

The Effect of Tourism Development Program Support on the Feasibility of Homestays in the Kepulauan Seribu Indonesia

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Abstract—Tourism is developing into one of the mainstay sectors of Indonesia's national development. The Thousand Islands had become one of the top 10 New Bali destinations which later turned into 5 super priority destinations. To provide proper accommodation, the government cannot rely on the government or private entrepreneurs alone. However, it is necessary to encourage community participation, especially those who live in tourist destinations, to participate in developing cheap lodging but having good eligibility standards in the form of homestays. In the Thousand Islands the number of tourists has tended to decrease since 2017 and the number of homestays has not increased from 2017 to 2021, namely 661 homestays. The tourism development programs that have been carried out include training, assistance in the form of goods or services, companion experts, and tourism development budgets. This study aims to: (1) provide an overview of the extent to which the implementation of tourism stakeholder support through tourism development programs is carried out in the Thousand Islands; (2) How do external factors in the form of program support affect the development of homestays for the feasibility of homestays for small islands in the Thousand Islands. This study uses a quantitative approach and is enriched with qualitative analysis. The research locations are in two sub-districts in the Thousand Islands, DKI Jakarta Province. Respondents are homestay owners in 9 small inhabited islands. The questionnaire data collection survey used cluster sampling starting on June 23, 2021 on Tidung Island and ending on October 7, 2021 with the number of questionnaires collected by 308 respondents from 661 homestays. Qualitative data collection was carried out by interviewing key informants for the Thousand Islands Regent and tourism stakeholders. Descriptive data is presented in the form of a frequency distribution table. To see the effect between variables, multiple linear regression analysis was used using SPSS Version 24. The results showed that the feasibility of homestays in the Thousand Islands was in the very decent category. This was because the level of complaints or comments from tourists was very low. The feasibility of a homestay is related to the ability of the manager to provide homestays that suit the needs of tourists. Variables that affect the feasibility of homestays are support from the private sector/collaboration partners and the availability of tourism experts.

Keywords—Homestay; Kepulauan Seribu; Tourism

I. INTRODUCTION

Tourism is developing into one of the mainstay sectors of Indonesia's national development. National Tourism Development is contained in Government Regulation Number 50 of 2011 concerning the Master Plan for National Tourism Development 2010-2025, which includes the development of tourism destinations that are safe, comfortable, attractive, easily accessible, environmentally friendly, increasing national, regional and community income.

Indonesia consists of various islands and cultures and has 74,745 villages spread throughout the country. From the existing villages, 1,902 have the potential to be developed as tourist villages as tourist attractions. From the 2019 tourism target of 20 million foreign tourists, it is expected that two million foreign tourists will visit rural tourism and 2.5 million for urban tourism [1]. The Minister of Tourism said that the tourist village homestay program which was implemented starting in 2017 was the Ministry of Tourism's contribution to the one million affordable housing programs for low-income people (MBR) made by the Ministry of PUPR. The homestay development must be carried out using a digital platform. The concept of developing rural and urban tourism refers to Government Regulation (PP) No. 50 of 2011. It mentions the National Tourism Development Master Plan 2010-2025 as a cultural tourism attraction, including urban and rural tourism, in addition to historical and religious tourism as well as tourism. culinary, arts and traditions. In a pre-research interview on August 11, 2019, the Ministry of Tourism's expert staff explained that support for the development of the Kepulauan Seribu was in a passive situation. The Ministry of Tourism focuses on developing five leading Super Priority destinations.

Kepulauan Seribu in DKI Jakarta is one of the 10 priority tourist destinations to be developed in pursuit of the target of 20 million foreign tourists and 275 million domestic tourists in 2019. To anticipate the availability of lodging in increasing the number of tourists to one million people in 2019 in the Kepulauan Seribu and Kota Tua, the government targets the construction of homestays in 2017 as many as 1600, in 2018 as many as 2400, and in 2019 as many as 4000 [2]. Meanwhile, data from the Kepulauan Seribu Tourism and Culture Office in 2016, showed that the number of homestays in the Kepulauan Seribu was only 661 homestays. This number does not increase until 2020. The COVID-19 pandemic has prevented tourists from visiting or restricted their arrival to the Kepulauan Seribu area, which consists of general tourist islands (45 islands), historic islands (4 islands), and resort islands (10 islands). Prior to the pandemic, visits to tourist attractions continued to decline from 2017-2018 and 2019 from 797,218 to 777,008 and down to 613,589 people. Meanwhile, the number of foreign tourists was 2,514 people and domestic tourists were 588,444 in 2019. With a comparison of 99.59% of domestic tourists and the remaining 0.41% of foreign tourists. Meanwhile, the number of accommodation and tourist facilities since 2018, 2019, and 2020 is stable at 661 homestays, 56 resorts, and 7 restaurants [3].

