Discover of New Spot Nature Tourism Part of Self Awareness Citizen Through Social Media: Indonesia Perspective

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ABSTRACT

This research found Indonesia has many potential nature for tourism which does not discover yet and we have found of interesting methode to discover many local and nature tourism spots in Indonesia. The methode that is used to introduce those spots is by uploading the pictures to social media. Many people come to that spot to make sure the real beauty of that as an empiric fact as their eyes can see, then the information about that spot spread to all citizen. For the first time they will discover of that tourism spot and people who come to the spot won't cost nothing. The village can cost it with price to enter the spot as a park visitor vehicle only. This research is conducted to find that self awareness of citizen to discover the beauty of nature toursim spot can help goverment to reduce un employment and also increase their income. We already knew that new tourism places that just discovered recently such as Karang Para, Ciletuh Geopark come from the self awareness of people to post in the social media and now those places become the UNESCO herritage. The goverment help to reconstruct the facilities in the spots area. It comes from self awarness the citizen who already helped it self to grow the society fully access that distribute in the good way in order to grow of economy circumtances and also effected the education side . Indeed halal food will be served because the most of villagers are muslim, the order of serving the halal food comes from the governement.
Keyword : tourism spot, self awareness, halal food, circumsntance.

INTRODUCTION

Indonesia is the largest archipelagos in the world, extending 5,120 kilometres (3,181 mi) from east to west and 1,760 kilometres (1,094 mi) from north to south, with over two hundred milion people and thirty seven provinces . According to a geospatial survey conducted between 2007 and 2010 by National Coordinating Agency for Survey and Mapping (Bakosurtanal), Indonesia has 13,466 islands about 6,000 of which are inhabited.

Java island is populated over 120 milion it is a half from the total number of population who live in Indonesia. The huge and wide nation make Indonesia has many popular tourism spots such as Bali,Toba lake, scuba diving in Nias and Raja Ampat in Papua. Indonesia also has 3000 thousand tribes that have different languages betwen one to the others but all are united by Indonesian language.

Indonesia has 6,000 island but the certain island such as Kalimantan, Sulawesi, Sumatera and Papua is not fully explorer even by people and also by the goverment itself because of connectivity or accomodation to reach it is not fully accessed.The constraction of access road is only focusing in the main city. The other village has road was made by the soil so it will be difficult to be accessed. The other village also has prepared road but the road condition is not really good.

Most of the people are not interested on taking the migration program to the Kalimantan or Sumatra and it is lack of promotion from the governement. That problem makes Java to be full and centralized island with over one hundred twenty million people living in this area. So that, The reason why the other island does not explore yet, that means many tourism spots on the certain islands are undiscovered yet.Indeed there are many tourism spots in Indonesia but not all toursim spots that are well manage by the government some of them give to the private company to handle and manage the tourism spot. Some of the local tourism spots manage by the local society but when the regeneration society migrate to city it causes the local tourism spots will close down slowly and return to the wild nature.

Social media world help local tourism or private company to promote those local tourism spots, but not all spots can succesfully promoted because there is another factor such as many of the villagers do not understand how to manage

it for example how to make this spot famous, how to preserve the nature and how to serve the halal food. Because of that kind of issue our research take the tittle Discover Of New Spot Nature Tourism Part Of Self Awarenes Citizen Through Social Media Indonesia Perspective.

METHODOLOGY & THEORY

NATURAL RESOURCES THEORY

The people with the sense of adventure love and desire more of the attractive place. Many people do the adventure to the nature spots to see what they never seen before. By using the technology such as handphone, smartphone that is linked to the internet, people can see the other world what they never see before such as the beutiful of nature that they call it as adventure spot. The nature spot is claimed as a place for refreshing of mind from burden of life, job, or feeling differentiate between their living and people living, but every nation or world have a nature tourism spots but every single of nature surface always different from one country to the other country, so they will visit the nature with the better preserve than unpreserve one. Such as vulcanic mountain, hill, river, beach, water fall, and forest it can help the adventurer to get what they need. Approaching to get what they need is not only for economical need but with approaching by social method (soewanto darsoprajitno :2002).

Soewanto also said "public order is formed generaly for live shelter,but with the development of social order supported by social life among members of society who generally have same sense, destiny, and goal. The skill of moving generally driven by the soul of this adventure, finally find something thas has more value to fullfill his life. From this adventure and eager to fulfill his life the economic activity will born, and spread to the other members of society.

