International Journal of Travel, Hospitality and Events
https://journal.polteksahid.ac.id/index.php/ijothe
E-ISSN: 2828-2590, P-ISSN: 2828-5093

THE DEVELOPMENT OF KAMPUNG BEKELIR AS A TOURIST ATTRACTION IN TANGERANG CITY

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Article Info

Keywords:
Community based tourism1, Kampung Bekelir2, tourist attraction3, creative tourism4, Tangerang City5.

Received:
Month dd, yyyy
Approved:
Month dd, yyyy
Published:
Month dd, yyyy

Abstract

Urban creative tourism has been widely applied as a strategy for revitalizing urban areas through cultural expression and community participation. However, most existing studies focus on initial physical transformation, while post-development sustainability and destination governance in urban thematic villages remain underexplored. This study aims to analyze the development of Kampung Bekelir in Tangerang City by identifying its tourism potentials, opportunities, and challenges. This research adopts a qualitative approach using the 4A tourism framework (Attraction, Accessibility, Amenities, and Ancillary Services) integrated with SWOT analysis. Data were collected through observation, interviews, and documentation. The findings reveal that Kampung Bekelir has strong creative tourism potential, particularly through its mural-based visual identity and strategic urban location. Nevertheless, sustainability challenges persist, including fading murals, limited tourism amenities, inactive tourism institutions, and declining community participation. Development opportunities include collaboration with artists and academic institutions, government support through MSME programs, and the revitalization of cultural attractions and local souvenir production. This study contributes to urban creative tourism literature by emphasizing the importance of post-development governance and institutional resilience in sustaining visual-based creative destinations. It also extends community-based tourism studies by highlighting the need for active organizational structures to support community participation. Furthermore, the integration of the 4A framework and SWOT analysis provides a conceptual approach for assessing sustainability in urban thematic villages.

How to cite:
Authors. (year). Article Title. *International Journal of Travel, Hospitality and Events, xx*(x), x-x. https://doi.org/10.47608/----

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INTRODUCTION (LEVEL 1 - Uppercase, Bold, 11 pt)

Creative tourism has gained increasing attention in the global tourism industry due to its ability to offer distinctive experiences rooted in local culture, creativity, and community participation (Siregar et al., 2025). In urban areas, thematic villages have emerged as a form of creative tourism development that supports environmental revitalization while maintaining social and cultural identity (Nurlaily, 2024). A thematic village is developed through community-based ideas and the utilization of local resources to enhance recognition and sustainability (Widhiastuti et al., 2022). Previous studies demonstrate that thematic villages can successfully transform underdeveloped areas into attractive destinations when supported by structured programs and strong community involvement (Martuti et al., 2021).

Tangerang City, located in Banten Province near Jakarta, has developed as a center of tourism and urban services, including creative tourism destinations such as Kampung Bekelir (Kristiana et al., 2020). Kampung Bekelir is a mural-based thematic village located along the Cisadane River that was previously categorized as a moderately slum area in 2015 (Permatasari et al., 2022). Through community initiatives and external support, Kampung Bekelir transformed into a creative tourism icon and received national recognition, including second place in the "Most Popular Creative Tourism" category at the Anugerah Pesona Indonesia Awards in 2018 (Rizka et al., 2021). Despite these achievements, Kampung Bekelir currently faces sustainability challenges. Studies report declining community participation, limited institutional support, and the inactivity of the Tourism Awareness Group (POKDARWIS), which has weakened destination management (Kristiana et al., 2020; Permatasari et al., 2022). This decline is reflected in visitation data, where tourist numbers decreased from 15,347 in 2019 to 12,674 in 2022 (Hernata, 2024). Fading murals, reduced facilities, and weakening community involvement indicate a gap between Kampung Bekelir's potential and its current condition.

Previous research has largely focused on the success and visual transformation of Kampung Bekelir, while limited attention has been given to its post-award condition and long-term sustainability as an urban creative tourism destination. This study addresses this gap by applying the 4A tourism framework attraction, accessibility, amenities, and ancillary services to analyze the current condition of Kampung Bekelir and identify development challenges and opportunities. Therefore, this study aims to examine the potentials, challenges, and development opportunities of Kampung Bekelir as a tourist attraction in Tangerang City. The findings are expected to contribute to urban creative tourism and community-based tourism studies, as well as provide practical references for destination management and policy formulation.

METHODS

This study employed a descriptive qualitative approach to explore the development of Kampung Bekelir as a tourist attraction from the perspectives of stakeholders involved in tourism activities (Pahleviannur et al., 2022; Purba et al., 2025).

