Polarization Of Stakeholder Orientation To The Social Dynamics Of Cirebon Tourism Towards Psychological Well-Being

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Abstract

Tourism planning and development becomes futile from all points of view if it is not in the direction of sustainability. The sustainability in question does not only focus on the availability of a healthy natural environment. Community involvement is one of the keys; at this level, not only a few who have the ability but all people with the will and potential must be encouraged to get involved. The purpose of the study is to provide recommendations related to optimizing the social carrying capacity of tourism for the social dynamics that occur. The research method chosen phenomenology approach combines qualitative and quantitative research to produce a holistic, integrative, and spatial optimization recommendation for social support capacity. The research stages consist of several activities: 1) Initial orientation, Preparation of Research Instruments, and Research Licensing. 2) Identification of Stakeholders, Determination of informants and respondents, Data collection in the field, Evaluation of data collection in the field. 3) Data Tabulation and Data Editing, Data Analysis (Statistical and Non-Statistical), and Spatial Data and Presentation of data in tables, diagrams, pictures, and charts. Data sources are obtained by observing or extracting data directly in the field using various data collection techniques such as observation, interviews, and questionnaires. Primary data were obtained from stakeholders selected as research samples: The Government, NGOs, Religious Leaders, Traditional Society, Educational, General Society, and entrepreneurs. The number of representatives from community groups is set at 1260 people, obtained from the multiplication between the number of aspects of the social group studied with a minimum sample size of 30 people. The primary data is reinforced by secondary data related to the research title. The results showed that the stakeholder orientation of the existing social values had a score of 6.33. This value illustrates that stakeholders agree on various value criteria that form a negative or positive situation. While assessing the factual conditions, stakeholder orientation scores 1.94 for the requirements that include a negative case and 5.94 for a favourable position. The two scores illustrate that the social interactions have a positive trend toward the existing social dynamics.

Keywords: orientation, stakeholder, interaction social, tourism.

INTRODUCTION

The concept of social carrying capacity on travel has been recognized as a planning and management tool in supporting sustainable tourism development. The concept of the social carrying capacity of tourism arises from the perception that tourism cannot grow continuously in a particular area without causing permanent damage to local systems and values (Coccossis et al., 2004). Butler (2010) argues that the concept of carrying capacity in tourism was prevalent in the 1970s when it was developed to limit the number of visitors. However, it has experienced a decline in

research interest since then. However, the analysis using the VOSViewer software shows that the number of publications on research on the social carrying capacity of tourism with limitations from 1995 to 2021 related to research on the social carrying capacity of tourism is still likely to be carried out. Furthermore, the analysis results illustrate that research on the social carrying capacity of tourism is generally carried out in large countries with large populations, such as the People's Republic of China, the United States, India, and several other countries, such as Portugal, Bangladesh, and the United Arab Emirates. This research is based on the contribution of researchers in describing the social carrying capacity of various spatial characteristics to minimize the negative impacts that occur and increase the potential to improve psychological well-being as part of the novelty of this scientific work.

The local community of Cirebon is a mixture of two prominent tribes, Sundanese and Javanese. The marriage of the two tribes gave birth to an independent tribe, Urang Cirebon. Humaedi (2013) said that marriage is the primary medium for a process of cultural production that is repetitive or allows the process of cultural hybridity to thicken. In addition to giving birth to an independent tribe, the result of this marriage can also maintain existing customs, culture, and history and give birth to a new culture and history. This makes Cirebon richer with its unique identity. Furthermore, as stated by Dahono in Hariyanto (2016), Cirebon has complete tourism potential and has historical, cultural, religious, and natural tourism. They are seeing these advantages can make Cirebon a leading tourist destination in West Java that foreign and domestic tourists can visit.

The government's enthusiasm for developing tourism through improving the quality of attractiveness, supporting facilities, and adequate transportation routes must be accompanied by social support in building tourism destinations. Seeing the growth of development in Cirebon in the next few years,

Cirebon will become a metropolitan area with various facilities and adequate accommodation. Furthermore, the strategic location of the Cirebon region and directly adjacent to Central Java makes Cirebon one of the areas that must be considered a tourist attraction, not just a stopover city for travelers.

Optimizing the tourism social carrying capacity model is an alternative solution for tourism management related to mitigation due to the impact of social interactions that occur continuously and repeatedly. Furthermore, it is undeniable that tourists who come to Cirebon bring the behavior where they come from into the local community, which of course, influences the community's social life. Through a study of the social values of the Cirebon people, a reflection of the social perspective of the Cirebon people on tourism, and an examination of social justice on social values, it is hoped that it will be able to build a model for optimizing the social carrying capacity of tourism in Cirebon.

