

## Experiencing local culture and learning english A new concept for a tour package in Kampung Batik Cibuluh, Bogor

Sari Rejeki<sup>1\*</sup>, Erol Kurniawan<sup>2</sup>, Anindia Ayu Rahmawati<sup>3</sup>, Najwa Amira<sup>4</sup>, Rasya Annisa Anom<sup>5</sup>,  
Shelvi Fitria Azizah<sup>6</sup>

<sup>1</sup>Universitas Pakuan, Bogor, Jawa Barat

<sup>2</sup> Universitas Pakuan , Bogor, Jawa Barat

<sup>3</sup>Universitas Gunadarma, Depok, Jawa Barat

<sup>4</sup> Universitas Pakuan , Bogor, Jawa Barat

<sup>5</sup> Universitas Pakuan , Bogor, Jawa Barat

<sup>6</sup> Universitas Pakuan , Bogor, Jawa Barat

\*Korespondensi: [sari.rezeki@unpak.ac.id](mailto:sari.rezeki@unpak.ac.id)

[sari.rezeki@unpak.ac.id](mailto:sari.rezeki@unpak.ac.id), [erol.kurniawan@unpak.ac.id](mailto:erol.kurniawan@unpak.ac.id), [anindia\\_ayu@staff.gunadarma.ac.id](mailto:anindia_ayu@staff.gunadarma.ac.id),  
[najwaamira33@gmail.com](mailto:najwaamira33@gmail.com), [rasyaannisaan@gmail.com](mailto:rasyaannisaan@gmail.com), [dedeshelvifitria@gmail.com](mailto:dedeshelvifitria@gmail.com)

**ABSTRAK.** Kampung Batik Cibuluh yang telah diakui oleh Kementerian Pariwisata dan Ekonomi Kreatif sebagai salah satu kampung wisata di Kota Bogor memiliki potensi besar dalam pengembangan pariwisata berkelanjutan berbasis edukasi. Destinasi ini tidak hanya menawarkan pengalaman praktik langsung dalam proses pembuatan batik, tetapi juga menghadirkan wisata budaya dan edukasi yang memperkenalkan pengunjung pada sejarah, filosofi, serta tahapan produksi Batik Bogor. Namun, salah satu tantangan yang dihadapi adalah belum optimalnya pengembangan program wisata yang terstruktur, khususnya terkait pengelolaan dan inovasi paket wisata di Kampung Batik Cibuluh. Oleh karena itu, kegiatan ini bertujuan untuk mengembangkan konsep paket wisata yang mengintegrasikan budaya lokal, prinsip pariwisata berkelanjutan, dan pembelajaran bahasa Inggris. Penggabungan unsur budaya lokal dan pembelajaran bahasa dalam paket wisata menjadi pendekatan baru untuk meningkatkan nilai edukasi dan daya tarik wisata. Hasil kegiatan ini diharapkan dapat mendukung pelestarian serta promosi budaya lokal, memperkuat pengembangan pariwisata berkelanjutan, dan memberikan kesempatan bagi wisatawan domestik maupun internasional untuk mengenal budaya sekaligus mempelajari bahasa asing. Melalui pengembangan konsep ini, Kampung Batik Cibuluh diharapkan memiliki strategi yang lebih efektif dalam meningkatkan daya saing sebagai destinasi wisata budaya dan edukasi.

**Kata kunci:** Batik Bogor; Kampung Batik Cibuluh; Budaya Lokal; Pariwisata Berkelanjutan; Paket Wisata

**ABSTRACT.** *Kampung Batik Cibuluh, recognized by the Ministry of Tourism and Creative Economy as a tourism village in Bogor, has become a growing attraction for sustainable tourism that offers educational experiences. This destination not only provides hands-on batik-making but also cultural and educational tours immersing visitors in local culture, including the history, philosophy, and processes of batik*

*production. One key challenge is the lack of structured programs, with no prior study managing or developing tour packages for Kampung Batik Cibuluh. To address this issue, one effective solution is a tour package that integrates local culture, sustainable tourism practices, and English language learning. Combining local culture and language learning in tour packages represents an innovative approach. The results are expected to preserve and promote local culture, enhance sustainable tourism, and offer local and international tourists opportunities to learn a foreign language. Ultimately, this study equips Kampung Batik Cibuluh with effective strategies to compete with other destinations.*

**Keywords:** Batik Bogor; Kampung Batik Cibuluh; Local Culture; Sustainable Tourism; Tour Package

## INTRODUCTION

Tourism encompasses various types, among which educational tourism holds particular significance. A prominent example of a destination offering educational tourism is Kampung Batik Cibuluh (KBC), situated on Jalan Neglasari in the North Bogor District of Bogor City, Indonesia. Established as part of an Educational Tourism Village initiative, KBC harnesses the region's potential by focusing on batik production and cultural heritage. Inaugurated on August 24, 2019, as the inaugural Batik Village in Bogor City, KBC has developed distinctive batik patterns inspired by local icons, including the kujang dagger, deer antlers, rafflesia flowers, rainfall motifs, and others.