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Purposive sampling was used to select informants based on their involvement in destination management, community activities, or direct interaction with tourists (Tajik et al., 2024). A total of six informants participated in this study, consisting of the neighborhood head (RT), the community head (RW), the head of Karang Taruna, one culinary MSME actor, and two tourists. Data were collected through semi-structured interviews, field observations, and documentation studies, including community records, visitor data, and mural documentation (Fadhallah, 2021; Hasibuan et al., 2023; Wawuru & Aryaningtyas, 2024). Fieldwork was conducted over three months, from March to May 2025, to ensure data adequacy. Data analysis was conducted in two stages. First, the 4A framework (attraction, accessibility, amenities, and ancillary services) was used to identify the existing conditions of Kampung Bekelir (Meliantari & Apriani, 2024). Second, the findings were integrated into a SWOT analysis to examine internal and external factors affecting destination development (Benzaghta et al., 2021; Imanda, 2022).

RESULT AND DISCUSSION

Kampung Bekelir is a thematic village characterized by colorful houses and murals that decorate its walls. This visual identity once made Kampung Bekelir a creative tourism area in Tangerang City, supported by national-level awards that strengthened the area's image. Field findings show that the condition of the murals has begun to fade and peel, resulting in a gradual decline in aesthetic appeal, which was once the main attraction, due to a lack of maintenance.

The aspect of accessibility shows that the location of Kampung Bekelir is quite strategic as it is situated in the center of Tangerang City and close to the Cisadane River. Public transportation in this area is relatively available, supported by basic facilities such as a prayer room (musholla), street lighting, a flying deck, and riverside culinary stalls. However, several limitations are still visible, particularly in parking areas for four-wheeled vehicles, the absence of a tourism information center, Wi-Fi, and the unavailability of homestays.

Institutional aspects currently represent the weakest element. The Tourism Awareness Group (Pokdarwis), which was previously active, is now inactive, resulting in suboptimal coordination of activities and maintenance of the area. Some responsibilities have been informally shifted to the Youth Organization (Karang Taruna), but these efforts are not sustainable. The local souvenir business has ceased operations, tour guides are no longer available, and services rely solely on untrained local residents in serving tourists.

The dynamics of Kampung Bekelir's management are also influenced by external factors. The COVID-19 pandemic restricted tourism activities, while the loss of key community leaders and the withdrawal of support from CSR partners weakened the collective spirit of residents. These two factors accelerated the decline of tourism activities and reduced the area's competitiveness. These findings emphasize the need for revitalization efforts in attractions, improvement of facilities, and capacity building

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among the community to ensure that Kampung Bekelir can continue to exist as one of the creative tourism destinations in urban areas.

Table 1. Analysis of 4A Components in Bekelir Village

Attraction in Kampung Bekelir : 1. It features murals created with the help of artists from Bali and Malang. 2. The murals and colorful houses are the main icons and visual appeal of Kampung Bekelir. 3. It has won several awards, including the PHBS competition, second place in the 2018 Indonesian Tourism Award (API), and second place in the Tangerang City-level Pokdarwis (Tourism Group) competition in 2019. 4. The cohesiveness of the residents also contributes to the attraction for visitors. 5. Sponsorship has helped build Kampung Bekelir's brand as a tourist destination. 6. Kampung Bekelir has inspired other themed villages in various regions.	**Accessibility in Kampung Bekelir :** 1. Strategic location, located in the center of Tangerang City. 2. Widely available public transportation, including public transportation. 3. Multiple entrances make it easy for tourists to access the area. 4. Parking for motorcycles is still available within the village.
Amenities in Kampung Bekelir : 1. Public restrooms are available at the culinary venues for use by both visitors and vendors. 2. A mosque is available in Bekelir Village, making it easier for tourists to meet their religious needs. 3. Trash cans are provided at several locations to maintain environmental cleanliness. 4. A strategically located flying deck, located on the riverbank, is easily visible and can be used for relaxing or taking photos. 5. Numerous culinary stalls are located along the village roads, supporting tourism activities.	**Ancillary in Kampung Bekelir :** 1. Basic services such as security and sanitation are in place, supported by neighborhood watch (siskamling) and mobile garbage collectors. *2.* Local culinary establishments along the riverbanks add to the tourist appeal.

Source: Primary Data (Field Research), 2025.