The need for studies in implementing the concept of social carrying capacity through the approach of 1) The fundamental values of life as a forming factor for social interaction, 2) Exploring the score of the informants' perceptions of the reality of social life that occurs. These various approaches become the basis for formulating recommendations for optimizing social carrying capacity.

METHOD

Research location and time, it conducted this research in the eastern and western areas of Cirebon Regency and Cirebon City. In more detail, the research locations are stated: a) Some areas of Cirebon Regency bordering Brebes Regency which have Cirebon Javanese social characteristics include Losari, Pabedilan, Ciledug, and Articleeman Districts. b) Some areas of Cirebon Regency bordering Kuningan Regency include Sedong, Karangwareng, Beber, Talun, and Sumber Districts, has the social characteristics of Sunda Cirebon. It is bordered by Majalengka Regency, including Dukuntang and Gempol Districts. It is bordered

by Indramayu Regency, including Gegesik, Kaliwedi, and Susukan Districts. c) The City of Cirebon focuses on the Kasepuhan Palace, Kanoman Palace, and Kacirebonan Palace, located in Lemahwungkuk and Pekalipan Districts.
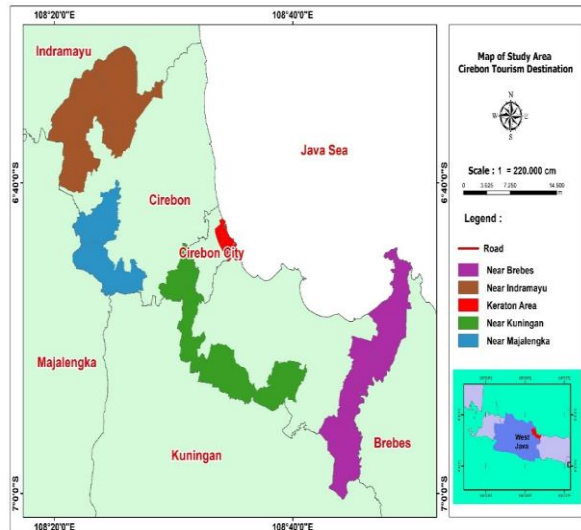
Figure 1. Map of Study Area

Method of collecting data. The data collection methods used in this study consisted of 1) field observations, 2) questionnaires, and 3) secondary data collection related to data analysis needs. Field observations were carried out by direct observation of several attractions and non-attractions used as the focus of the research. In addition, questionnaires were distributed to respondents, namely stakeholders and tourists who had been selected as research samples. The One Score One Indicator System (Avenzora, 2008) consists of various comprehensive aspects and variables that make it easier for respondents to fill out the assessment checklist. The questionnaire was designed following the One Score One Indicator Scoring System pattern (Avenzora, 2008), made in the form of closed-ended questions. Each answer to the question in the questionnaire is given a score of 1 to 7, which aims to assess the qualitative data and make it easier for respondents to answer any questions considered appropriate.

The sampling of data sourced from community group respondents will be carried out using a sampling technique called the purposive sampling method: taking samples selected according to their unique characteristics or based on specific assessments. Individuals considered to be potential respondents with such information will be a source of information in this study. The number of samples from community groups is set at 1260 people obtained from the multiplication between the number of aspects of the social group studied with the number of informants of 30 people. Data collection was carried out in three regions with different characteristics. Each area is taken from two other population groups: the population located in the tourist attraction area and the location outside the tourist attraction area. The distribution of the number of respondents can be described in Table 1.

Table 1. Distribution of research samples

Social Group	West Java Border		Kasepuhan, Kanoman and Kacirebonan		Central Java Border	
	Tourist Attraction	Non-Tourist Attraction	Tourist Attraction	Non-Tourist Attraction	Tourist Attraction	Non-Tourist Attraction
Government	30	30	30	30	30	30
NGO	30	30	30	30	30	30
Religious Leaders	30	30	30	30	30	30
Culture	30	30	30	30	30	30
Academics	30	30	30	30	30	30

General Public	30	30	30	30	30	30
Businessmen	30	30	30	30	30	30

RESULT AND DISCUSSION

The Stakeholders' assessment with a score of agreeing on attitudes (scores 5.77 to 6.57) towards values that can lead to war this condition follows the results of research conducted by Sarsito (2009); there are at least four causes of war, namely: 1) psychological, that war is a type of behavior from the many human behaviors in this world. 2) Cultural and ideological differences in views and values. 3) In the economy, war is carried out to increase the standard of living, and there is a negative motivation in trade. 4) political war occurs because no influential government institution exists. The analysis of stakeholder orientation on social dynamics that can lead to war shows that although the orientation value tends to lead to an agreement, there is a value gap between the formed polarizations.