Despite the substantial potential of the tourism sector, the majority of research and community service initiatives at KBC have concentrated primarily on promotional efforts, media optimization, and branding strategies [3] [4]. A 2021 study employing Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis KBC's tour packages—particularly those featuring batik-making experiences for visitors—as a key strength. However, the analysis also highlighted significant weaknesses, including inadequate human resources, insufficient promotion, limited innovation, and the lack of effectively implemented programs [9]. Notably, no research or community service activities have examined KBC's programs, such as its tour packages, in depth. The community service team views this gap as an opportunity to foster innovation and develop robust, well-implemented programs for KBC.

Currently, KBC's tour packages provide participants with hands-on experience in batik production, including the application of wax to pre-patterned Bogor batik fabric, followed by dyeing, washing, and drying processes.



Fig.1 Batik Making Experience in KBC

Information regarding the availability of the tour package is accessible via social media platforms. Visitors may partake in this experience by visiting the KBC directly.



Fig.2 KBC's Tour Package

However, given the limited capacity of the KBC to accommodate only 50–60 visitors at a time, an alternative option for accessing the package is to book a visit. Comprising 10–15 members, the KBC team can visit institutions such as schools or offices to deliver the experience.



Fig.3 Batik Making Experience at a Private School in Bogor

Leveraging the potential of KBC, the community service team seeks to develop a tour package that integrates local culture with language learning. This initiative aims to preserve indigenous cultural heritage while fostering the growth of small and medium-sized enterprises.

## METHODOLOGY

This program adopts the following methodology: literature review and observation, interviews, analysis, and workshops. The initial stage commenced with a literature review and observational activities. The study concludes that Kampung Batik Cirebon (KBC) possesses substantial tourism potential. However, no prior studies or community service initiatives have been undertaken to develop tour packages for KBC.

The subsequent phase involves conducting interviews and discussions with the KBC team via a Focus Group Discussion (FGD) at the KBC facility. Data gathered from the FGD inform the subsequent analytical phase.

The team thus used the six-stage analysis to create a tour package integrating local culture and language learning. The steps were:

1. Choose a tourist destination that prioritizes local culture (not all destinations promote it).
2. Study existing tour packages or programs to identify segmentation, targeting, and positioning.
3. Identify the unique local cultures promoted at the tourist destinations.
4. Select local cultures that can be combined with language pedagogy.
5. Conduct in-depth research on the identified local cultures.
6. For designing the itinerary, apply Brown's lesson plan format and Harmer's Engage-Study-Activate procedure.

The final stage of the community service program was a workshop. Pre-tests and post-tests were administered to participants to measure the program's effectiveness.

## RESULT AND DISCUSSION

Applying the methodology above, the team have arrived at the following terminal objective for the lesson plan and itinerary for the tour package. The lesson plan will be used as reference for language learning. Thus, the terminal objective is: *using the batik that students have made, students will be able to identify and describe the pattern and meaning of Batik Bogor by using the simple sentences/expressions:*

- *There is a/an .... (batik pattern) in my Batik. / There are .... patterns in my batik. The meaning of ... (batik pattern) is....*
- *You can see the color / colors.....*
- *..... (color) means ....*

The enabling objectives follow the engage-study-activate (ESA) steps, adapted to learners' needs.

Tables 1 and 2 present the target vocabulary related to the patterns, colors, and meanings of Batik Bogor. Applying stage 5, the research team identified the major patterns in Batik Bogor as flora, fauna,

natural phenomena, and artifacts. Each unique color and pattern symbolizes cultural elements deeply rooted in Bogor's history, culture, and traditions.