The development of tourism indicates a social change from the activities of the people of the Kepulauan Seribu. Many people are starting to get involved and involve themselves in various tourism activities to serve tourists who come to the Kepulauan Seribu. Starting from providing transportation, eating and drinking, water tourism activities, tour guides, to providers of lodging or accommodation that are more affordable for tourists, such as homestays. Modification of residents' houses into homestays or building new buildings for homestays is starting to develop.

Based on the above background, the objectives of this research are: (1) to provide an illustration of the extent to which the implementation of tourism stakeholder support through tourism development programs is carried out in the Kepulauan Seribu, (2) to analyze the external factors in the form of program support which affect the development of homestays for the feasibility of homestays for small islands in the Kepulauan Seribu.

II. LITERATURE REVIEW

The definition of Homestay in the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 9 of 2014 concerning Standards for *Pondok Wisata* or Homestay Business is explained in Chapter I Article 1 the definition of a *Pondok Wisata* Business is the provision of accommodation in the form of residential buildings occupied by the owner and utilized as for rent by providing accommodation. opportunity for tourists to interact in the daily life of the owner. It is also explained in the Law in Chapter III Article 5 that every Tourist Boarding Business is required to have a Tourist Boarding Business Certificate and implement a Tourist Boarding Business Certificate, based on the terms and conditions as stipulated in the Ministerial Regulation.

In the 2017 Ministry of Tourism's Vision and Mission, the homestay concept combines affordable lodging and an authentic local cultural experience. The homestay development will be carried out by mobilizing the local community in the village, as part of the development of the Tourism Village. This program is also expected to have a wider positive impact. In terms of amenities, it means being a safe and comfortable place to live for the community & tourists with international standard homestay management.

The concept of Community Participation in the Tourism Law includes, among others, that everyone has the right to have the opportunity to meet tourism needs, conduct tourism businesses, become tourism workers/laborers, and/or play a role in the

tourism development process. Every person and/or community in and around tourism destinations has priority rights to; become workers/labor, consignment; and/or management. The central and local governments are obliged to develop and protect micro, small, medium and cooperative businesses in the tourism business sector by making policies for tourism business reserves for micro, small, medium enterprises and cooperatives as well as facilitating micro, small, medium and cooperative business partnerships. with a large-scale effort.

Ife [4] reveals 22 principles of community development (community development). Some of them used in research are; (a) Empowerment, which is an integral part of every community development effort. Empowerment means providing resources (source of power), opportunities, knowledge and skills for the community so that they are able to increase their capacity to determine their own future and give color to their lives, (b) Process integration, must be seen from the existence of compatibility and connection between a process used in carrying out one part of the activity with a process used in carrying out another part of the activity; (c) The Community's Right to Define Its Own Needs. The determinants of needs are: development experts, planners and managers, consultants, community development workers and the like often have certain views and even interests in determining community needs. That is why it is too often the case that development planning contains expert bias. To overcome this, as far as possible the process of determining needs is carried out in a participatory manner to reach consensus between the experts in determining needs and the community. Communities are allowed to define and state the needs they feel. Therein lies the need for participatory planning instruments.

