



Public Perception in the Development of Curug Parigi Tourism of Bekasi City, Indonesia

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ABSTRACT

The development of Curug Parigi tourism in Bekasi City is intended to create a beautiful Bekasi City tourism and build a better community economy. This research aims to discover the mechanism for developing Curug Parigi tourism in Bekasi City and the results of Curug Parigi tourism development in Bekasi City. The theory used in this study is the theory of modernization development from Alex Inkeles and David H. Smith as the core theory and Talcott Parsons' structural-functional theory as the operational theory, as a foundation function to understand and strengthen conditions or phenomena in the field. This study uses a qualitative descriptive method that describes and explains the area. Using observational data collection techniques, in-depth interviews, documentation, and literature studies in the Cikiwul Village. The data analysis was carried out using qualitative data analysis. The results of this study indicate that the entry of industrialization in the city of Bekasi in 2000 did not necessarily make the community progress and get used to the changes that occurred in their lives. It took years to adapt to modern life so that after people get used to changing, they can utilize and develop natural potential, namely Curug Parigi. The development of Curug Parigi invites many perceptions in society. Many people are happy with the result of the beautiful Parigi waterfall. There are also many people's opinions who are disappointed because the development of the Parigi waterfall is not perfect because the facilities needed in a tourist attraction have yet to be fulfilled.

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1. INTRODUCTION

Tourism is part of the industrial sector in Indonesia, which has bright prospects and enormous potential and opportunities to develop. This opportunity is supported by natural conditions, such as geographical location and conditions (oceans and land around the equator), fertile and panoramic soil layers (due to geological ecology), and various fauna that enrich the contents of the land and sea. According to Indonesian Law No. 9 of 1990, tourism is related to tourism, including the refinement of tourist objects and attractions. Tourism is an activity that directly touches and involves the community, thereby bringing various benefits to the local community and its surroundings. Even tourism is said to have extraordinary breaking energy, which can make local people experience metamorphoses in multiple aspects. Tourism has many benefits for society (Rahman & Anwar, 2022).

The benefits of tourism can be seen from various elements or parts, namely the benefits of tourism in terms of economy, socio-cultural, environment, social and scientific values, as well as opportunities and employment opportunities (Sjoraida et al., 2019).

Tourism is currently very much talked about by people because by developing the tourism sector, the influence on other sectors is considerable; therefore, the demand for tourism is increasing along with the level of human needs growing yearly. In the 1999 GBHN, it is stated that tourism development continues to be improved and developed to increase the country's foreign exchange earnings, widen and equalize employment opportunities, encourage regional development, improve people's welfare and prosperity, enrich national culture, and maintain national personality for the sake of selecting values. Religion strengthens friendship between nations, fosters love for the motherland and keeps the function and quality of the environment (Rahman & Bukhori, 2022).

With the development of tourism, it is felt by the community around the tourist object that it is an advantage, especially from a material perspective, that can increase their income. Another advantage of developing tourism objects is the construction of convenient facilities for getting to the tourist sites, such as transportation, lodging, stalls selling souvenirs, and so on. Besides that, it will also open people's insights about the outside world. This happens because of direct interaction between residents and tourists. The development of tourism areas indeed only grows just like that with any effort being made. Therefore, the availability of facilities and infrastructure is very much needed to develop this sector into one of the mainstay sectors. The country of Indonesia has various kinds of tourism potential, both natural tourism and cultural tourism, because Indonesia has different tribes, customs, and cultures and because of its geographical location. Indonesia is a tropical country that produces the beauty of nature and animals (Yoeti, 2003).

Indonesia has a considerable area supported by various natural resources that have the potential to be processed and utilized (Supriatna, 2016). In addition, the Indonesian state is also rich in regional cultural arts, customs, and historical heritage, and what is no less attractive is the beauty of its natural panorama, which has the potential to be adequately developed. Indonesia, especially West Java, has Tourism Destination Areas such as Pelabuhan Ratu Sukabumi Beach, Pangandaran Beach, Mount Tangkuban Perahu Bandung, Cianjur Nusantara Flower Park, etc. These tours are natural resources successfully processed and utilized by the local community. In tourism, Bekasi City is less attractive. Bekasi City is the fifth major city in West Java Province, Indonesia. Bekasi is better known to the public as an industrial city whose green land may have been entirely flooded by people.

