

## Strategies to Increase Visitors by Developing Aspects of Attractions in Alam Santosa

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### ABSTRACT

<b>Keywords:</b> village, Sundanese interaction, experience.	tourism traditional games, tourist	Traditional games are an integral part of Indonesian culture and have been passed down from generation to generation. Traditional games have a positive impact on child development. Still, they are currently facing considerable challenges due to the rapid growth of technology that has changed the interests of the millennial generation. To ensure the preservation of traditional games, several conservation efforts have been made, such as integrating traditional games into the concept of desa wisata. The concept of desa wisata is a significant trend in the tourism industry. In addition to presenting an authentic experience, a desa wisata can illustrate the unique life and traditions of rural communities, for example, Alam Santosa in Cikadut Village. Alam Santosa was established to introduce culture with several buildings with Sundanese architecture and typical West Javanese art. One of the tourism products featured at Alam Santosa is cultural education in the form of playing traditional games commonly referred to as Paulina Bar Dark. However, currently, the availability of attractions and amenities at Alam Santosa has not provided a positive experience for visitors. This research was conducted to answer the solution of improving the visitor experience at Alam Santosa by utilizing the surrounding potential to provide an authentic experience. The result of the design that has been carried out is the development of bebedilan with the concept of building games to provide a positive experience.
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### Introduction

Traditional games are one of the cultures that have a close relationship with people's lives, especially children (Qadafi et al., 2023). Play is an activity that can support children's growth and development. Through play, children can develop all their potential optimally, both physical and mental potential (Cahyani et al., 2023). However, nowadays traditional games are beginning to be marginalized by the rapid development of technology. Traditional games are considered outdated by the children of the millennial

generation, currently, they play more with gadgets or other advanced equipment (Harmaningsih et al., 2024). With the various values contained in it, efforts to preserve traditional games are becoming more and more diverse. Traditional games can be used as a tourist attraction in an area to show the characteristics of the region in developing the economy through the tourism sector (Fane & Sugito, 2019).

The integration of traditional games in the tourism concept can be an attraction for local and international tourists. The diversity of traditional games in each region reflects the rich culture and unique heritage, thus creating an authentic experience for visitors. A good form of tourism is a tour that can provide an experience to be remembered positively. (Ahsanah & Artanti, 2021). In addition, good tourism must fully consider the economic, social, and environmental impacts now and in the future. (Suci et al., 2021). This concept is a form of sustainable tourism efforts.

Currently, the development of trends in the tourism industry is increasingly diverse, one of which is the concept of tourist villages. As many as 90% of Indonesia's tourism products are natural and cultural tourism in rural areas (Alvara in the Tourism Industry Trend Book, 2022). The concept of a tourist village is an area that has the potential and uniqueness of a distinctive tourist attraction to experience the uniqueness of the life and traditions of the people in the countryside with all their potential. Until now, the number of tourist villages in Indonesia is 7275 and West Java occupies the second position after East Java with a total of 761 tourist villages (Village Potential Statistics, 2018).

One of the regions in West Java that is intensively developing the concept of a tourist village is Bandung Regency. Currently, the Bandung Regency Tourism and Culture Office is forming 38 tourist villages with the advantage of natural and cultural potential as one of the tourist attractions. The diverse natural potential and cultural wealth spread across various regions in Bandung Regency has been recognized by the government. A total of ten tourist villages have been determined through the Decree of the Regent of Bandung Number: 556.42/Kep. 71- Dispopar/2011. Meanwhile, there are still 27 other tourist villages that are submitting a Regent Decree (Tourism Office, 2020). Of the several tourist villages in West Java, one of the villages with natural and cultural tourism that has the potential to be developed is Cikadut Village.

Cikadut Village is located in Cimenyan District, Bandung Regency. Cikadut Village has superior tourism potential, one of which is Alam Santosa (Cikadut, 2020). Alam Santosa is a tourist area that carries the concept of ecotourism by prioritizing local wisdom and culture. Alam Santosa was established to introduce culture with several buildings with Sundanese architecture and typical West Javanese art. One of the attractions that is featured in Alam Santosa is cultural education in the form of playing traditional games commonly known as children's games. The game is an activity of playing simple games by children in the Sundanese community. The form of childcare in Alam Santosa has been adjusted to the educational values needed for children, including bebedilan, Jordaan, kolecer awe, oray-orayan, and others.