The success of the tourist lodge business in five national Tourism Strategic Areas including the island of Untung Jawa, the Kepulauan Seribu, is more effective through work competencies that contribute to entrepreneurial behavior, compared to the level of empowerment. The work competence of the tourist lodge business is reflected in the ability to handle reservations, reception services, and the provision of housekeeping services [5]. These work competencies should be trained through empowerment programs and community assistance for managing homestays on small islands. For this reason, participation or contribution from external parties is needed to support the development of homestays. This support in the study is measured through the following variables in the form of support for the central government's tourism development program through the ministries related to the development of tourist destinations, where the sustainability of the program can be illustrated by its implementation in the Kepulauan Seribu. Then the DKI Jakarta provincial government provides support for tourism development in the Kepulauan Seribu through cultural activities, tourism, training related to tourism businesses, MSMEs and so on. Next is support for tourism development programs from the private sector or cooperation partners. Several programs related to digital communication such as internet networks, community empowerment and training in tourism businesses were developed by the private sector or other institutions through programs such as Corporate Social Responsibility (CSR). Including programs such as Telkom hotspot (free wireless fidelity) or the construction of RPTRA on Pramuka Island which is supported by the private sector.

The next variable is budget availability. Tourism development in the Kepulauan Seribu requires budgetary support in the form of money or goods related to homestay needs. The budget can come from the Central Government, Regional Government, or private parties who care about the tourism development of the Kepulauan Seribu.

Then there is the variable availability of experts. Experts who are competent to plan, implement, and assist the community in the tourism sector in the Kepulauan Seribu, where homestays are an alternative solution to increase competence and welfare and create new job opportunities for islanders. The feasibility of a homestay is related to the ability of the manager to provide homestays that suit the needs of tourists.

The extent to which homestay eligibility is seen through input or feedback from tourists staying at homestays. Measured based on the frequency level of how many times per month receive complaints or comments in the form of aspects: cleanliness, service, privacy, security, proper eating and drinking, bathrooms, equipment, and others. The homestay concept in the Vision and Mission of the Ministry of tourism 2017, combines affordable lodging and an authentic local cultural experience. In line with that, the inn manager must pay attention to the cleanliness, security, and comfort of the homestay [6], as well as the competence of intercultural communication [7]. The feasibility of various aspects of its management (quality) is an ideal condition for the development of smart tourism in Indonesia. Tourism development such as the availability of lodging such as hotels, homestays and so on requires good management [8], the existence of local organizations that regulate tourism [9].

The hypothesis in this study is that there is an influence of external factor support from central government stakeholders, provincial governments, private sector/partners, and budgets, as well as experts on the feasibility of homestays in the Kepulauan

Seribu. Meanwhile, the conceptual framework of the research is as illustrated below:

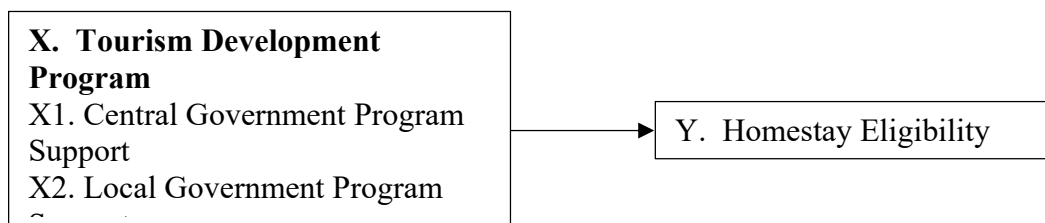


Fig. 1. Conceptual framework

III. METHODOLOGY

This study uses a quantitative approach and is enriched with qualitative analysis. The research locations are in two sub-districts in the Kepulauan Seribu, DKI Jakarta Province. Respondents from Seribu Selatan Subdistrict consisted of Tidung Island as many as 73 respondents and the closest island, namely Pulau Payung as many as 11 respondents. Then the entire Lancang Island as many as 10 respondents. Pari Island as many as 79 respondents and Untung Jawa Island there were 22 respondents. Meanwhile, those from North Seribu Subdistrict consisted of Harapan Island, 66 respondents. Then on Kelapa Island which is connected to Harapan Island, there are a total of 14. Pramuka Island has 30 respondents, while from the outermost populated island, Sebira Island, there are 3 respondents who are still active homestay owners.

The questionnaire data collection survey used cluster sampling starting on June 23, 2021 on Tidung Island and ending on October 7, 2021 with the number of questionnaires collected by 308 respondents from 661 homestays. Everything was done on 9 islands during the Covid-19 virus pandemic and the government's travel restriction policy. Qualitative data collection was carried out by interviewing key informants for the Kepulauan Seribu Regent and tourism stakeholders.