Based on the mapping results of the 4A aspects Attraction, Accessibility, Amenities, and Ancillary Services derived from field interview findings and direct observations in Kampung Bekelir, the data were further examined through a SWOT framework to identify the strengths, weaknesses, opportunities, and threats present within the destination. This analytical process provided a comprehensive overview of the current conditions and development dynamics faced by the community-based tourism area. It is important to note that the SWOT analysis functions primarily as a descriptive assessment tool that outlines existing situations and internal–external factors, rather than serving as a direct problem-solving method or a prescriptive strategy model. The detailed results of the SWOT analysis, which summarize these key

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aspects and provide a clearer picture of Kampung Bekelir's position in its tourism development efforts, are presented in the table below:

Table 2. Swot Matrix

INTERNAL FACTORS / EXTERNAL FACTORS	**STRENGHTS**	**WEAKNESS**
	1. There are murals that are works of artists from Bali and Malang, with colorful designs serving as the main attraction. 2. Achievements include PHBS, second place in the API Award (2018), and second place in the POKDARWIS competition (2019). 3. The cohesiveness of the community serves as an attraction. 4. Branding through sponsorship and inspiration for other villages, even on a small scale. 5. Located close to local riverside culinary spots. 6. Motorcycle parking is available. 7. Public facilities are adequate, including a prayer room (*musholla*) and trash bins. 8. A flying deck is available for relaxation. 9. Street lighting is sufficient. 10. Local guides from residents are available, along with security and cleanliness services. 11. The location is strategic (close to the Old Market culinary center).	1. Only murals are available and there are no other attractions. 2. Lack of maintenance. 3. Cultural attractions such as *Beksi* martial arts have disappeared. 4. There is no designated parking area for cars (only roadside parking). 5. Many Kampung Bekelir name signs have faded. 6. Free Wi-Fi has been removed. 7. The Tourism Awareness Group (*POKDARWIS*) is no longer active. 8. Typical souvenirs are no longer available. 9. There is no tourism information center. 10. Local guides are limited, and not all are friendly as they rely only on nearby residents. 11. Homestays are no longer available. 12. There are no longer any key community leaders.
OPPORTUNITY	**S-O STRATEGY**	**W-O STRATEGY**
1. Opportunities for collaboration with artists to beautify or renew the murals.	1. Revitalize the murals through collaboration with artists and make Kampung Bekelir a platform for artists to create murals.	1. Revive cultural attractions and typical souvenirs with the support of MSME programs from the government, so that the destination does not rely solely on murals.

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2. Receiving government support to open culinary MSMEs. 3. The availability of various modes of transportation.	2. Develop mural and local culinary tour packages by utilizing the strategic location near the Old Market culinary center and the presence of riverside culinary spots. 3. Encourage the development of community-based culinary MSMEs with government support, which can strengthen the local economy while adding variations of tourism attractions. 4. Optimize the achievements and positive image of Kampung Bekelir as a form of promotion and additional attraction to attract more tourists and sponsors. 5. Utilize the various modes of public transportation to expand tourist access to Kampung Bekelir, supported by the existing basic facilities such as motorcycle parking, prayer room (*musholla*), and street lighting.	2. Add information boards and a tourism information center by utilizing the strategic location and public transportation access, so that tourists can more easily recognize and reach Kampung Bekelir. 3. Optimize government support for culinary MSMEs as an entry point to propose further assistance, such as management training, revitalization of Pokdarwis, and strengthening the role of residents. 4. Encourage the use of various modes of public transportation to overcome the limited parking space for cars, so that tourist comfort is maintained.
THREATS 1. Competition with other tourist destinations. 2. Limited parking, causing traffic congestion and visitor inconvenience. 3. No govern	**S-T STRATEGY** 1. Package the murals as a unique identity that distinguishes them from other destinations, so that the concept of a "colorful village" focusing on community works cannot be easily competed with by other thematic villages. 2. Optimize existing facilities to maintain visitor comfort even with limited car parking space, so that tourists remain comfortable and do not compare Kampung Bekelir with other destinations. 3. Rely on community cohesiveness to manage vehicle parking and maintain surrounding traffic, so that the negative	**W-T STRATEGY** 1. Reduce dependence on murals by adding simple community-based attractions, such as local culinary activities, MSME bazaars, or small community events, so as not to lose competitiveness with other destinations. 2. Form a new management group to replace *Pokdarwis*, for example, *Karang Taruna* or *PKK*, to handle cleanliness, security, and coordination even without government support. 3. Reorganize motorcycle parking areas and provide parking attendants from local residents to reduce congestion and tourist complaints due to limited car parking spaces. 4. Repaint murals gradually through community mutual

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	impact of limited car parking space can be minimized. 4. Use achievements as a promotional tool to maintain existence, especially through social media and community activities, so that Kampung Bekelir continues to be viewed positively compared to competing destinations.	cooperation (*gotong royong*) so that damage caused by extreme weather can be minimized even without large funding. 5. Revive simple community activities, such as mural competitions or small performances, so that Kampung Bekelir continues to have activities that attract visitors' attention even with limited facilities.

Source: Primary Data (Field Research), 2025.

In response to the findings of the 4A and SWOT analyses, this study proposes several strategic alternatives for the short-term development 1–2 years of Kampung Bekelir. These strategies were formulated by considering internal conditions and external opportunities identified in the field and are intended to restore the destination's competitiveness.