Currently, the educational program held in Alam Santosa is only intended for elementary school students who are gathering. According to the manager of Alam

Santosa, Alam Santosa needs to improve services first so that the program can be carried out regularly. Based on the Tourism Village Development Strategy Book (2019), there is one factor needed to improve the quality of the experience of a tourist village, namely attractions. Attractions or attractions are assets that can attract tourists to visit tourist attractions (Cahyani et al., 2023). The main attraction at Alam Santosa is in the form of activities playing traditional Sundanese games. Currently, these activities are only limited to playing games. Visitors do not get to experience more than the attractions provided. In addition, some facilities in Alam Santosa have not been able to accommodate the needs of visitors and are not friendly enough for children to play. Based on the Tourism Village Development Strategy Book (2019), attractions are important to create a positive tourism experience. Based on these problems, this research was carried out to develop attractions in Alam Santosa to improve the visitor experience.

## **Method**

This research applies a descriptive qualitative analysis method that will focus on an in-depth understanding of a particular phenomenon or case using various data collection methods, including observation, interviews, and document analysis, to provide holistic knowledge about the event or case qualitatively. According to Ghony and Almanshur as mentioned in the (Saputri & Wirasari, 2023), by using a descriptive-analytical approach, qualitative research can analyze events or phenomena, attitudes, community activities, perceptions, and views of a person or group. The case study of Alam Santosa was chosen because the tourist attraction has the potential for attractions that are quite interesting and authentic but still need to be developed to create a positive tourism experience. This study is limited to attractions in Alam Santosa, namely the children's game.

### **Data Collection Methods**

There are several methods used to collect field data and literature studies, namely:

#### **a. Observation**

Observation is a method of collecting data by systematically observing and recording elements that appear in a symptom in the object of research. (Yusanti & Nurtiani, 2023). Direct observation was carried out in the Alam Santosa environment located in Cikadut Village, Cimenyan District, Bandung Regency, West Java.

#### **b. Interview**

The interview is an activity where the researcher asks several questions directly to the relevant parties of the research subject, the questions from the interview have been neatly arranged to get the right information. Some of the respondents in this study consisted of the manager of Alam Santosa and visitors at Alam Santosa.

## **Results and Discussion**

Alam Santosa is one of the tourist destinations with the concept of ecotourism and culture located in Cikadut Village, Cimenyan District, Bandung Regency. Alam Santosa was designated as a tourist village by the Minister of Law and Human Rights of the Republic of Indonesia, Yasonna H. Laoly, on October 24, 2020. (Rasyid & Cahyanto,

2023). In addition to presenting stunning natural scenery, Alam Santosa also provides cultural education and environmental education programs to introduce cultural values and environmental preservation to visitors. Visitors can experience the uniqueness of Sundanese culture through buildings with traditional Sundanese architecture and enjoy the typical performing arts of West Java. In addition, Alam Santosa supports sustainable agricultural practices as well as a variety of typical Sundanese activities such as traditional musical arts and games, making it an ideal place to enjoy the beauty of nature and culture while learning about local heritage.

Alam Santosa was established with the vision of becoming a model in environmental conservation for the community, especially Cikadut Village. Alam Santosa was built based on concerns about natural disasters due to environmental damage in the Cikadut Village area. With a mindset that is responsive to the conditions and problems encountered empirically, Alam Santosa becomes a reflection, self-evaluation, and obsession with the idea of managing nature with a Cultural approach as the ancestral heritage of "Nyoreang Alam Katukang, Nyawang Alam Nuprey Come" (Alam Santosa, 2024). Today, the green, beautiful, and comfortable Santosa Nature area has become a popular destination for people who want to enjoy the beauty of nature while learning the concept of environmental preservation and Sundanese culture. Alam Santosa has a mission to become a center for education, environment, culture, and nationality based on the local wisdom of Sundanese culture. In addition, Alam Santosa will become an educational center for the development of tourist villages in Indonesia and become a model for the development of nature and culture schools.