The variables in this study are external factors consisting of central government program support (X1.1), local government program support (X1.2), private program support (X1.3), budget availability (X1.4) and experts (X1.3). X1.5) and homestay eligibility (Y). Descriptive data is presented in the form of a frequency distribution table. To see the effect between variables, multiple linear regression analysis was used using SPSS Version 24.

IV. RESULTS AND DISCUSSIONS

A. External Factor Support

External factors for homestay managers include central government program support, provincial government program support, program support from private institutions or cooperation partners, budget availability for tourism development and expert support. In more detail, it can be seen in Table I:

TABLE I. EXTERNAL FACTOR SUPPORT CATEGORY

External Factor	Category	Number of frequencies	
		Homestay Respondent	Percentage (%)
Central government support	Very low	184	59,7
	Low	42	13,6
	High	31	10,1

	Very high	51	16,6
Local government support	Very low	180	58,4
	Low	57	18,5
	High	30	9,7
	Very high	41	13,3
Private/partner Support	Very low	241	78,2
	Low	23	7,5
	High	11	3,6
	Very high	33	10,7
Budget availability	Very low	262	85,1
	Low	35	11,3
	High	7	2,3
	Very high	4	1,3
Expert	Very low	255	82,8
	Low	17	5,5
	High	16	5,2
	Very high	20	6,5

n = 308

B. Central Government Support

Central government support in tourism activities in the Kepulauan Seribu is in the very low category. This indicates that policies related to shifting tourist destinations from 10 New Balis to only 5 super priority destinations have had the effect of decreasing central government support for tourism development in the Kepulauan Seribu. Previously the Kepulauan Seribu had been designated as a National Tourism Strategic Area based on Government Regulation no. 50 of 2011. There is also Presidential Decree No. 3 of 2016 concerning the Acceleration of Implementation of National Strategic Projects. And Presidential Regulation No. 58 of 2017 where the Thousand Islands became the 10 main destinations for Strategic Tourism Areas. These 10 Main Destinations are better known as the 10 New Balis. This basis makes a lot of infrastructure development carried out by Ministries or Institutions in the Kepulauan Seribu region. In implementing this Government Regulation, it is the duty of all Ministries to carry out development. The Ministry of PUPR built a culinary center infrastructure in Untung Jawa Village, namely Taman Arsa. Then in the Tidung island area, a bridge infrastructure connecting Tidung Besar and Tidung Kecil islands, better known as the "Love Bridge" was built which was also built by the Ministry of PUPR, which later became the tourism icon of Tidung Island. On the next trip, there are plans for several tourist spots to be built in residential areas. However, it encountered many obstacles, so it stopped. Likewise, in the course of its journey, the government set only 5 tourist destinations that were used as super priority

tourist destinations, of which the Kepulauan Seribu were not part of it.

During the pandemic, programs for tourism groups who are experiencing difficulties are given assistance to entrepreneurs, including resorts or homestay managers. This is done by the central government through the PEN (National Economic Recovery) program for those who meet requirements such as having legality (company registration certificate) and proof of paying taxes. Financial assistance was given because during the pandemic no tourists came, so it was like returning tax money that had been paid. The amount is quite decent. In reality, there are those who get Rp. 70 million, some get Rp. 40 million thus triggering protests from residents who manage homestays, because they cannot. The problem lies in the requirements for the completeness of the legal aspect.

The sustainability of the program can be illustrated by its implementation in the Kepulauan Seribu. The data generated is in the form of the frequency of attendance of the types of activities from the implementation of community development and empowerment programs for tourism advancement from the central government as shown in the Table II below:

TABLE II. FREQUENCY OF TRAINING FROM CENTRAL GOVERNMENT

	Central Government Training	Frequency	Percentage
a	Lodging management	156	42,05
b	Internet & digital media	54	14,56
c	Tourism entrepreneurship	107	28,84
d	Involved in the project	44	11,86
e	Other	10	2,70