Not many people know that Bekasi City has a hidden, beautiful, and exciting natural wealth, namely a waterfall. This waterfall is the only waterfall in Bekasi City because waterfalls are usually only found in highland areas such as Bandung, Bogor, Sukabumi, and other highland areas. This is interesting because Bekasi City is not an area with such a possibility. The waterfall is named Curug Parigi, located on the 5 Kali Bekasi base road, precisely, at Cikiwul RT.001 RW. 006 Cikiwul Village, Bantargebang District, Bekasi City. In the 1980s, Curug Parigi became a cheap tourist destination. The clear water, dense vegetation stretches along the road, and red soil and the fresh air of Curug Parigi are a magnet for tourists. Parigi Waterfall is a stunning waterfall with a lot of charm and uniqueness. For those who already know Curug Parigi, either directly or indirectly, many people say that Curug Parigi is the Indonesian version of Niagara. Niagara itself is a beautiful waterfall tourist destination in America. In addition, the location of the Parigi Waterfall, which is close to many industries, has its characteristics, and this makes it unique because the Parigi Waterfall is like a hidden pearl in the city of Bekasi.

Tourists who visit are residents of Bekasi City and from outside the city and even foreign countries. Curug Parigi is often used as a filming location for FTV, soap operas, reality shows, and feature films. How far modernization has spread, the large number of shopping and industrial centers has made the people of Bekasi City a society with a modern, consumptive, and materialist lifestyle. People are starting to leave the beauty that the City of Bekasi owns. Habits such as traveling to cool places to see the beautiful scenery around Curug Parigi have now turned into spending time traveling to modern places, such as visiting malls, fantasy worlds, etc. This is the cause of not maintaining Curug Parigi properly, which affects the existence of Curug Parigi. The insensitivity of the local community in protecting the environment also causes environmental pollution, which causes an unpleasant smell from the waterfall.

In addition, at Curug Parigi, several horrific incidents have created a negative societal perspective. If left unchecked, this will mushroom and become a societal mindset, which can cause no one to know or even want to visit Curug Parigi. This is, of course, one of the obstacles to the development of Curug Parigi. Seeing Curug Parigi's potential, it is a shame if it does not get a response or action from the community and local officials. Given that Curug Parigi is a beautiful natural resource and the only waterfall in Bekasi City that must continue to be developed. Therefore, there is a need for public awareness of the importance of maintaining and, caring for and

utilizing the environment, especially in the Curug Parigi area. With the existence of public awareness of this, and with the assistance of the local government, there will be sweet fruit that will make Curug Parigi better and can become the community's favorite tourist destination.

Perception means to accept or take. It is one of the essential psychological aspects for humans in responding to the presence of various aspects and symptoms around them. Several experts have provided multiple definitions of perception, although they have the same principle meaning. Perception is the experience of objects, events, or relationships obtained by inferring information and interpreting messages. Meanwhile, according to Slamento, perception is a process that involves entering messages or information in the human brain and continuously making contact with the environment through the senses, namely sight, hearing, touch, taste, and smell. One of the reasons why perception is so important when it comes to interpreting our surroundings is that each of us perceives, but perceives differently, what is meant by an ideal situation. Perception is an almost automatic process that works similarly for each individual but typically produces different perceptions (Rakhmat, 2009).

According to Rakhmat, they are classifying it into three components, namely, the affective component, the cognitive component, and the connotative component. The first component affective, which is the emotional aspect of sociopsychological factors. The cognitive component is the intellectual aspect, which relates to what humans know. The connotative component is the volitional aspect, which relates to habits and willingness to act. According to Bimo Walgito, perception is a process that is preceded by sensing, namely the stimulus process by the individual through a sensory process. However, the process does not just stop; the stimulus is continued and further processed, which is the process of perception. According to Leavitt Harold J, perception can be seen in a narrow sense, namely vision, how someone sees something, while in a broad sense, it is a view or understanding, namely how someone perceives or interprets something (Leavitt, 1978).