This natural heritage finally to be the cycle of economic activity in certain area, and because of economic crycle so the education cyrcle also will build up itself.

GEOGRAPHY AND SOCIAL

Eyles (1974) analysis of pattern and social process it show spreading and reaching of scarcity natures resources this is oriented on problem, thats mean social geography must be overcome result of spatial (socio spatial) for scarcity and spread natural resourcel it can be utilize and have advantge (good, services, and social facilty).

ORGANIZATION THEORY AND PERSONAL ARGYRIS

The discrepancy between human nature and organization also the theme of Argyris theory (1957,1964). He proposed the theory of personality and organization with basic formula that effective organization has a structure that in harmony with the characteristic of members. Argyris state that a normal sequence of human development starting from developing of invant into adult. That means someone less pasive, has more capacity, more diversity of behavior, develop of interests further more, moving from perspektif shorterm period toward to perspektif of longterm period, develop form evolving of dependence to oter people to independence (self relience).

According to Homans (1950:1) fungstional analysis about group emphasis on primary group than more bigger organization of second group. Homans give group limitation to "several people who communicate each other in high frequency on certain time, and also consist of several people only so they can directly communicate with othe people without conveying to the third people. And also communication face to face. This group limitation based on concept of Charles H.Cooley, about primary group who describe one dimension of struktural organization.

Democratization process in personal behaviour has accompanied economic levelling furthermore, even when stratification rigid, individual are not compelled to assume the values of their group. Certain person may successfully appropriate the social characteristic of a group to which they do not legitimately belong. All sociatization need to be socialization within roles; there can exist what merton calls a process of anticipatory socialization (Merton, 1957).

MASS MEDIA THEORY

Mass communication is the tehnologically and institutionally based production and distribution of the most broadly shared continuous flow of messages in industrial societies (Gerbner ,1967).

Purposed of mass media as source of information, entertaint, and also as educational to all of audience who use this information. Harold D. Lasswell (the structure and function of communication in society) mention that mass media function is:
1. Correlation among people to replect their environment.
2. Supervision of environment.
3. Social heritage from one generation to the other generation.
4. Entertainment.

MEDIA SOCIAL THEORY

Media sosial is a new set of communication and collaboration tools that enable many types of interactions that were previously not available to the common person (Chris Brogan).

Social media by Dailey is an online content created using highly accessible and scalable publishing technologies. Most important of these technologies is the shifting way of knowing people, reading and sharing news, and searching for information and content. There are hundreds of social media channels (Dailey : 2011).

METHODOLOGY

OBJECTIVE APPROACHING

Objective approaching or scientific approaching (scientific) applied on systematically research, controled, empiric, and critisized on hypothesis correlated on natured. This view of this approach that "truth" can be found if we avoid human intervention when doing reserach. In other word, taking a distance from object what we reserached. Empricial data chosing naturally not because of human need or goverment need but the fact that can be verified by other researcher.

OBSERVATION

Observation is a data collecting technique by observing and then recording notes or event in order to collect a representative data for a goal research. There is a direct observation technique for example we observe the record note about teacher and student's condition at school. Another technique is indirect observation, through media such as film, slide, photos, picture and etc.

Most observers lose their moment or forget the observation's object. It happens because of these reasons:
1. The Observer doesn't make an observation's guidance. This guidance is important, there wills no more data is wasted or forgotten. Guidance can be created with check list, or scale records, or with value structure, or chronological notes, or systematic, and etc.
2. The Observer has a lack of knowledge about observation's object
3. The Observer did not understand the purpose of a research
4. Media less and note record, such as recorder, handy came, note book, and etc.

In practice, observer can follow the event directly or in between respondents and they can be the participants. But if they are outside the event, they called observer as non-participants. In addition if the observer prepares about factors to be observed, complete with categories, territory and limited scope by the problem and goal research, so this technique is called as a systematic observation, and if it's not prepared before and no limited framework to be observed, it is called nonsystematic observation (Margono,2003).

INTERVIEW

Interview is a collecting data technique through direct communication, it means that the reseracher meets the respondents as a data source. This techique performed by submitting a number question orally and the answer orally too.