#### **Conditions of Attractions in Alam Santosa**

Based on the results of observations interviews and data processing, it was found that the children's game program carried out in Alam Santosa can be said to be running smoothly. However, there are still some obstacles found from the observations made. The problem was found in the availability of facilities, security, and comfort when carrying out the children's game program. The limited facilities make some students have to wait for their turn to play which leads to unconduciveness. In addition, there is a difference in expression between children who play games with a medium and children who play without media.

In terms of safety and comfort, the yard used to play the students is made of concrete and rocks which causes concern from parents and teachers. This creates full conditions in the play area because parents want to supervise their children. Boredom is also seen in parents because there is no involvement or no activities done while waiting for their children to do activities. Some parents feel that the rates charged are not comparable to the services provided by Alam Santosa.



**Figure 1  
of the playing page**

Based on the analysis carried out with the theory of tourism village development, the condition of the children's game program in Alam Santosa still needs to be improved to be by the criteria of a tourist village. According to the Tourism Village Guidebook (2021), the development of tourist villages, one of which is through the development of tourism destinations, needs to pay attention to aspects of tourist attractions, public facilities, tourism facilities, accessibility, and interrelated communities so that they can complement the realization of advanced tourism. Three important aspects need to be considered in the development of tourist villages, but the most basic aspect is attractions.

Attractions are attractions owned by tourist attractions that can attract tourists to visit a tourist attraction. The attractions are divided into three categories, namely; (1) nature, providing attraction with the natural beauty of the tourist attraction; (2) culture, providing attraction with the richness or uniqueness of the culture owned by the tourist attraction; (3) creativity, combining cultural and natural wealth as an attraction of tourist attractions.

Based on the field conditions on the aspect of attractions in Alam Santosa which is associated with the theory of tourism village development, it can be concluded that the aspect of attractions in Alam Santosa is in the form of creative attractions that combine the natural beauty of Cikadut Village with the rich Sundanese culture that is thick with the support of traditional Sundanese architecture. In addition, the existence of a *children's game* program is one of the strong attraction values because it can provide a unique and different experience. However, the facilities owned by Alam Santosa still need to be improved, especially in the children's game program because with good facilities, the attractions in Alam Santosa will run optimally.

#### **Children's games in Alam Santosa**

The children's game is the main attraction owned by Alam Santosa. The children's game program at Alam Santosa is in the form of simple games that are usually played by the children of the Sundanese community. In this program, children are educated to understand and preserve the culture of the Sundanese people through play activities. The games played have been adapted to the educational values needed in children, such as cooperation, courage, and mutual respect.



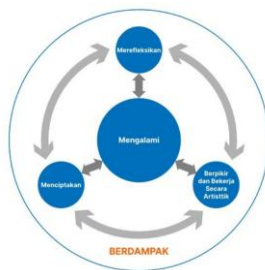
**Figure 2 Juvenile Games**

The implementation of the children's game program in Alam Santosa involved participants from elementary school students in grades 1 to 6. During the activity, participants were accompanied by homeroom teachers and parents of students. The involvement of homeroom teachers and parents aims to provide additional supervision to each child, even though there is already a person in charge of the organizer of the activity. The activities carried out lasted quite a long time with various kinds of activities that contained positive values. The following is a series of activities carried out by each student during the children's game program.