The perceptual process cannot be separated from the sensing process, which is a precursor to the perceptual process. Sensing can be interpreted as a stimulus an individual receives through a receptor device called the senses. The senses are the link between the individual and the wider world. From the stimulus sensed by the individual it is organized and then interpreted so that the individual is aware of and understands something that is sensed, creating a perception (Preston & Wegner, 2005). Hence, perception is a process that starts from sight to the formation of responses that occur in individuals who are aware of everything in their environment through their senses and provide an assessment (R. K. Anwar et al., 2019).

Tourism is temporarily leaving a person or more to another place from outside their residence for a reason and not to carry out activities that generate money. According to James J. Spillane, tourism is traveling for enjoyment, seeking satisfaction, knowing something, improving health, enjoying sports or resting, carrying out assignments, and making pilgrimages. Kurt Morgenroth put tourism in a narrow sense, namely the traffic of people who leave their place of residence temporarily to go on a cruise elsewhere, solely as consumers of the fruits of economic and cultural results to fulfill their life and cultural needs or desires. That varies from person to person. According to Guyer Freuler, tourism in the modern sense is a phenomenon of the present time that is based on the need for health and change of weather, conscious evaluation, and fostering love caused by the association of various nations and social classes. According to Herman V. Schularard, tourism is several activities, especially those related to the entry, residence, and movement of foreigners in and out of cities, regions, or countries. Hence, tourism is a temporary activity carried out by individuals or groups to enjoy the trip and to fulfill various desires. Tourism is an activity that directly touches and involves the community, thereby bringing various benefits to the local community and its surroundings (Pereira et al., 2018).

Tourism can be said to have extraordinary breaking energy, which can make local people experience metamorphoses in various aspects. Tourism has many benefits for society and even for the State; the benefits of tourism can be seen from various aspects, namely the benefits of tourism in terms of economy, socio-cultural, environment, social and scientific values, as well as opportunities and employment opportunities. The development of the tourism sector is an integral part of national development and is related to the development of other sectors. Therefore, the success of tourism also determines the success of national development. It has been previously stated that tourism development and activities reach the country due to tourist attractions such as beautiful beaches, hills with beautiful panoramas, diverse customs, and unique and rare flora and fauna, instead located in remote corners of the archipelago. This is also why tourist trip patterns are designed for remote areas or villages (Karampela & Kizos, 2018).

Tourism development tends to be sought not to be concentrated in urban areas but rather to be directed to inland or coastal areas free from urban noise. Thus, tourism will be a field/activity that plays a vital role in supporting regional development. Domestic development continues to be developed and is primarily directed at

fostering a sense of love for the motherland and nation in instilling the nation's soul, spirit, and noble values to further strengthen national unity and integrity in addition to increasing economic activity. Efforts to foster and develop domestic tourism are also aimed at improving the quality of the nation's culture, introducing a wealth of historical heritage, and natural beauty including the marine environment in various regions throughout the country. In this regard, the service and organization of tourism for the community, especially teenagers and young people, need to be improved. Considering their group is a potential market to work on. Apart from that, it is also to better show the existence of the Indonesian nation in the international world (D. F. Anwar, 2020).

Parigi Waterfall (Curug Parigi) is located in Cikiwul Village, Bekasi City. The stream that flows from top to bottom makes it look like a mini version of Niagara Falls that is no less beautiful. The origin of the mini waterfall is from the formation of rock excavations for Jalan Raya Narogong. When Jalan Raya Narogong was about to be built, the Department of Highways took stones from this waterfall. The rock hill that comes from this waterfall. The rock that was trying to be destroyed by using heavy equipment, but the entire rock hill could not be broken.