Scores of 5.79 to 6.66 towards values can lead to conflict situations. According to the cognitive approach, conflict occurs because of a wrong process in responding to a condition. For example, White (1970) in Kelman (2004) says that six things are misperceptions that often lead to conflict: 1) the view that the enemy is evil; 2) the view that oneself is the best; 3) the view that oneself is the most correct; 4) do not care; 5) lack of empathy; 6) Excessive belief in power.

Scores of 5.79 to 6.65 toward values can lead to dissociative situations, in line with Astiawan et al. l. (2018), illustrating the pattern of dissociative socialization situations. Namely: 1) patterns of social contact interaction, lack of transparency, and discipline among community members in implementing applicable regulations. 2) In The pattern of social communication, there is no sense of respect and high tolerance, and dissociative social situations will occur. 3) Patterns of social interaction models, differences in social contact and communication.

Sujarwanto (2012) describes the forms of dissociative interactions such as competition, conflict, and contradiction. Competition is a social process in which individuals or human groups compete for profit through areas of life that exist at a particular time to become the center of public attention with or without threats or violence (Sujarwanto, 2012). A conflict is a form of social interaction to fight for oneself and the group. Finally, contravention is characterized by uncertainty about a person, hidden feelings of dislike, and hatred of people's personalities (Setiadi et al., 2013).

A score of 6.19 to 6.77 towards the values can lead to a conducive situation. In line with Hanifar's (2020), efforts can be made to create a conducive atmosphere, namely: 1) briefing, 2) supervision and 3) strengthening efforts to improve welfare. According to Cooper (1995), a conducive environment is an environment that can foster passion. The characteristics of an environment that has a conducive situation are 1) orderly, 2) freedom, 3) the development of community behavior following the desired behavior, 4) a positive socio-emotional climate, and 5) an effective organization. These results show that the community is fully aware of social situations that can lead to conducive conditions for all aspects.

Scores of 6.14 to 6.68 towards values can lead to associative situations. In line with the research of Yanthi and Widiasavitri (2018), it describes that associative social interaction is an interaction that leads to a process of harmony in a relationship, in the form of cooperation and conflict resolution efforts, and efforts to reduce differences. In addition, associative social interaction will bring the group towards a positive relationship with the community, especially outside the group.

Score 6.13 to 6.67 towards values can lead to cooperative situations. However, according to

Soekanto (2012), collaborative problems arise when people realize that they have the same interests and, simultaneously, have sufficient knowledge and self-control to fulfill their interests. Furthermore, Imanina (2018) describes that all forms of positive, cooperative social interaction are carried out with an attitude of mutual need in diversity.

Scores of 6.12 to 6.73 towards values can lead to productive collaborative situations. In line with that, the results of Arrozaaq's research (2017) describe effective collaboration as a process of a cross-sectoral multi-organizational network structure that makes mutual agreements, joint decisions, and consensus achievement through formal and informal interactions—making and developing norms in mutually beneficial exchanges in achieving common goals. According to Fendt (2010), there are three reasons why collaborate: 1) Unable to complete specific tasks alone without the help of other parties. (2) The benefits obtained can be more significant when compared to working alone. (3) Reducing costs

and having much better market competitiveness.

The Dynamics of Perception Polarization on the Basic Values of Social Life

Stakeholder orientation to values that can lead to war conditions has a score of 2.04, a conflicting score of 2.05, and the dissociative score of 2.03. Figure 1 shows that the value of stakeholder orientation towards the three negative aspects is negative with a low/disagree category (score below 4). While the value system that can lead to conducive conditions has a score of 5.68, associative has a score of 5.65, cooperative has a score of 5.69, and productive collaboration conditions are 5.77. On the other hand, stakeholder orientation towards the four positive aspects is positive with a high/agree category (score above 4). The polarization scale in each aspect shows differences in scores in each group of respondents based on the significance value (p-value 0.05 or F count F table), as shown in Table 2.

Table 2. Different Test Scores of Stakeholder Orientation Towards Values

Tata Nilai	a	b	c	d	e	f	g	Mean	F Hitung	Sig
War	2,02	2,01	2,22	2,00	2,06	2,04	1,92	2,04	3,86	0,001
Conflict	2,02	2,01	2,22	2,01	2,06	2,09	1,94	2,05	3,77	0,001
Dissociation	1,99	1,99	2,17	1,99	2,05	2,11	1,93	2,03	3,70	0,001
Conducive	5,65	5,71	5,48	5,72	5,63	5,64	5,89	5,68	6,36	0,000
Associative	5,63	5,71	5,43	5,71	5,59	5,62	5,87	5,65	6,59	0,000
Cooperative	5,66	5,75	5,49	5,74	5,64	5,65	5,90	5,69	6,83	0,000
Productive Collaborative	5,74	5,82	5,61	5,81	5,74	5,72	5,94	5,77	5,35	0,000