Source: Research Result Questionnaire

C. DKI Jakarta Provincial Government Support

Similar to the support from the central government, the support from the provincial government of DKI Jakarta is also in the very low category. Generally, provincial government programs are not specific to homestay managers in naming and planning program budgets in the Kepulauan Seribu. According to informants on the island of Tidung, tourism-related budgets such as organizing events were not absorbed because no one could carry them out due to budget refocusing and also due to restrictions on activities due to the covid-19 pandemic. Generally, activities such as trainings are only attended by homestay representatives. The frequency of activities still needs to be increased with more intensive involvement of homestay managers or island community groups such as Pokdarwis in designing tourism development programs

For activities such as trainings conducted by the government, including entrepreneurship training for residents. Although not specific to tourism, the Regional Apparatus Work Unit (SKPD) or supporting unit also directly provides guidance, counseling, and assistance to economic actors or is called Jakpreneur. For example, the Heads of Sub-Departments (Kasudin) with the guidance of Micro, Small and Medium Enterprises (MSMEs), farmer groups, or marine and fisheries. Including the homestay training for the tourism unit. There are units that are working to overcome the pandemic, some are still working to support transportation services, travel services, lodging, whose training is carried out by the Head of the Creative Economy Tourism Sub-Department. There is a building for each village. Also pick up the ball by conducting training in places such as urban villages, Child Friendly Open Public Spaces (RPTRA), or other possible places. The trainings were carried out such as how to make temporary locations for MSMEs and others. Some even received assistance from the President.

The provincial government of DKI Jakarta provides support for tourism development in the Thousand Islands through cultural activities, tourism, training related to tourism businesses and so on. On Pramuka Island there is also a Tourism Information Center office which is a center for information and promotion about Kepulauan Seribu tourism. The data generated is the frequency of

attendance of the types of activities from the implementation of community development and empowerment programs for the advancement of tourism from the local government as shown in the Table III below:

TABLE III. FREQUENCY OF TRAINING FROM LOCAL GOVERNMENT DKI JAKARTA

	Local Government Training	Frequency	Percentage
a	Lodging management	138	41,10
b	Internet & digital media	47	15,36
c	Tourism entrepreneurship	85	27,78
d	Involved in the project	28	9,15
e	Other	8	2,61

Source: Research Result Questionnaire

D. Private Support or Cooperation Partners

Private support or cooperation partners are also in the very low category. This indicates that the private sector or partners are generally still limited to carrying out social activities such as corporate social responsibility that are directly related to the interests of the provincial government, such as in the form of building a RPTRA on Pramuka Island which is carried out by Astra. Support from community groups such as non-governmental organizations, universities, tourism awareness groups (pokdarwis) and other tourism communities are included in this category.

Several programs related to digital communication such as internet networks, community empowerment and tourism businesses are developed by the private sector or other institutions through programs such as Corporate Social Responsibility (CSR). There are programs such as Telkom hotspot (free wireless fidelity) in various public space locations. The data generated is the frequency of attendance of the types of activities from the implementation of community development and empowerment programs for the advancement of tourism from the private sector/partners as shown in the Table IV below:

TABLE IV. FREQUENCY OF TRAINING FROM PRIVATE/PARTNER

	Local Government Training	Frequency	Percentage
a	Lodging management	118	53,88
b	Internet & digital media	23	10,50
c	Tourism entrepreneurship	45	20,55
d	Involved in the project	26	11,87
e	Other	7	3,20

Source: Research Result Questionnaire

E. Budget Support

Tourism is an important source of income for many destinations, but budget cuts and changing use of media and technology

require changes in destinations' communication strategies and the way they promote themselves in global markets [10]. From an interview with the Regent's resource person, budget cuts related to the development of 10 New Balis which have developed into 5 super priority destinations is a challenge in itself. Tourism infrastructure such as the love bridge that connects the islands of Tidung Besar and Tidung Kecil can become an icon of Tidung island that drives tourism. Budget cuts during the pandemic are also a logical consequence that the human health budget is a top priority in the Kepulauan Seribu. Likewise, the National Economic Recovery (PEN) budget, whose allocation does not touch homestay managers and is only limited to owners of classy inns such as resorts, is related to legal completeness. There were also sources on Payung Island who complained about the lack of infrastructure support to support tourism on their small island with a smaller population compared to other islands.