**Table 1  
A rundown of children's game activities**

Time	Activities
08.00 - 08.30	Group division
08.30 - 09.10	Introduction of activities to be carried out
09.10 - 09.40	Introduction to the environment of the Santosa Nature Area
09.40 - 10.00	Playing with rubber guns
10.00 - 10.20	Playing with a snap gun
10.20 - 10.40	Playing roroda
10.40 - 11.00	Playing monkey tail
11.00 - 11.20	Playing babangkongan
11.20 - 11.40	Playing angklung
11.40 - 12.00	Playing the jengkol perepet
12.00 - 13.00	ISOMA
13.00 - 14.30	Fishing activities
14.30 - 15.00	Preparing to go home
15.00	Participants leave Alam Santosa

Based on an interview conducted with one of the student's parents, an explanation was obtained that currently every school that implements the independent curriculum is required to carry out learning outside the classroom or out of class by the Pancasila Student Profile Strengthening Project. According to Kusumastuti in (Nurjatisari et al., 2023), in art and culture learning, elements of experience, creation, and reflection are needed so that learning can run optimally which has an impact on oneself and others. The cycle is depicted in the scheme below.



**Figure 3 Elements of arts and culture learning**

The above elements are the basis of cultural learning in the independent curriculum in schools. If it is associated with the children's game program in Alam Santosa, currently the attractions provided have not run based on cultural learning. From the series of events in Table 1, it can be seen that there is no element of creation so the learning process has not been able to run optimally and does not have a direct impact on oneself or others.

a. Perspective murid

From data mining conducted by interviews with several students of SD Ibnu Taimiyah, it can be seen that the students enjoy learning and playing outside the classroom more than learning in the classroom. The students liked competitive games such as begunan and roroda aan. The natural atmosphere and traditional Sundanese architecture are very supportive of the activities carried out. In addition, the location is far from the crowded city makes the students feel more connected to nature. After carrying out the activity, the students felt a sense of pride because they had contributed to the preservation of Sundanese culture.

b. Student's guardian perspective

From the data excavation carried out by interviews with the parents of students of SD Ibnu Taimiyah, it can be seen that SD Ibnu Taymiyah implements an independent curriculum in which there is a P5 program. Outing class is a derivative of the P5 program. Outing classes are carried out so that students can take values that are by cultural learning elements. Even though in each series of events there is a person in charge from Alam Santosa, the parents of the students still feel worried about the safety of their students, especially since the yard and media used to play are not safe enough for children to play.

c. Parental perspective

From the data excavation conducted with interviews with parents of Ibnu Taymiyah Elementary School students, it can be seen that parents use the opportunity of the outing class to refresh and gather with other students' parents. But while waiting for their children to play, there is no activity that parents can do other than taking selfies. The place to wait for the child is located far enough away from the yard used to play. Worry arises when knowing the pages and media that children use to play. On the other hand, the parents said that they would revisit Alam Santosa with their families in the hope that there would be an increase in experience in the café area so that the activities carried out were not only selfies.

The development of tourist villages needs to take into account the natural and cultural potential of each region supported by the 3A concept (attractions, amenities, and accessibility) to improve the quality of the tourism experience. Efforts to improve the tourism experience in Alam Santosa can be built with the most basic, namely on

improving attractions in the children's game program which focuses on the development of the game media used.

### **Consideration of positive experiences**

In its development, it is necessary to pay attention to several considerations, for example, the development of game media that is adjusted to the 4Es principle according to Pine and Gilmore. According to Pine and Gilmore, experience lies at the heart of consumption and refers to what consumers are looking for to create lasting pleasure and memories (Bridges, 2024). According to Pine and Gilmore, there are four dimensions of experience (4Es): education, entertainment, escapism, and esthetic, which leads to increased experience to increase revisit intention.

- 1) Education, meaning that there are learning activities involving the active participation of participants and the acquisition of skills and knowledge.
- 2) Entertainment, meaning the existence of an entertainment experience that involves the audience.
- 3) Escapism, which means being able to escape from the real world to temporarily divert from daily life.
- 4) Esthetic, meaning that there is a consideration of aesthetic value to create an attractive, beautiful atmosphere or layout, and increase customer satisfaction through a positive visual experience.

### **Product interaction considerations**

In addition, in the development of a product intended for children, it is necessary to pay attention to special considerations. In the context of meeting the needs of children, is certainly different from meeting the needs of adults. According to (Zhang, 2018), when designing a product for children, it is necessary to consider the character applied to the product. (Zhang, 2018) Divides several aspects needed to meet children's needs in interaction with a product, namely, green concept, simple appearance, and sustainability.