The obstacle from this technique is respondent's preparation to answer as it is. The interviewer needs to create a conducive athmosphere, sympathic and interesting, so respondents will give information transparently. And this is what interviewer need to do.

a. Identified the respondent first with introduction and self-approach, so the respondents feel comfort with the interviewer as their friend. Avoid selfish is needed by interviewer.
b. Give participation
c. Persuasive attitude with politely and hospitality when asking some questions. To get succesful interview process, it is very important for the interviewer to pay attention things such:
1. Firstly, make an interview guideline fit to indicators of representative variable
2. Avoid long and difficult questions.
3. Make a simple concrete questions
4. Mention all alternative answer to help respondents if they are confuse to answer
5. Straightforward language style and not embrassing for respondents
There are two types of interview. First is structured interviews, questions and alternative answer it has been self first (Margono, 2003). So its being formal, rigid, but the convenience is the answer will be easy to be anlyzed and categorized.

Second is unstructured interviews, there is no alternative answer, its means respondent are free to answer as their background. It has guideline for the questions but it tends to be dynamic, it can say if there any question needed, it can directly ask without planning.

HISTORY OF KARANG PARA

Coffee Mountain is located in Sukabumi regency approximately 20 KM from capital city of Sukabumi village Kebon Manggu West Java Indonesia, coffeee mountain is famous on the road race for Jeep Maniac. Now coffee mountain's name change into Karang Para, the name Karang Para come from two words, Karang means rock in Sundanese language and Para also come from Sundanese language mean sky, so collaboration the name mean rock in the sky. It is similar with the real condition where is Karang Para it is built by many rock and located in the mountain. Karang Para was found by villagers, his name is Rasnita and now Rasnita is a chief in Padaraang kebomangu village. The story began when after road race with Jeep with all community around Coffee Mountain. Then, they found good location to see all Sukabumi regency from above.

Exploration begin new year 2017, for the first time the exploration doing by 5 people after several time 2 people continued to explore and clean the area, the other of 3 people continued and started up with investment from Mr. Rasnita around 350.000 rupiah it is equal with 35 USD. With 35 USD, the chief villagers and 3 of the member builds the bridge from bamboo to connect rock and the other rock of the edge of the hill. Now that area is to be one best spot to take a picture.
After building the first bridge in Karang Para, they take a picture and promote to the local villagers. For a month many of the local villagers come to Karang Para and from mouth to mouth information about Karang Para spread to all villagers.

SELF-AWARENESS TO ECONOMIC SECTOR IN KARANG PARA

Structure of people in village "Padaraang" Kebon Mangu most of them work as a clay handmade and structure of education in this area is graduated from high school and they lived by selling the handmade from time to time but nowdays this clay bussiness going slow and some of company get bankcrup because of the lack of order for clay handmade. Unemployment can't be hold, it because of bankcrup.

Discover of new site Karang Para bring back the hope to live well, Karang Para bring back their economy and some of them advance their life fastly, people who have money start to open store in Karang Para site, they sell drinking, water and snack. What the writer get, they earn omzet per day 400000 rupiah equal to 40 USD in week but for the weekend they earn omzet about 1.000.000 rupiah around 100 USD. The accumulation in a month they earn 12.000.000 equal to 1200 USD, it means that 400.000 rupiah per day is higher than salary of civil servant. For Trader in that site doesnt has any obligation on tax from government because this early begining new site.

People who don't have more money, they get the job for parking area in tourism site with pricing 2000 rupiah per vehicle, the visitor of this site per day around 2000 people so that means that it will be accumulated 4.000.000 rupiah per day. Earning of parking fee must be shared to the chief villager about 50:50 so they get parking fee 2.000.000 and divided into ten people so it will be accumulated 200.000 rupiah per day equal to 20 USD for each person. it is

accumulated as 600 USD per month, this earning fee parking area for personal member is also higher than people who work in the factory but this vacancy is limited to the member of villagers. The other people will be ticketing to the tourism site. Also higher than the other worker in this regency.

SELF-AWARENESS TO THE SITE ACCOMMODATION

Starting point of this site is not zero but when it is running to third month this share from ticketing to the chief leader is 25.000.000 rupiah and now going to 5 month the chief leader get 100.000.00 rupiah. It's fantastic share from new site to the chief leader as government reprsentative. The chief leader uses this money to build accommodation and access to this site. Now electricity is free for all traders in this site, and they build more bridge to get more beautiful view and also road access now is 80 % well. And left twenty percent it will be repaired by government money from province of West Java. As representative government chief leader take 50 : 50 from ticketing and parking fee area. regency goverment also surveilance this area staring 2 month ago and promising to help this chief villager to manage this site and get funding from province government and central government.