The availability of budget for tourism development is also in the very low category. According to the Regent, the central government's budget was stopped for two reasons. Namely, the issue of the Kepulauan Seribu is no longer a priority because there are 5 super priority destinations and there are cases of indicated budget abuse. The tourism support budget is generally initially related to the 10 New Bali program which is included in the work area of the Ministry of PUPR. This ministry is in charge of building and managing tourism area infrastructure such as transportation facilities and infrastructure in the form of roads, bridges, ports and various other public facilities that can be proposed by the regional government of tourism areas.

The Kepulauan Seribu Regency Government in responding to budget constraints through the Regent seeks to implement a collaborative strategy with the private sector or investors to continue to develop the Kepulauan Seribu towards world-class destinations such as the Maldives and Sentosa Island, Singapore. Among them by facilitating investors who are interested in developing an integrated tourism area around Pramuka Island and Panggang Island. However, it is constrained by the issue of land and sea utilization permits in the National Park conservation area at the Ministry of the Environment. However, the budget for several infrastructure development programs within the scope and authority of the provincial government is still running, such as the development of a Japanese village and a bridal bridge on the island of Untung Jawa.

Tourism development in the Kepulauan Seribu requires budgetary support in realizing the program. The budget can come from the Central Government, Regional Government, or private parties who care about the tourism development of the Kepulauan Seribu. The data generated in the form of frequency of getting support for the availability of the tourism program budget in the form of money or goods as shown in the Table V below:

TABLE V. FREQUENCY OF TOURISM DEVELOPMENT SUPPORT BUDGET/FUND

	Support Budget/Fund	Money	Frequency	Goods	Frequency
a	Central government	200000	3	2000000	14
b	Local government	0	4	0	16
c	Private	0	3	0	6
d	Self-subsistent	0	4	0	6

Source: Research Result Questionnaire

F. Expert Support

Competent experts to plan, implement, and community in the fields related to digital communication and tourism in the Kepulauan Seribu are still lacking. Expert support in tourism activities in the Kepulauan Seribu is in the very low category.

Competent experts to plan, implement, and assist the community in areas related to homestays and tourism in the Kepulauan Seribu. The data generated is in the form of the frequency of attendance days from tourism experts as shown in the Table VI below:

TABLE VI. DURATION OF EXPERT ASSISTANCE

	Experts	Days	Percentage
a	Central government	69	25,00
b	Local government	104	37,68
c	Private	27	9,78
d	Self-subsistent	76	27,54

Source: Research Result Questionnaire

G. Homestay Eligibility

The feasibility of a homestay is related to the ability of the manager to provide homestays that suit the needs of tourists. The eligibility of homestays in the Kepulauan Seribu is in the very decent category. This is because the level of complaints or comments from tourists is very low. Tourism development in the Kepulauan Seribu includes the feasibility of homestays in more detail as shown in Table VII:

TABLE VII. DURATION OF EXPERT ASSISTANCE

Tourism Development	Category	Number of frequencies	
		Homestay	Percentage (%)
Homestay eligibility	Tidak layak	50	16,2
	Kurang layak	19	6,2
	Layak	98	31,8
	Sangat layak	141	48

Source: Research Result Questionnaire

According to Divinagracia et al. [11] physical and mental relaxation are the most important motives for traveling to nature-based tourist destinations. Relaxation is part of a need-driven motive. Uniqueness and cleanliness are the most important attributes of NBT (nature-based tourism) goals.

In the research of Wiastuti et al. [12] to determine the factors of customer satisfaction and dissatisfaction factors for international luxury hotels in Bandung based on online reviews on the TripAdvisor and Agoda platforms. The results reveal twelve (12) satisfaction factors; room quality, employees, food and beverage products, views and atmosphere, facilities, service quality, cleanliness, location, design, value, internet, parking area, and security. Meanwhile there are twelve (12) factors of dissatisfaction; operational issues, cleanliness, space quality, facilities, bathroom quality, service quality, employees, lack of tranquility, accessibility and location, price, food and beverage products, and security.