Note: If F counts F table or p-value or Sig 0.05, there is a significant difference in the average value. F table for $\alpha = 0.05$; df(7;1251) is 2.01.
(a) Government, (b) Community Organizations/Institutions, (c) Religious, (d) Indigenous Peoples,
(e) Academics, (f) General Society, (g) Business Actors
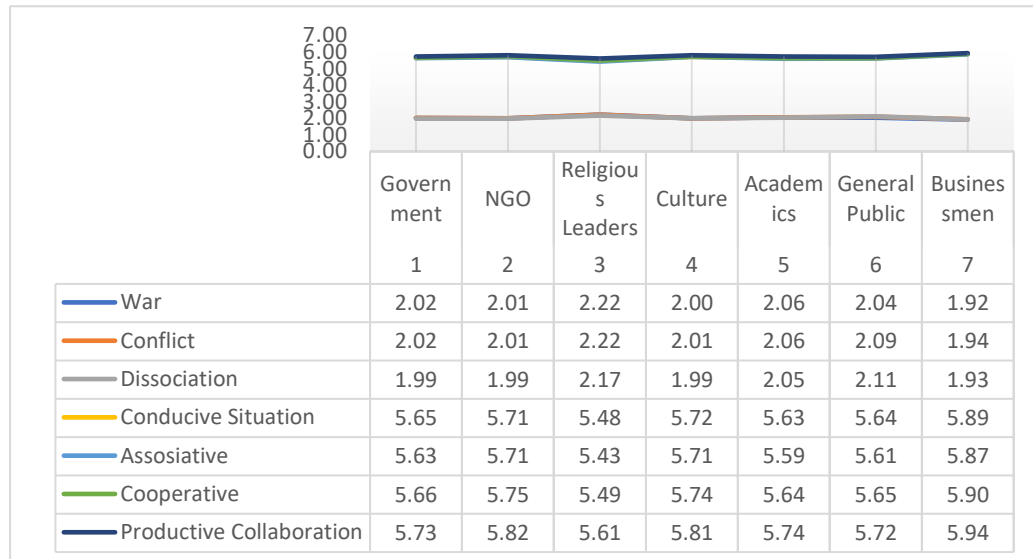
The direction of polarization of stakeholder orientation, which is harmful to negative

aspects, can be interpreted as the stakeholders agreeing that the conditions of the war, conflict, and dissociative parts are still relatively small. In contrast, the positive stakeholder orientation for the positive aspect can be interpreted that the stakeholders agreeing on the conditions of the conducive, associative, cooperative, and productive elements of collaboration that are relatively high in all research locations.

CONCLUSION

In general, the polarization of stakeholder orientation towards the factual conditions of social life on four positive aspects leads to a good score, with an average score of 5.70 (the lowest score is 5.43 and the highest score is 5.94). Meanwhile, the polarization of stakeholder orientation towards the factual conditions of social life on three negative aspects leads to a low score, with an average score of 2.04 (the lowest score is 1.92 and the highest score is 2.22.). However, this result shows that the situation is good because the gap is relatively high.

	Government	NGO	Religious Leaders	Culture	Academics	General Public	Businessmen
	1	2	3	4	5	6	7
War	2.02	2.01	2.22	2.00	2.06	2.04	1.92
Conflict	2.02	2.01	2.22	2.01	2.06	2.09	1.94
Dissociation	1.99	1.99	2.17	1.99	2.05	2.11	1.93
Conducive Situation	5.65	5.71	5.48	5.72	5.63	5.64	5.89
Assosiative	5.63	5.71	5.43	5.71	5.59	5.61	5.87
Cooperative	5.66	5.75	5.49	5.74	5.64	5.65	5.90
Productive Collaboration	5.73	5.82	5.61	5.81	5.74	5.72	5.94

Figure 1. The Dynamics of Perception Polarization of the Factual Conditions of Social Life

Social interaction that leads to a conducive, associative, cooperative situation between stakeholders is the primary key to maintaining the quality of life in supporting tourism development. On the other hand, social interactions that lead to dissociative conditions, conflicts, and wars become obstacles. Therefore, knowledge of stakeholder orientation can be implemented into the initial idea in assessing the community's ability in social pressures, both from outside and in the social dynamics. Based on the research findings, stakeholders' orientation to social dynamics that can lead to various conditions shows that although the trend of value orientation leads to common perception, there is a value gap between the formed polarizations.

DECLARATION OF CONFLICTING INTERESTS

The authors declared no conflicts of interest concerning this article's research, authorship, and/or publication.

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