Investor also interesting to this site, and they ask to manage this site privately with share to all village member will get share, but chief villager and member of villager rejected of this kind of term from investor. Because not only about economic villagers concern is about culture and local wisdom to protect more. Such as ship battle and sundanese traditional music who always practice and perfomance on that site in every event.

SELF-AWARENES TO HALAL TOURISM

Henry Bergson (1979: 122) said may be there are group of people who dont have science, art, or phylosopy but it impossible people dont have religion.

Halal tourism is concerned by West Java province and also promoted to the all state on West Java province. On Karang Para site Halal Tourism is controled by Ulama or Islamic Scholar under MUI (Crutcil of Indonesia). Karang Para site crowded before night because of good wheater calm and also most of them worker so they can come to this site on the afternoon. To protect any involvment of decend activity from youth they will report it to scholar on that area, such as gambling on ship battle the crutcil on this site already give fatwa and prohibited gambling activity, if they break the rule that gambling activity will dismiss forcely by the scholar member and village member.

Food on this site already verified from crutcil of province and the trader buy from central market were the food already verified, but for the other food such as pork its already prohibition from distribution on thi regency if they were any activity on distribution pork it will be take an action by law through police on this regency.

HISTORICAL GEOPARK

Geology and landscape significantly affect the diversity of society and culture on planet earth. Currently, both nationally and internationally, there is no attempt to introduce such a geological heritage site. The UNESCO initiative supporting the establishment of Geopark is a response to the desire of many countries to increase the value of the earth's inheritance, where geological knowledge becomes a witness of the history of life. The continuous protection and development of Geological and Geodetic heritage through Geoparks supports the goals of Agenda 21. Agenda 21 is the environmental agenda set by the United Nations Conference on Enviroment and Development in Rio De Janeiro in 1992.

In 2002 the meeting continued in Johannesburg. The initiative of Geopark establishment becomes a new dimension to the protection of cultural and natural heritage, which emphasizes the potential interaction between socio-economic and cultural development with the conservation of the natural environment.

The Earth Sciences Division of UNESCO and the European Geopark group recommends the establishment of a National Geopark Network with the objectives of:
1. Environmental conservation
2. Earth science education widely
3. Local economic growth and development in a sustainable manner.

In February 2004 a group of UNESCO Geopark experts gathered in Paris and produced several important decisions such as:
1. Establish the existence of the Geopark Global Network

2. Receiving manuscript manuscripts and Geopark registration procedures on global networks
3. Receiving 17 old Geoparks in Europe and 8 new Geoparks in China becoming a member of the Geopark Global Network In Beijing, China (June 27-29, 2004) hosted the first International Geopark Conference, as a promotion of a worldwide Geopark network. The meeting was attended by government representatives from several countries and non-government communities.

The Geopark Global Network works in synergy with the UNESCO World Heritage Center, Man & Biosphere (MAB) of the World Network of Biosphere Reserve, national and international (government, non-governmental) groups affiliated with geological heritage conservation. In this case UNESCO will always cooperate, especially in terms of education, management (management), tourism, sustainable development and regional planning among network members. To date, 57 Geoparks from 18 countries have become members of the Geopark Global Network.

In particular, in 2000, the European Geopark Network was established which aims:
1. Protect the diversity of the earth
2. Promote geological heritage to the public
3. Supporting sustainable economic development in Geopark areas, especially through geo-development.

From the beginning only in 4 states, in July 2006 the Geopark further spread in 33 states in 13 countries in Europe. The European Geopark network itself was authorized by UNESCO in 2001, and in 2004 was given the responsibility to govern the membership of the UNESCO Global Geopark Network in Europe. All Geoparks in Europe have been developed into objects and attractions in the geo-tourism package. Geoparks scattered in various countries in Mainland Europe are located between the Atlantic Ocean, the SeaThe Sea, the Baltic Sea, the Mediterranean Sea, and the Black Sea.