The extent to which homestay eligibility can be seen through input or feedback from tourists staying at homestays. The data is collected based on the frequency level of how many times per month receive complaints or comments in the form of aspects: cleanliness, service, privacy, security, proper eating and drinking, bathrooms, equipment, and others. Based on the results of the research, the most complaints/comments of tourists are hygiene issues, followed by safety and equipment feasibility and so on as illustrated in the Table VIII below:

TABLE VIII. FREQUENCIES OF TOURIST COMPLAINS/COMMENTS

	Traveler’s complains/comments about homestay	Frequen cy	Percen tage
	Cleanliness	295	18,66
	Service (speed, friendliness, completion, etc)	165	10,44
	Privacy	121	7,65
	Security	187	11,83
	Eligibility to eat and drink	166	10,50
	Bathroom Eligibility	162	10,25
	Feasibility of facilities & infrastructure (beds, furnitures, etc)	120	7,59
	Appropriateness of equipment (AC, TV, etc)	182	11,51
	Foreign language skills	84	5,31
	Current information about homestay	70	4,43
	Other	29	1,83
	Cleanliness	295	18,66

Source: Research Result Questionnaire

According to Aminudin [6], the implementation of homestay management uses the variables of cleanliness, comfort, and homestay security in Lubuk Kembang Village, Tesso Nilo Ecotourism Area, Riau. The rapid advancement of information and digital technology according to Zivković et al. [13] has brought various benefits to the tourism industry, enabling tourism companies to improve the overall quality of their services and maintain successful customer relationships. Therefore, it is necessary to ensure the integrated application of new technologies, customized business processes and efficient cooperation between all employees in the company to successfully manage customer relationships.

According to Kiráľová & Pavlíčeka [10], social media plays an important role both on the demand and on the supply side of tourism so that destinations can interact directly with visitors through various internet platforms and monitor and react to the opinions and evaluations of visitor services.

The Influence of External Factors on the Eligibility of Homestay in the Kepulauan Seribu.

The results of data analysis using SPSS Version 24 show that there are external factors that affect the feasibility of homestays

in the Kepulauan Seribu. The results of the analysis are attached in Table IX below:

TABLE IX. REGRESSION COEFFICIENT AND SIGNIFICANCE VALUE OF THE EFFECT OF EXTERNAL SUPPORT ON THE FEASIBILITY OF HOMESTAYS IN THE KEPULAUAN SERIBU

Sub Variable	Regression Coefficient	Significance
Central government	0,066	0,326
Local government	0,017	0,145
Private/partner	0,144	0,043*
Budget/Fund	-0,103	0,389
Experts	0,207	0,004*

Description: If the value of sig. $t < 0.05$ the hypothesis is accepted, if the value of sig $t > 0.05$ the hypothesis is rejected.

Based on the SPSS output table above, the variables of private support and expert support have a significant effect on the feasibility of homestays. This is because the significance results of 0.043 and 0.004 are smaller than the 0.05 probability. The structural equation is $Y = 1.248 + 0.144 + 0.207$. Meanwhile, the support from the central government, the provincial government and the availability of the budget have no effect on the feasibility of the homestay.

Based on the output table, the external factor support variable in the form of tourism development programs from the central and provincial government of DKI Jakarta is not a variable that affects the feasibility of homestays. There is an understanding that the support from government stakeholders has been maximized with all its advantages and disadvantages. According to several informants, government programs often do not meet the needs. According to Muhammad and Prasetya [14], human resources in the Kepulauan Seribu must continue to be trained according to their field of work. especially for tour guides, homestay managers, and Micro, Small and Medium Enterprises. Since the designation of the Kepulauan Seribu as a National Tourism Strategic Area in 2016, the Regency government and the Kepulauan Seribu Tourism and Culture Sub-department have prepared training for tourism human resources in the Thousand Islands so that they can compete with other destinations that are also designated as National Tourism Strategic Areas. However, the obstacles that occur in the development of Human Resources in the Kepulauan Seribu faced by the Kepulauan Seribu Tourism and Culture Service are: (1) The material provided in the technical guidance is too difficult for the Thousand Islands community; (2) The target of technical guidance is sometimes not in accordance with what is requested by the Kepulauan Seribu Tourism and Culture Sub-Department; (3) Controlling that must be carried out by the Kepulauan Seribu Tourism and Culture Sub-Department after conducting technical guidance.