Until finally, the rock hill was shaped like a waterfall. "Since this rock has a hard top, rock, it will turn into nyurug," said a local resident. After the stone mining was carried out and Bina Marga left the location, local residents also carried out sand mining at the former stone mining site. At that time, residents only dredged the sand with makeshift tools, even using their hands. Over time, the location of the rocky hill turned into a wide and elongated waterfall. This wide and elongated waterfall turns out to be a wonderful sight for the environment there.

The theory of development is a series of theories used as a reference for building a society. The importance of paying attention to development theory emerged when developed countries intended to change the conditions of the third-world community. Development theory in the social sciences can be divided into two major paradigms: modernization and dependency (Mustari & Rahman, 2012).

The paradigm of modernization theory includes macro theories about economic growth and social change and micro theories about individual values that support the change process. Meanwhile, the dependency paradigm includes theories of underdevelopment and world system theory according to Larrin's classification. In contrast to Larrin's classification, Tikson divides it into three classifications of development theory: modernization, underdevelopment, and dependency. In this study, researchers used the theory of modernization. From several modernization theories, the researcher used the modernization theory of Alex Inkeles and David H. Smith, which is related to this research. Modernization theory carries the spirit of development to change society from the traditional era to a modern society. It is starting from the economic, cultural, social, and political values that the people believe of developing countries. The theme of modernization has always been a measure of the progress of society.

Alex Inkeles and David Smith discussed the human factor's importance as an important component of supporting development. Development is not just a matter of supplying capital and technology but also requires people who can develop these materials to be productive. For that, modern humans are needed. In Inkeles and Smith's famous book *Becoming Modern*, the characteristics of modern humans are mentioned, which include things such as openness to experience new ideas, present and future orientation, having the ability to plan, and believing that humans can control nature. Not vice versa, and so on (Aarseth et al., 2016).

What is essential from Inkeles and Smith's theory is about the formation of modern humans. At first, they stated that humans can be fundamentally changed after becoming adults, so no human remains traditional. That is, by providing the right environment, everyone can be transformed into a modern human being after he reaches adulthood.

From the results of their research, Inkeles and Smith found that education is the most effective way to change people. The impact on education is three times stronger than any other endeavor. Then, work experience and introduction to the mass media is an effective second way. Inkeles and Smith emphasized work experience, especially work experience in factories, as a factor that played a significant role in transforming traditional people into modern ones. In other words, a traditional human being can be transformed into a modern human being if developed in modern work institutions.

There are many variations of the theory belonging to the modernization group. Here are some theories that represent some of the modernization schools of thought, namely, theory that emphasizes the existence of social and political institutions that support the development process before take-off begins. Rostow's theory (emphasizing the take-off process) and Hoselitz (discussing the institutions needed before take-off). Hoselitz emphasizes concrete institutions. Political and social institutions are needed to raise significant capital and supply technical, entrepreneurial, and technological workforce.

Inkeles concludes that modernization will not result in the emergence of psychological dependence on people from third world countries. In other words, modern humans will not show greater symptoms than non-modern humans from tension or other psychological ailments that may be experienced. The main objective of

economic development is to enable everyone to achieve a decent standard of living. However, no one's progress of a country or nation should be measured by Gross National Income and per capita income. Development also includes the idea of political delification, as seen in a process of stable and orderly government based on the expressed will of the people (Postoutenko, 2022).

This research was conducted in Cikiwul Village, Bantargebang District, Bekasi City. The reason the researchers took this location was because the location of the Parigi waterfall was in urban areas, where there was a lot of industrialization around the Parigi waterfall. Besides that, this location is close to the author's residence, so it is easy to reach and makes it easier for the writer to retrieve the data and other things in conducting research.