Along with the growing appreciation in every country (especially China and Japan), the number of members incorporated in the UNESCO Global Geopark Network-is growing. From about 32 members in the years 2004-2005 grew to 64 members until the summer of 2009. China became the country with the most Geopark in the world. Of the 160 national Geoparks in the country, 8 Geoparks were listed as global Geoparks in 2004, then increased by 4 in 2005, 6 in 2006, 2 in 2008, and in 2009 added 3 more. Total, until 2009 China has 23 Geoparkglobal incorporated in UNESCO. In the coming years, Chinese Geoparks incorporated in the UNESCO Global Geopark Network will definitely continue to grow. The increase is in line with the various benefits that can be gained from the protection of the inheritance of the earth.

CILETUH GEOPARK

Ciletuh Geopark is one of tourism site in Sukabumi who served many destination of nature tourism. Ciletuh Geopark is one nature toursim object consist of beach, mountain and waterfall. This ancient rock toursim objeck coming from trough because of sliding down of plates 50-65 years ago. According to Indonesia toruism directory this site hve 10 spot water tourism the villagers name it Ciletuh (this is whole location or area), Awang (this name of water fall), puncak manik (water fall), palangpang (Beach), pabeasan (mountain name), aseupan (hill), cibanteng (area of site), cikepuh (area of site), cititem (beach), Sodong (beach), Ombak tujuh (beach), pangumbahan (beach), Ujung genteng (beach) etc.

According to stanley plog (1972) Ciletuh Geopark is one of goal for *alosentrik* tourism stanleys said there is three classification of visitor tourism one of the classification is visitor need many object and many attractive factor and new experience. When they come to one of tourism location they need new experience and also different form what the have seen before.

Name of cilteuh coming from sundanes language dirty water (word ci mean water letuh mean dirty). This location it will submitted and now accepted to the Geopark commitee to be first geopar in West Java province. View of ancient rock till waterfall is served fully and also we can relax in some of beach on that location too.

This access to this location through south of West Java such as Sukabumi city or directly thorugh Sukabumi regency from north access from Sukabumi city approximately 5 hours because road acces to this location is not good enough and also the road crossing the mountain with winding road situation. Before come to center of location we can see all view Ciletuh Geopark from tebing panenjoan this location in 250 Mdpl located in village taman jaya district ciemas Sukabumi regency. Tebing panenjoan coming from sundanes language that mean is edge of view. And nowdays this location is the entrance or ticketing area entrance.

In Tebing Panenjoan now solid building to all tourist to give a special photo spot. and also one of most favorite place in Ciletuh Geopark, and villagers call it this place heaven from sky.from this spot toursist can see half of bowl coming from combination mountain and hill and also in the end of view we can see beach part of hindia ocean.

VILLAGE STRUCTURE IN CILETUH GEOPARK

Structure of this villager most of them work as a farmer because of structur of this site consist of mountain and also fisherman because close to the beach part of hindia ocean. Education level in this area is high school because of access to universtity is too far in Sukabumi city or in bandung city approcimately 5 hours by public transportion to bandung aprroximatelly 12 hours. To distirbution of they production from farmer it will be collected by the agent but for fish from fisherman they have own market on that site such as ujung genteng, or ciletuh are it self. Untill now publict transportation to this area is pick up or truck who distribution of good vegetable or fish. So the public transportation to this location is zero. Because of that the good on this area is more expensive because of distribution cost still high. But now transnportation to this area using motorcycle for villagers.

SELF-AWARENESS TO THE UNESCO HERRITAGE

As we can see from the history this location is not accessible by the people, especialy from tourism activity but when self awarenes helping by the people who care about this site coming from intention from young local villagers now this site is one of new famous tourism site in West Java. Mr Dedi Suhendra is one hero to this location. He always promote this location in his facebook and he intent to make a Sukabumi facebook group and now this group hava a member more than 141 K people join this group. This site alwasy promoted and promoted by the other member of group facebook. Slow but sure this location is famous many people come to this site. From complaining of local tourist area to this group and viral to many people facebook including to the higher position group on this regency. And further and further taging to the higher position in West Java this location get more attention for example building new welcoming symbol to Ciletuh Geopark.