1. The green concept means that it reflects a simple shape by using raw materials that reflect natural nature.
2. Simple appearance, meaning reflecting a simple shape by using raw materials that reflect natural nature.
3. Sustainable, meaning that it can meet user needs while ensuring long-term benefits.

### **Safety considerations**

The safety aspect is something that needs to be considered in designing a product for children. Based on the APE Guidebook for Early Childhood (2022), the principles of security and safety in educational media are very important to consider in designing a product for indoor and outdoor use. Products that do not consider these two principles can cause undesirable things to happen. The following are some general requirements in designing an educational learning media according to books.

#### **APE Guide for Early Childhood (2022).**

1. Educational requirements, meaning that the design of an educational learning media can be adjusted to the goals of the educational program, the standards for achieving

- student development, or the applicable curriculum. The media can also help users to hone their creativity and development.
2. Technical requirements, meaning the design is precise and made of safe and strong materials. In addition, to guarantee pleasure to users, it is necessary to pay attention to the easy way of operation.
  3. Aesthetic requirements, meaning that it has an attractive shape, is flexible, easy to carry to a design that does not cause too much visual fatigue in children.

### **Development focus**

Based on the interviews conducted, Alam Santosa has a plan to implement a children's game program at Esa Café. Based on data from the manager of Alam Santosa, the plan aims to introduce the activities in Alam Santosa to café visitors. From the results of the observations made, the types of games used at Esa Café are bedlam and Jordaan. According to the manager of Alam Santosa, the game was chosen because it is easy to play and is in great demand by children. In addition, this form of game can also be played together with the family.

Alam Santosa also wants a gallery containing several games from the Babydak game program as a form of more real cultural preservation. However, the game media that will be displayed in the gallery is a game media that has been given a touch of design. For reasons other than attracting visitors, an interesting form of game is also appropriate if it functions as a souvenir.

Of the two types of existing games, the researcher will focus on the design of the development of different games. The focus of development on the game of the game was decided on several considerations. Based on the observations made, the beginning is in great demand by children. It can be seen from the enthusiasm of the children when playing the game. However, the median used has very simple properties in terms of function and visuals. The use of nails on the shell can reflect the lack of safety considerations for the user. Begunan is in great demand by children so it is often an object of grabbing that poses a risk of damage faster than other games. In addition, the median is more suitable as a collection or souvenir compared to Jordaan.

### **Product comparative analysis**

The Hong community is a well-known center for the study of children's games in Bandung. This community has been conducting research on Sundanese folk games since 1996 and until now is still determined to preserve folk games as one of the nation's identities. According to an interview conducted with the manager of Alam Santosa, the Hong Community is one of the communities that has the same vision related to cultural pedestrian, especially children's games. By reconstructing Sundanese cultural folk toys, the Hong Community continues to explore the potential and values of children's games to be passed down to children through contemporary concepts.

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Category	Alam Santosa	Hong Community
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Picture		
Interaction	The interaction between the product and the user is only limited to playing the product to get entertainment. There is no added value such as honing skills or other benefits.	The interaction between the product and the user is only limited to playing the product to get entertainment. There is no added value such as honing skills or other benefits.
Visual	The visual appearance is too simple so it seems unattractive.	The visual appearance provided adopts the shape of a gun in real life so that it is easier for children to recognize.
Security	The use of nails as a medium to hold together parts of the gun seems unsafe for children.	The use of nails as a medium to hold together parts of the gun seems unsafe for children.
Material	The use of bamboo tampa material through the processing process seems unsafe for children.	The use of wood materials gives a sturdy impression and can be shaped in such a way.
Performance	The use of bamboo without processing gives the impression of being less sturdy.	The use of wood as the main material gives the impression of sturdiness and a longer service life.
<p>Summary: The interaction provided by the two products above is only limited to playing the game, with no additional value provided. With the shape adopted from real shots, the game can be easily recognized by children. However, the use of nails from the two products above does not reflect a child-friendly product, even though the use of nail material in Hong Community products seems to be more sturdy.</p>		

### Development concept

One of the games that will be developed is Bedilan with the concept of brick-building games. Bricks-building games are a type of game that gives players the freedom to create various kinds of objects with blocks that can be arranged according to the user's creativity. One of the most popular types of bricks-building games is Lego. According to (Hayati & Komala, 2020), Lego-like games can improve cognitive abilities and logical thinking in children. Through bricks-building games, children will play an active role in the assembling process before they can play the game.