2. RESULTS AND DISCUSSION

Cikiwul Village is one of the Villages in Bantargebang District which consists of 7 (seven) Community Units (RW) and 32 (thirty two) Neighborhood Units (RT) with an area of 525,351 Ha, and a population of 18,711 people. Consists of 9,615 men and 9,096 women. The location of the Cikiwul Village is very strategic when viewed from a geographical aspect. Bekasi City is a partner of the Republic of Indonesia's Capital City, which is directly adjacent to DKI Jakarta Province which functions as a residential, service and trade area, small and medium industries are a burden for Bekasi City in general, especially the Kelurahan Government towards provision of various kinds of social facilities and infrastructure for the benefit of society.

Cikiwul Village itself has advantages that are different from the others. In addition to industrial development, Cikiwul Village has an enchanting natural resource, namely Curug Parigi. Curug Parigi is a container that is often used by people for tourism. The location of Curug Parigi which is hidden because it is in the middle of an industry is the main attraction and amazes the tourists who come. Many of the tourists do not believe in the existence of Curug Parigi because of its hidden location. Because of its hidden location, Curug Parigi is not well known by the public, especially the people of Bekasi City.

Even so, Curug Parigi is never empty of tourists. Tourists who come not only from within the city, but from outside the city and even abroad. Therefore the local government continues to strive for the development of Curug Parigi so that it can become a tourism destination which can become a new icon for Bekasi City of West Java, Indonesia. In the socio-cultural life of the community in the Cikiwul sub-district, Bantargebang District, a pattern of kinship and mutual cooperation is still instilled in dealing with any problems that arise, while still adhering to the principle of deliberation for consensus, so that every problem can always be resolved/solved through deliberation for consensus. This kind of culture continues to be developed to avoid other foreign cultures and avoid other foreign cultures and avoid the vigilante culture which can damage the image and order of a well-patterned society.

Curug means "waterfall" in Sundanese. Curug Parigi is located in Cikiwul Village, Bekasi City. The river flowing from top to bottom makes it look like a mini version of Niagara Falls which is no less beautiful. The origin of the mini waterfall is from the formation of rock excavations for Jalan Raya Narogong. When Jalan Raya Narogong was about to be built, the Department of Highways took stones from this waterfall. The rock hill that comes from this waterfall. The rock that was trying to be destroyed by using heavy equipment, but the entire rock hill could not be broken.

Based on the Law of the Republic of Indonesia No. 10 of 2009, Tourist Attraction is explained as everything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and man-made assets that are targeted or visited by tourists. Oka A. Yoeti stated that tourist attraction or "tourist attraction", the term that is more often used is everything that attracts people to visit a certain area (Yoeti, 2013). So, it can be said that tourist attraction is everything that has attractiveness, uniqueness and high value, which is the goal of tourists coming to a certain area. Curug Parigi is a tourism area located in Bekasi City. Curug Parigi offers a variety of natural beauty that is not usually found in Bekasi City. Location in urban areas and adjacent to Limited Liability Company, this makes Curug Parigi has a uniqueness which is an attraction for tourists.

The existence of Curug Parigi originates from a flat surface that people use to dig sand and stones. Then, the rocks swayed and eventually was crushed by water. The water used to be small, after a while the small water became big and elongated. This water is sourced from Katulampa water. And the excavation site finally formed a waterfall called Curug Parigi.¹ One of the functions of social media is to connect. To connect is not just for people who are in the same area. But all the people who are in parts of the world. We no longer need to be acquainted in person, because with social media we can get acquainted and know some information about that person. Starting from the place of residence, education, to the moment that is immortalized. This progress has had a tremendous impact on society.

¹ Ibu Jamih pedagang sekaligus informan kunci. Wawancara pada tanggal 20 April 2017 pukul 10.00 WIB.

Curug Parigi is one of many tourism areas that are known through social media, namely Instagram. In fact, through this social media Curug Parigi is known abroad. It is proven that Curug Parigi is often visited by tourists from various parts of the world. On national holidays, Curug Parigi is never empty of visitors. The lack of existing facilities at Curug Parigi does not reduce the interest for tourists to visit Curug Parigi. The bustle of Curug Parigi nature tourism makes a special impression on the local community and tourists. The community, which was previously insensitive in protecting the environment, is now slowly changing their lifestyle.