Before that welcoming symbol to this area made it by villagers from wood and funding it self by collected from member of villagers. Self awarenes of villagers also we can see from make guidline to this area with hand made from wood to guide people come this area because this area not have good acces and many way to access so to make is fast route to this location the villagers make it this action. After this location builded well and famous, regency goverment promoted this location in paris france, and also promoted by the west province in UK and many countries collaboration with minister of energy and mineral source. This site submitted to be UNESCO herritage and UNESCO organization survey to this location and 11 november 2015 ciletuh to be a Geopark thats mean is to be national Geopark. But this process not end yet, because West Java proince will make it happent to be a global Geopark the requirement that i mention above. It will be promoted in 15 septempber 2017 in osaka japan not only promoted but it submitted after all evaluation from committe international it will be finish in 2017.

Not only promoted by the people as a site tourism but also promoted by the researcher to be a place for knowledge, because of diversity biologi, ecology and geography make this place more interesting as a tourism education. Promoting by a researcher such as conducted by private company bio farma, or Insitute techology who was launching diversiity Ciletuh Geopark, Geopark and historical book talkng about Ciletuh Geopark make from self awarenes spreading more to increasing knowledge.

SELF AWARENES TO ACCOMODATION

Ciletuh Geopark was targetted to be global Geopark or international Geopark, because of this vision west province subsidiries this site with around 16 Million dollar equal to 221 Miliar Rupiah to build this site to be a global Geopark such as road access now it about 40 % persen finished it will be finish in december to make this road access. Not only road access such as other facility such as ticketing building, mosque and other facility to make this area more beautiful. Other faclity such as transportation it planning will be provide by the goverment, such as airport at cirete surade it processing to build it targeted will be finish in 2022. All access road not only going to ciletuh geopard but all area pasiing through to Geopark now already increase to get more better acces.

UNESCO itself when declared this site to be national Geopark has an obligation to make this UNESCO herritage to increase more facilitiy because of that UNESCO gift this site to make more access to connecting between one site to the other site 7 milion dollars. Nowdays that acces before using big rock now is more good access to reach this site.

SELF AWARENESS TO ECONOMIC SECTOR

Ciletuh Geopark now is a famous site in Sukabumi regency, because coming from self awarness now this site more famous in term of that many people come this site, more people coming in week end because of area is so far cant be reaching all site, all water fall in one day.on the first time researcher coming to that are the food shop just only three food shop, and for entrance is free, and parking manage it by the villager every visitor just only pay around 5.000 rupiah or equal itu 50 cent dollars. Because of many visitor come and the level of Geopark increase to be the national Geopark so this site manage it by the goverment and join with villagers.

So first case ecoomic problem on this village solve it unemployment, because all the workers coming from the villagers around that site. The new vacancy for all villagers such as parking area guard, ticketing employee, and also guidance to tourist or visitor. For ticketing also divided into two before this site manage it by the government this is fully ticketing or entrance for villager that mean all income from visitor for villagers. Every single water fall we have to pay 5000 rupiah equal to 50 cent dollars.

Second economic problem solve, before to acces this site it very difficult because of access to this area is not good. With road condition, and also safety to this area is not well manage it. But when grant from regency goverment, from west province, federal goverment and from UNESCO itself out. This road access is better 80 % than before, so the distribution food, good so the cost to distibute that more cheaper than before. So living cost also reducing and also to sell the good produced by that villager can be sold directly to the market not collected by the agent.

Third is income for all traders, because of many people come and visit and they will stay from 5-6 hours and people will need it food. So when the trader provided for food so the customer will buy and that mean increasing income for the trader, when i interview trader they will get omzet perday around three hundred thousand rupiah that mean every single month they get totally omzet nine million rupiah. When they will get 20 % profit so they will get 1,8 million evey single month.

Before that they have fisherman market because people or visitor come so the fish market income will increase, and they trader who provided bake of fish or anything food services made it from fish it will be get more income.and also restaurant on that area every weekend will increase their income. But before the site to be tourism site this restaurant just only for vllagers on that area.

Fourth income for hotel and accomodation, we alredy know that location is so far and need two days to explore all water, fall beach, and mountain so because of that many villagers open it guest hous the cost is around 3 hundred thousand rupiah till 4 hundred thousand rupiah per day, so the income of the villagers also increasing. They said every single weekend guest house full. So when it time two days, every week the villagers will get 800 thousand rupiah, when time to a month 800 x 4 weeks so they will get 3,2 milion rupiah. Is higher income than labour who work factory. Not only guest house they also provided rent a car to acces forest road.