**Table 1**  
**Pattern and Meaning of Batik Bogor**

| BATIK BOGOR<br>FLORA PATTERN                               | MEANING / SYMBOL                                                                                                                                                                                                                                               |
|------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Bunga Teratai (Lotus Flower)</b>                        | Kesucian ( <i>holy</i> ), keberkahan ( <i>blessing</i> ), kecantikan ( <i>beauty</i> ), ikhlas ( <i>sincerity</i> )<br>Strength, resilience, preseverance, nothing is eternal, be the best of what you can be.                                                 |
| <b>Talas (daun dan bonggolnya)</b>                         | Kebermanfaatan untuk orang lain ( <i>usefulness</i> ).                                                                                                                                                                                                         |
| <b>Rafflesia Arnoldi</b>                                   | Kecantikan ( <i>beauty</i> ).                                                                                                                                                                                                                                  |
|                                                            |                                                                                                                                                                                                                                                                |
| BATIK BOGOR<br>FAUNA PATTERN                               | MEANING / SYMBOL                                                                                                                                                                                                                                               |
| <b>Kijang totol / Rusa (<i>deer</i>)</b>                   | Keanggunan ( <i>elegance</i> ), kasih sayang ( <i>love</i> ), intuisi ( <i>intuition</i> ), kepekaan ( <i>sensitivity</i> ), dan kelembutan ( <i>tenderness</i> )                                                                                              |
| BATIK BOGOR<br>NATURALPHENOMENON<br>PATTERN                | MEANING / SYMBOL                                                                                                                                                                                                                                               |
| <b>Hujan (<i>rain</i>)</b>                                 | Kehidupan ( <i>life</i> )                                                                                                                                                                                                                                      |
| <b>Air (<i>water</i>)</b>                                  | Kelanggengan hidup ( <i>viability, hope</i> )                                                                                                                                                                                                                  |
| BATIK BOGOR<br>ARTEFACTS PATTERN                           | MEANING / SYMBOL                                                                                                                                                                                                                                               |
| <b>Keris / Kujang (<i>weapon</i>)</b>                      | Berani ( <i>brave</i> ), heroik ( <i>heroic</i> ), patriotisme ( <i>patriotism</i> )                                                                                                                                                                           |
| <b>Tugu Kujang (<i>Bogor icon</i>)</b>                     |                                                                                                                                                                                                                                                                |
| <b>Lawang Salapan – Silih Asih, Silih Asah, Silih Asuh</b> | Kedamaian ( <i>peace</i> ), persahabatan ( <i>friendship</i> ), kesatuan ( <i>unity</i> ), kesantunan ( <i>politeness</i> ), keramahan ( <i>friendliness</i> ), ketertiban ( <i>discipline</i> ), kenyamanan ( <i>comfort</i> ), keselamatan ( <i>safety</i> ) |
| <b>Bambu (<i>bamboo</i>)</b>                               | <i>The history of Kampung Batik Cibuluh</i>                                                                                                                                                                                                                    |

As shown in Table 2, the colors used in Batik Bogor are green, blue, red, yellow, orange, and brown. One pattern or symbol can have multiple meanings. For language learning purposes, the meanings of both colors and patterns will be selected to suit the needs of learners or visitors.



**Table 2**  
**Colour and the Meaning of Colors of Batik Bogor**

| COLOURS OF BATIK BOGOR | MEANING                                                                                                                                                                                                                                                                                                                                                           |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Green</b>           | Pertumbuhan ( <i>growth</i> ), pembaharuan ( <i>innovation</i> ), keseimbangan ( <i>balance</i> ), lingkungan ( <i>enviroment</i> ), harmoni ( <i>harmony</i> ), kekuatan ( <i>strength</i> ), perdamaian ( <i>peace</i> ), harapan ( <i>hope</i> ), kebahagiaan (motif bunga raflesia patma-happiness), tenang ( <i>peace</i> ), menyejukkan ( <i>soothing</i> ) |
| <b>Blue</b>            | Tenang ( <i>calm</i> ), menyejukkan ( <i>soothing</i> )                                                                                                                                                                                                                                                                                                           |
| <b>Yellow</b>          | Hangat ( <i>warmth</i> ), harapan ( <i>hope</i> ), kebahagiaan ( <i>happiness</i> )                                                                                                                                                                                                                                                                               |
| <b>Red</b>             | Hangat (motif pada bunga raflesia patma – <i>warmth</i> )                                                                                                                                                                                                                                                                                                         |
| <b>Orange</b>          | Motif pada bunga raflesia, lawang salapan; optimisme ( <i>optimism</i> ), percaya diri ( <i>confidence</i> ), kehangatan ( <i>warmth</i> )                                                                                                                                                                                                                        |
| <b>Brown</b>           | Kuat ( <i>strong</i> ), dapat diandalkan ( <i>reliable</i> ), kesederhanaan ( <i>simplicity</i> ), kesetiaan ( <i>loyalty</i> ), keramahan ( <i>friendliness</i> ), kepercayaan ( <i>trust</i> ), rasa hangat ( <i>warmth</i> )                                                                                                                                   |

The community service team also designed leaflets for the tour packages. Figure 4 shows a tour package design that promotes authentic local traditions—Batik Bogor and language learning.



**Fig 4. Leaflet Designs of Tour Packages Based on Local Culture and Language Learning**

The workshop was conducted on Wednesday, February 12, 2025. Attendees included the team handling tour packages at KBC and participants from small and medium enterprises that design and produce Bogor Batik.

A pre-test and post-test were administered to measure program effectiveness. The pre-test averaged 66%, while the post-test averaged 98%—a 32% increase. The key post-test question addressed whether a tour package based on local culture and language could be applied at KBC. Results showed unanimous participant support for the idea.



Fig 5. Workshop-Making a Tour Package Based on Local Culture and Language Learning

## CONCLUSIONS

The results of this program are expected to preserve and promote local culture while providing opportunities for visitors—especially school students—to learn a foreign language. It will also help KBC implement effective strategies to compete with other destinations, improve the local community's economic conditions, and promote Batik Bogor. From a SWOT analysis perspective, this activity will transform KBC's weaknesses into opportunities and, ultimately, strengths.

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