Revitalization of Murals Through Collaboration with Artists

Murals are the main attraction in Kampung Bekelir, which have now suffered damage and fading, reducing the aesthetic value of the area. The revitalization of murals through collaboration with local artists, art communities, and academics can be a solution to revive this attraction. This effort not only maintains the sustainability of Kampung Bekelir's iconic features but also strengthens the village's image as a center of creative artistic expression. This activity can serve as a platform to encourage the involvement of younger generations to contribute to preserving the village's identity. The involvement of the community alongside academics with expertise in the arts is an important strategy for supporting the achievement of these objectives (Primayudi & Wardoyo, 2022).

Reviving Cultural Attractions and Typical Souvenirs with Support from Government MSME Programs

Kampung Bekelir previously had cultural attractions such as Beksi martial arts and the production of typical souvenirs, but these activities are no longer operational. This condition makes tourists only able to enjoy murals as the main attraction, resulting in a limited experience. Support from government MSME programs can be utilized to revive cultural attractions and community-based souvenir production. This step provides tourists with a more diverse experience while also creating opportunities for economic improvement among Kampung Bekelir residents. The availability of souvenirs and local culinary specialties enhances the appeal of a destination, encourages tourist visits, and is supported by tourist attractions and cultural attractions (Andiani, 2023).

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Packaging Murals as the Unique Identity of Kampung Bekelir

Competition among creative tourism destinations in urban areas is becoming increasingly intense with the emergence of various thematic villages, even on a small scale. The condition of Kampung Bekelir needs to reaffirm its position through strengthening its identity as a distinctive "colorful village." Murals are not only seen as colorful visual decorations but also as representations of the social and cultural values of the local community. This differentiation provides uniqueness that is difficult to replicate by other destinations, ensuring that Kampung Bekelir retains its attractiveness and relevance amidst the existing competition.

Establishing a New Management Group to Replace Pokdarwis

Pokdarwis, which previously played a central role as the main driver, is now inactive, resulting in very weak tourism management activities. This condition can be addressed by forming new management groups involving Karang Taruna, PKK, or a combination of residents who are concerned about the continuity of the tourism village. The presence of this group is expected to manage cleanliness, security, promotion, and coordination in a more structured manner. This approach is also more realistic because it emphasizes community independence without fully depending on external support. In community empowerment, community participation is the most important thing and is closely related to the success of a community empowerment program (Wibhisana, 2021).

Optimizing Kampung Bekelir's Achievements and Positive Image as a Form of Promotion

Kampung Bekelir possesses social capital in the form of several achievements, including second place in the Anugerah Pesona Indonesia (API) and national-level Pokdarwis awards. These achievements reflect recognition of Kampung Bekelir's appeal and represent an important asset in maintaining its existence. Such accomplishments can be utilized as promotional materials through social media, digital campaigns, and community events. The use of the positive image and achievements that have been obtained provides an opportunity for Kampung Bekelir to attract more tourists, gain sponsorship, and strengthen its position as an urban creative tourism destination.

CONCLUSION

This study concludes that Kampung Bekelir has strong potential as an urban creative tourism destination, supported by its mural-based visual identity, strategic location, and social cohesion within the community. These elements form the main strengths that underpin the village's attractiveness and differentiate it as a creative destination in an urban context. At the same time, Kampung Bekelir presents significant opportunities for development through collaboration with artists, art communities, and academic institutions, as well as through government support via

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MSME development programs. Efforts such as periodic mural revitalization, reactivation of cultural attractions, and the development of community-based souvenir production can enrich visitor experiences while generating economic benefits for local residents.

Despite these potentials and opportunities, the study also identifies several challenges that hinder sustainability, including fading murals, inactive tourism institutions, limited supporting facilities, and declining community participation. The reliance on murals as a single attraction increases vulnerability and reduces destination competitiveness in the long term. Therefore, strategic interventions are required, particularly in strengthening community-based management structures, improving institutional capacity, enhancing basic tourism amenities, and optimizing promotional strategies to ensure sustainable destination management.

From a theoretical and conceptual perspective, this study contributes to urban creative tourism literature by demonstrating that visual-based creative destinations require continuous governance and institutional support beyond initial physical revitalization. It extends community-based tourism studies by emphasizing that community participation must be supported by active organizational structures and effective management to achieve sustainability. Furthermore, by integrating the 4A tourism framework with SWOT analysis, this study enriches destination management frameworks by offering an approach to assess post-development sustainability in urban thematic villages. Overall, the findings highlight that sustainable urban creative tourism depends on a balanced interaction between creative identity, community empowerment, and institutional resilience.

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https://doi.org/https://doi.org/10.47200/jnajpm.v7i2.1208

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