SELF-AWARENES TO HALAL TOURISM

Al-Syaibani (1979) said that humankind tend to believe to high power position and most superior who master this universe. This tend bring when they are born. So human will to be hold religion, and willing of human kind increase along side wiht they level of knowledge. Sense of human finally will admitted that God is exist (ahmad tafsir :51)
Erich Fromm (1976:24) said devotion to power of transcendent is one expression of need on perfect of life. Therefore, no one who doesnt have need to religion.

This site manage it by mayority of muslim, that mean all food and good must be clean from haram sourse, but not closing that haram food will provide some people. On this area when it so far from city but islamic teaching and learning hold it thightly in this area. islam spread to this area and to be a majority religion, and ulama or scholar it must be asking center to any problem, marriage, hibah, waqaf, and certain isue. Sometime political issue people just follow ulama without any question. So everyhting issue for example halal or not halal they will asking to ulama in this area MUI or cruticil is the one who hae decision to this kind of situation.

Not only halal interm of food, but also halal interm of relation between men and women they will asking are you married or not, if not married you cant stay together. But because of globalization some owner they dont care about that, so they will accept it all the customer, but some of the villager will report it this case to the ulama, so ulama will talk to this owner. And they will obey some time temporary but some of them permanently obey this kind of rule.

From self awarenes people also interm of asian and Indonesia culture they will care about ore they neighbour, eveyrthing issue easyly will take a part. So anything about haram activity will care more about.

SELF AWARENESS TO EDUCATION

Different from Karang Para, this location because long enough than Karang Para. On Ciletuh Geopark interm of education change significantly. Because many people from foreign and abroad effect from promotion in paris, UK and other country and also will promoted to be global Geopark. For the first time they will think this location just only for local touris, but when foreign tourism increase day by day, month by month. So the villagers also think must be increasing on education especially in englihs language and other foreign langue.

Coming from need, and also interm of increase their local income from guest house by accepting foregn people, and also gudied foreign people. This villagers open english course that mean people who understand about english by self awarenes to open this kind intsitution. Now already 6 language center or english course open this area, and most of people who join this course in high school level. in education especially in language center they were increase.

The researcher also see because of access now already good and they can use motor cycyle to center of city some people of them they take unversity. And some university such as UMMI univesity opening class in jampang so in the next following years many people will join this kind of university. So that mean following from acces, economic sector increase the education also will crease litlle by little.

IMPORTANT TOOL OF SELF-AWARENESS

From self awarenes actualy this site increase to be more famous, but not only from self awarenes but there is information technology development especially in media sosial. Data from minister of information that Indonesian people using internet is 63 miliion people and 65 percent of them using media sosial. Indonesia rank in the world is number 6 people who using media social after, India, Brazil, Japan. That mean many opportunity coming from media social as a media to promote something. Even on promoting electoral vote for presiden Indonesia people using media social. So the power media social in Indonesia is greater than the other media.

Top 25 Countries, Ranked by Internet Users, 2013-2018 millions								2013	2014	2015	2016	2017	2018
	2013	2014	2015	2016	2017	2018	14. Turkey	36.6	41.0	44.7	47.7	50.7	53.5
1. China*	620.7	643.6	669.8	700.1	736.2	777.0	15. Vietnam	36.6	40.5	44.4	48.2	52.1	55.8
2. US**	246.0	252.9	259.3	264.9	269.7	274.1	16. South Korea	40.1	40.4	40.6	40.7	40.9	41.0
3. India	167.2	215.6	252.3	283.8	313.8	346.3	17. Egypt	34.1	36.0	38.3	40.9	43.9	47.4
4. Brazil	99.2	107.7	113.7	119.8	123.3	125.9	18. Italy	34.5	35.8	36.2	37.2	37.5	37.7
5. Japan	100.0	102.1	103.6	104.5	105.0	105.4	19. Spain	30.5	31.6	32.3	33.0	33.5	33.9
6. Indonesia	72.8	83.7	93.4	102.8	112.6	123.0	20. Canada	27.7	28.3	28.8	29.4	29.9	30.4
7. Russia	77.5	82.9	87.3	91.4	94.3	96.6	21. Argentina	25.0	27.1	29.0	29.8	30.5	31.1
8. Germany	59.5	61.6	62.2	62.5	62.7	62.7	22. Colombia	24.2	26.5	28.6	29.4	30.5	31.3
9. Mexico	53.1	59.4	65.1	70.7	75.7	80.4	23. Thailand	22.7	24.3	26.0	27.6	29.1	30.6
10. Nigeria	51.8	57.7	63.2	69.1	76.2	84.3	24. Poland	22.6	22.9	23.3	23.7	24.0	24.3
11. UK**	48.8	50.1	51.3	52.4	53.4	54.3	25. South Africa	20.1	22.7	25.0	27.2	29.2	30.9
12. France	48.8	49.7	50.5	51.2	51.9	52.5	Worldwide***	2,692.9	2,892.7	3,072.6	3,246.3	3,419.9	3,600.2
13. Philippines	42.3	48.0	53.7	59.1	64.5	69.3							