Curug Parigi is getting busier, making the local government not want to waste this opportunity. One of the government's efforts in developing Curug Parigi is cleanliness. The local government mobilizes troops almost every week to mobilize several people to be directly involved in cleaning up the trash around Curug Parigi. Given its location close to the PT, we do not want the water to be polluted with garbage or sewage. The Karang Taruna youth organization is also working to make Curug Parigi even more attractive. One way is by charging an entry fee.

In addition, Mr. Warsim, the Chief of Cikiwul Sub-district, stated that he was very confident and optimistic about the construction of Curug Parigi. Starting from the planning, capabilities and budget. He has also discussed the issues that are a problem related to land acquisition, just waiting for a definite result. In addition to the land acquisition problem, there are also other problems, namely regarding the location of the Parigi Waterfall, which borders Bogor, so the processing of the Parigi Waterfall cannot only involve the City of Bekasi. So, this problem must be resolved by involving Bogor Regency, which means this development must also be completed with the Province of West Java (Mr Warsim, Head of Cikiwul Village. Interview on May 16, 2017).

Mr. Amud, as the financial staff, also shared his opinion regarding the construction of Curug Parigi. He said that he agreed with the tourism development of Curug Parigi. Apart from its natural beauty, Curug Parigi has many other potentials to be developed. The community and the government will work together more strongly in solving problems to make Curug Parigi a good tourist area (Mr. Amud, Bantargebang District finance staff. Interview on May 16, 2017). Based on the prerequisites needed in Curug Parigi tourism development, when viewed from the economic factor of Curug Parigi, besides absorbing tourists because of its natural beauty, Curug Parigi has also grown many new SMEs in the community around Curug Parigi. Moreover, from the socio-cultural factors, society has become more open and sensitive to the progress of the times so that people can adapt to today's life. So, it can be concluded that Curug Parigi has met the prerequisites for development.

In today's digital era, people are increasingly open to new things. Starting from new knowledge, new environment and new friends. For this reason, it is hoped that the community will continue to carry out the mission of Curug Parigi, namely to become beautiful, clean, and beneficial tourism for the surrounding community. In addition, the purpose of developing the Parigi Waterfall is also to develop the local community's economy because with the bustling tourist sites, the community's economy will be more crowded.

Slowly but surely, Curug Parigi has become a beautiful waterfall and can benefit the local community. The number of business stalls in Curug Parigi is increasing, seeing that the large number of tourists who come stimulates the local community to use it to find rupiah coffers. Mrs. Wiwin, a trader, said that she was not a trader before Curug Parigi came to the public's attention. After Curug Parigi became busy, Mrs. Wiwin immediately used it to open a small business. From these small businesses came rupiah coffers that could help the family's economy (Mrs. Wiwin, trader. Interview on May 20, 2017). It will improve and become a new icon of Bekasi City (Mrs. Nurtati, cadre of Family Welfare Development. Interview on May 6, 2017).

Similar but not the same, Ms. Shinta did the 2008 Al Falah MTS Reunion at Curug Parigi. The location of this reunion was Adam's house, but because of the close distance to Curug Parigi, the people who were holding the reunion wanted to hold this activity at Curug Parigi. The enthusiasm of the reunion participants for Curug Parigi was extraordinary, considering that Curug Parigi is now more beautiful and has become the talk of the community. So, it is an honor to visit and take pictures at Curug Parigi (Mrs. Shinta, housewife. Interview on May 7, 2017).

