di wilayah milik perum perhutani terutama Kawah Putih contohnya disini saya berdagang dan alhamdulilah setidaknya saya dapat pendapatan meskipun tidak banyak tetapi ika sedang hari libur lumayan. Tidak adi pedagang juga ada yang menjadi tukang bersih-bersih, supir, kondektur, pokonya banyak lapangan kera yang disediakan oleh perum perhutani untuk warga di sekitar Bandung Selatan.

2.Selamat siang pak maaf saya mengganggu waktu bapak, boleh pak saya bertanya mengenai dampak ekowisata yang dikelola oleh perum perhutani?

**Mr.Eman:** boleh neng tentu boleh tidak mengganggu

3.Pak apakah dengan adanya kegiatan ekowisata di kawasan Bandung Selatan ini terutama Kawah Putih mempunyai dampak terhadap masyarakat sekitar?

**Mr.Eman:** tentu sangat berpengaruh, apalagi terhadap lapangan pekerjaan, sekarang semakin berkurang orang yang menganggur di wilayah Bandung Selatan karena banyaknya ekowisata disini terutama di Kawah Putih. Saya juga sekarang alhamdulilah ada pekerjaan meskipun kecil kecilan tetapi mempunyai pendapatan sebagai supir ontang-anting disini begitu juga begitu dengan teman dan tetangga saya yang saya ajak untuk bekerja di Kawah Putih ada yang sama sebagai supir, kondektur, pedagang, tukang bersih-bersih tetapi setidaknya kita mempunyai penghasilan dan pekerjaan meskipun bukan pegawai tetap juga tetapi sangat membantu lah buat perekonomian warga di sekitar Bandung Selatan.

4.Kalau dampak negatifnya ada tidak pak?

**Mr.Eman:** pasti ada saja seperti mungkin karena banyaknya pengunjung alam jadi tercemar, tetapi itu balik lagi ke diri kita masing-masing agar tetap bisa menjaga ekosistem wisata disini. Tetapi keseluruhan lebih banyak dampak posiitif.

5.Terimakasih kalau begitu atas waktunya pak maaf mengganggu.

**Mr.Eman:** ya sama-sama neng.

* **Analysis data from interview with some local people**

With the ecotourism activities at South Bandung Area give positive impact for local people in there, especialy from economiy. They are have jobs and unemployment more decrease.

* **Observations**

Beside interviews staff, visitors, the writer observed the activities in Kawah Putih. The writer observed the situation of Kawah Putih started from March 9th until March 15th because the remainder of my duty at office Perum Perhutani information center is not placed in Kawah Putih.

The writer also during on the job training given training skills by Perum Perhutani specific to the field of tourism. First day on January 26th until February 1th the writer doing training skills about reservation system, receptionist, tour leader, all about duty in tourism field in meeting room Cikole Jayagiri.

Kawah Putih is one of the most destinations tourism favourite in South Bandung. During I was assigned to the Kawah Putih, I observed all the activity on Kawah Putih. Started from how to greet guests, ticketing, and a good guide on how to talk, and the body language of the employee in Kawah Putih. Not only employees only I had seen environmental hygiene situation there.

Although the employees there have only high school education but they could serve visitors well, from the way of speaking and body language whenever they like have become accustomed. With the task of training before going down the field was very helpful at all.

Ecotourism maintenance was also looks very concerned because as long as I was there I saw a few employees who are doing the reforestation and providing dedicated smoking areas, in each corner was given the dustbin so that visitors not to litter.

Even now Perum Perhutani give sanctions for visitors littering, but there is still a visible shortage of employees, because there are some employees who feel overwhelmed in dealing with some of the visitors. Should the employee may be working together among the employees by other employees.

During observations in the field, I got a lot of lessons and experience real both of serving visitors, and some ways to maintain a good and true ecotourism. With the english language training class, make the services become good quality for foreign visitors.

In addition, with the ecotourism activities in South Bandung area become the local people very helpful because they have jobs as the seller, and place for sell souvenir, food, snacks, and other provided by Perum Perhutani and free not to pay cost. And also working become driver special transportation in Kawah Putih, the named transportation is *“ontang-anting*”. Finally the conclusion of the observation, the writer got the training result and the result can be seen appendices.