Note: individuals of any age who use the internet from any location via any device at least once per month; *excludes Hong Kong; **forecast from Aug 2014; ***includes countries not listed
Source: eMarketer, Nov 2014
181948   www.eMarketer.com

Table 1: The list of Indonesian ranking Using Internet

Event for information now people in Indonesia using electronic news or using web news. Because development this media communication such handphone to android that make it easier to user accessing internet, now most of them using their mobile to access news, or anything information. That way through social media and willing people to develop one area to be a famous area, bargaining area will make it happen and more faster than using other media. Cost is one reason why this media social to be mor favorite, charging of using media soscial only sixty thousand rupiah per month cheaper than we have to announcing in newspaper or in television. For new site when the opportunity it will be 50:50 it will be get advantage or getting lost after promotion one site depend on how good they are using for marketing to all people and attract people to visit that site. media social is one better solution for all new site, for all new discover site.
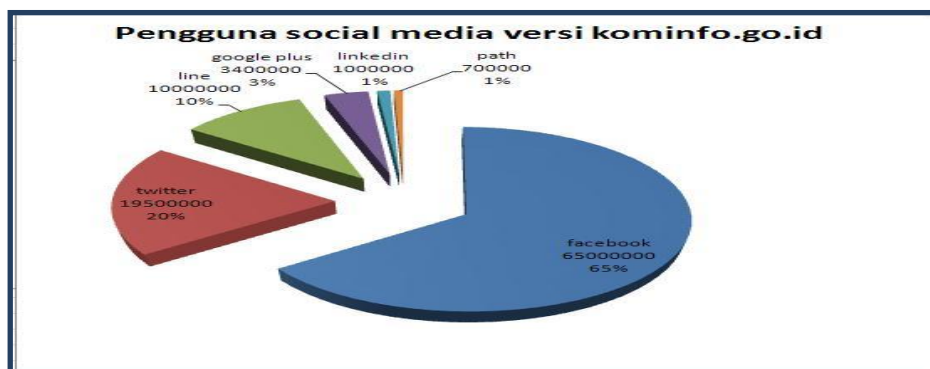
Table 2: Indonesia Favorite Social Media

Many new dicover of site in Indonesia especially in West Java, their promoting with media social but self awareness not existing from this villager or people caring about that site, manage it that site lower than any other site, coming the result that site will be abandoned by the villagers and also abandon by tourism as well. As researcher said above many site in West Java manage by local villagers. So when it abandoned by villagers mean goverment also abandoned along side with abandoned villagers. For example, karang numpang, curug sawer, gua lalai. Gununng sunda, now this place abandoned because of the result or income not fast and bigger than they work in other sector, all young age people choose other sector because other sector guarantee more income than manage new locat site tourism.

CONCLUSION

This research found the result that self awarenes is a main source to discover the new site, and from self awarenes also can bring to the social awarenes who can work together and also make a change and develop new site and also maintinance so the new site will exist forever. From self awareness makes the social awarenes gets a huge achievment not only on economic sector but also accomodation sector, access sector and also to obey of order from religion on this case is islamic religion interm of halal environment and also halal food for they daily life and also serve for visitor or toursim who came to that site.

Self awarenes also needed tool to make this idea, individual ideal, bring to the social idea and accepted by whole people interm of beuatifully of spot tourism, also interm of idea to make this spot more famous, great income and big advantage for local villagers and also for all villagers around the area. From social media this idea spread without cost and also fast than the other tool.

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