Private/partner support has a significant effect on the feasibility of the homestay. The support of private institutions or cooperation partners in the form of implementing community development and empowerment programs for the advancement of tourism from the government, private companies, state-owned enterprises, or organizations. Programs such as lodging management training (homestay), internet skills training, entrepreneurship training in tourism, being involved in tourism development projects, empowering MSMEs, and so on. These activities are a form of caring, social responsibility obligations, corporate social responsibility for image, philanthropy, care and the like from private companies or organizations that have special funds or budgets. Support can also come from community groups themselves such as NGOs, pokdarwis, or universities. On the island of Pari, the role of tourism awareness groups (pokdarwis) who also manage various tourism objects and other tourism activities can run quite well. The more programs available, the higher the feasibility of small island homestays in the Kepulauan Seribu.

H. Expert

Expert support has a significant effect on the feasibility of the homestay. Expert support can come from the central

government, local governments, private parties, or from non-governmental organizations themselves.

The experts used in the tourism development program have not been specifically, continuously and evenly distributed in the small islands of the Kepulauan Seribu. One of them on the island of Untung Jawa there are non-civil servants (honorary) PJLP (Government Service Workers) Sub-Department of Tourism and Creative Economy who are tasked with guiding if there are foreign tourists, government or students/academics who want to know about areas in the Untung Jawa area. They must master information about the island of Untung Jawa. There are 6 officers who are residents of the Kepulauan Seribu. Consisting of 5 people from the island of Untung Jawa and 1 person from the island of Scouts. Daily work is serving at the Information Center or called the TIC (Tourism Information Center) which serves to provide information to guests on the island such as campus circles, including journalists covering the island of Untung Jawa. As for the homestay managers, they facilitate coaching through training activities related to tourism competencies such as culinary, digital marketing, and so on. The frequency, training materials, and distribution still need to be improved. Untung Jawa Island managed to get an award as one of the 50 best Tourism Villages in the 2021 Indonesian Tourism Village Award from the Ministry of Tourism and Creative Economy. Homestay companion tourism experts are one of the alternative solutions to improve welfare and open new jobs for residents of small populated islands.

Expert support such as mentoring or referral of information about special skills or expertise needed for homestay and tourism managers will increase the feasibility of homestays. The higher the support of experts who are spread over small islands will be a solution to increase the feasibility of homestays for tourists who stay in the Kepulauan Seribu.

Damanik and Rahdriawan (2014) describe the development of homestay programs in terms of local institutions which are indicated by the existence of local organizations that regulate tourism activities. This organization oversees the homestay program actors who are non-governmental groups in the Kandri tourist village. Institutions and actors of this homestay program produce products that are offered as attractions which are the reasons for tourists to come in the form of homestay houses and activities that become tourist attractions.

V. CONCLUSION

External factor support in tourism development is dominated by programs in the form of lodging management training, tourism entrepreneurship training, as well as internet and digital media training. External factors are reflected by central government program support, provincial government program support, program support from private institutions or cooperation partners, budget availability for tourism development and expert support.

Based on the results of the study, the complaints/comments of tourists about homestays were mostly about cleanliness (19%), followed by equipment and safety suitability (12%), service (speed, friendliness, completion and others), appropriateness of food and drink, appropriateness of bathrooms, privacy, the feasibility of facilities and infrastructure (beds, tables, etc.), foreign languages, information about homestays, and others. The eligibility of homestays in the Thousand Islands is in the very decent category. This is because the level of complaints or comments from tourists is very low.

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There are two variables that have a significant and positive effect on the feasibility of homestays in the small islands of the Kepulauan Seribu, namely. program support from private sector stakeholders or cooperation partners as well as expert support. The higher the support for tourism development programs from the private sector or cooperation partners and the support of experts, the more feasible a homestay in the Kepulauan Seribu will be.

VI. RECOMMENDATIONS

It is necessary to continue with further research on qualitative aspects to explore and find the right pattern of how best cooperation programs with the private sector/partners can be implemented for tourism development in small islands.

These complaints or comments can be used as an inventory of problems that must be addressed through training or assistance with equipment and its maintenance from several stakeholders. Especially the government, the private sector, or from the

community itself. It is also necessary to prepare more experts who can improve the feasibility of homestays, focusing on aspects that are lacking in the feasibility of homestays to be addressed

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