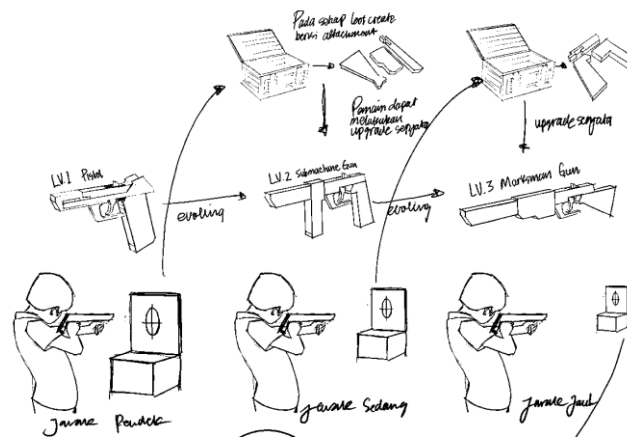
The role of children in carrying out the assembling process can provide positive educational values and experiences. Based on the principle of Pine and Gilmore in the theory of the four realms of experience, educational activities that involve the participation of participants to acquire skills and knowledge are a form of increasing

experience at a tourist attraction. The following are some of the considerations and limitations used in this development concept.

Consideration		Limitation
4Ice	Interaction	
Educational activities during <i>the assembling</i> process on bamboo modules that will be used to play the game.	The product is designed with a simple visual appearance so as not to cause aesthetic fatigue in children.	Reconstruct and revitalize the culture of <i>children's games</i> with the target of producing novelty developed through cultural transformation.
In addition to playing games, visitors play an active role in assembling the games that will be played.	The product is designed from the use of waste from Angklung Village with environmental sustainability in mind.	Development can be adjusted to the progress of civilization and the taste of the times, as long as it does not deviate from the essence of the culture.
In addition to the natural beauty that Alam Santosa has, the product must have attractive visuals so that children like it.	The existence of educational activities on the designed product will provide long-term benefits for its users.	Preservation innovations can be in the form of <i>toy</i> products with modern forms, as long as there is no patent form of the culture.

This game is designed with the concept of bricks-building games which will involve the role of players to assemble parts made of bamboo to be arranged into a shell shape. The concept of bricks in this game is made into simple modules according to the function of each part of the shot. Each section is equipped with magnets to make it easier for players when assembling the game to be played. The use of magnets is also a safety consideration for players.

To improve the playing experience, researchers apply gamification elements in this development, namely levels and rankings. Levels are measured based on the distance between the shooter and the target point, which is divided into three categories: close, medium, and far. Each shooter who successfully hits the target will receive a reward in the form of attachments that can be used to improve their weapon's abilities so that they can be used in the next level. Rankings are calculated based on players who can reach the last level first.



**Figure 4** Concept of the game

In this game concept, players have to hit the target target with only three rubber bullets given at each level. Progression is marked by each player who successfully hits the target will receive a loot box containing attachments that can be used to evolve their weapon to be more effective in the next level. The gaming experience is designed to be competitive, vibrant, and fun, encouraging players to constantly improve their skills and compete for the best results. The game emphasizes the importance of using strategy and skill in utilizing each bullet to reach the goal until the last level.

## Conclusion

The concept of improving the attraction aspect in Alam Santosa can be realized by developing interaction in the media of children's games. The development of these interactions can be done by providing educational experiences, entertainment, and attractive visual presentations. In the process of interaction between children and a product, it needs to be designed in a simple form so that it is easy to understand and enjoy. The development of interaction also plays a role in introducing the values of environmental sustainability to children. Through this interaction process, children not only provide momentary pleasure but contain long-term benefits for children's development.

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