* 1. **Findings**

In this chapter the writer answer the question which related to research problems. Based on the observation the writer direct observes in office information center ecotourism and Kawah Putih about the efforts ecotourism perum perhutani for service in Kawah Putih. I observed activities employees and situation ecotourism how to improve services by holding a training.

Before conduct the duty in field, the employees doing training, and the content of training program were started greeting, reservation, receptionist, offering service, confirming service, body language, grooming, presenting item, and motivation for employees, and etc.

The result interview with staff in office information center ecotourism, and some visitors clarified their expectations for the future hopefully can applied the training in their job, and proved by visitors if the employees in Kawah Putih can be give service for visitors.

The writer got many experiences anad thing beyond expectation. This finding also could be useful as the information for readers. The findings that the writer got along the research are;

* The activities of employees in Kawah Putih are through training and give good service.
* The training program followed by all employees.
* The influences of training program to increase human resources with aplly in their job.
* With the maintenance of ecotourism make awake nature environment.

Some of the writer findings are out from what the writer discussed, but that points helped the writer to strengthen the research. Some data and question that out from the subject of this research were become a secondary data to answer research problems.

**CHAPTER V**

**Conclusions and Suggestions**

* 1. **Conclusions**

Tourism is a new industry that is able to provide economic growing in terms of employment, income, and standardization of living. Tourism can be said to be a service industry. Now tourism is one of the things that important in the whole world.

Indonesia very rich on natural beauty and culture. The journey related with nature actually called ecotourism. Ecotourism is the traveling especially to around related nature such waterfall, forest, craters, mountains,and cave.

Information Center provide by Perum Perhutani , useful to find places ecotourism attractions that managed with Perum Perhutani. Not only that, they also provide a self-owned resort with full facilities other. Therefore, Perum Perhutani requires all employeest specialized training field tourism to give satisfaction to the visitors.

Bandung is also known with a fashion city,and famous with the beautiful nature especially Kawah Putih which is located in South Bandung. If we want to know information all about Kawah Putih should not be directly to the destination, we can come to the office ecotourism information center managed by Perum Perhutani.

The natural beauty Kawah Putih has become main destination for visitors, but not only local visitors also many foreign visitors in Kawah Putih. Therefore the performance of employees became primary in the field tourism for satisfaction visitors. Started welcoming guest, grooming, how to good communication, and uniform must be considered.

Training employees is important to create the human skilled. With the training information center provide by Perum perhutani become increasingly more effective in serving the tourist no mistakes. As for the things that must be considered is the way to manage ecotourism. Because it is the natural beauty that attracts visitors then be managed in the best possible.

Discipline, working, language becomes the value of the rate of increased due to travel. With the services of the employees, cleanliness, and comfort all so makes the interesetof visitor to visit Kawah putih.

The effort Perum perhutani provide information center will facilitate ecotourism helps travelers find eplace in the city of Bandung especially Kawah putih. With the information center tourist also fell that the happy. started receptionist, reservation, marketing, tour leader, and etc. Everything is excited because can meet a lot of people from other cities.

Appearance is also a value in the world of tourism, because if we look presentable then visitors will come to feel comfortable. The world of tourism was fun because we got to work while the holiday and see the natural beauty that is all around that we don’t know.

**5.2 Suggestion**

There are some suggestions from the writer that would like to purpose in the effort ecotourism provide by Perum Perhutani for visitor in Kawah Putih as follows:

* All employees in the office information center and Kawah Putih obliged to follow the training should also be teaching English to serve foreign visitors.
* Held extension maintenance of ecotourism to every school, instansi, agency, so that they can preserve the natural attractions.
* The employess should know all about product ecotourism provided by Perum Perhutani especially Kawah Putih.
* The books about ecotourism are still rare. So, there will be a progress and further discovery in the future.

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**Curriculum vitae**

Selly Agliani was born in Bandung on June 03, 1994. Her father is Agus Tatang, and her mother is Lia Riliati. She has husband is Muhammad Indra Perdana and has one younger brother is Rizky aldimas.

Her childhood took place in Bandung. She started to study at Cijerokaso 01 elementary school in 1999, she continued her study at 15 junior high school, and she joined Pasundan 2 senior high school bandung 2008. In 2011 she continued study at English Department Pasudan University.

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