One of the event participants, Adam, also expressed a similar opinion. He expressed his pleasure with the development of Curug Parigi, with the location of Curug Parigi being close to his house, he really understood the many differences that existed after Curug Parigi was developed. However, Curug Parigi still has many drawbacks, namely when it rains, the water from the Parigi waterfall will emit an unpleasant odor because it is mixed with waste from factories around the Parigi waterfall. Therefore, he hopes that the government will find a way so that during the rainy season, Curug Parigi's water remains clean and maintained. Because he feels sorry for tourists who come during the rainy season who cannot see and feel the beauty of Curug Parigi Adam, Employee, Interview on May 7, 2017). Most of the tourists who visit Curug Parigi are those who find information through social media, both through social and mass media such as Facebook, Twitter, Instagram. As Daniel Lerner (Shah, 2011) pointed out, that the basic aspects of modernization are urbanization, industrialization, democratization, secularization,

education and the role of the media, all of which take place in relation. This indicates that the mindset of the people has also changed to become more open and have broad insight, this exists because they have their own criteria in expressing tourism spots that according to them are ideal and hope that Curug Parigi will be better in the future, this is simply the eye is not only for the benefit of the local community and tourists, but also for the benefit of the City of Bekasi, which will have additional APBD cash from Curug Parigi tourism.

It can be seen that the community is very enthusiastic about the current Parigi waterfall development. Almost all informants who were interviewed by researchers said that they strongly agreed with the development of Curug Parigi. They argue that the development of Curug Parigi must continue to be developed so that Curug Parigi becomes a family favorite Curug Parigi tourism destination. And most importantly, Curug Parigi will become a new icon for Bekasi City. Because this gives a distinct impression to the City of Bekasi, which is generally an industrial city, but has a treasure, namely Curug Parigi.

In addition, the beauty of Curug Parigi, which resembles a mini version of Niagara, is an attraction for tourists who want to visit. In the development effort, of course there are several things that must be considered in the development of Curug Parigi, namely the existence of public facilities, such as resting places, prayer rooms and public toilets. This is a priority that must exist in a tourist spot. Because this is related to cleanliness which is the key to the beauty of Curug Parigi as a tourist spot. And the local people really regret that during the rainy season, Curug Parigi often emits an unpleasant odor, so that the water foams. The community hopes that the government can solve these problems so that Curug Parigi tourism remains beautiful and busy in the dry and rainy seasons. In addition, street lighting must also be considered in order to provide a sense of security and minimize the level of crime that occurs in Curug Parigi.

Based on the results of this study, the researchers associated it with one of the theories of modernization, namely the theory of modern humans from Alex Inkeles and David H. Smith (Depaepe Paul, 2008). In this study it is said that in the 2000s industrialization entered the Bekasi City area. The entry of industrialization is expected to be able to develop the economy of the local community itself.

Bekasi City is a fifth major city located in West Java Province, Indonesia. Bekasi is a sub-urban area, and is a satellite city that supports a large city, namely Jakarta. Bekasi, which is developing, is not only a place for urbanites to live, but has also developed into a city of industrial goods and services. The area which was formerly an agricultural area, has been transformed into a city dominated by industrial activities.

The rise of modernization in Bekasi City has made people adapt to increasingly modern times and switched to choosing new and more modern tourism options compared to Curug Parigi. Parigi Waterfall is not maintained because it is no longer a community concern. Entering the 21st era, amid industrial advancement, urbanization, and technology, people have been able to adapt well in life. With a modern lifestyle, people have turned to technology in terms of finding information, entertainment, and so on by the functions of technology that can make "everything gets easier". Curug Parigi tourism has also become one of the conversations of the community on social media. Its hidden beauty and location make it an attraction for tourists curious about the existence of a Parigi Waterfall in Bekasi City. This shows that with good adaptation and the correct use of technology will increase the existence of Curug Parigi Tourism.

The bustle of tourists visiting the Parigi waterfall has a positive impact on the socio-economics of the people of Bekasi City, especially the people around the Parigi waterfall. Curug Parigi, which is getting busier, makes people enthusiastic about opening their business, even if it's small, but the community already has a long-term plan to think about and take advantage of it. The crowds of Curug Parigi also make the community's interaction and knowledge wider, with the presence of out-of-town and even foreign tourists, making people more open in their knowledge. What needs to be considered here is the development of human resources. In particular, the ability of people in foreign languages. If this can be done well, then the interaction will be better.

The increasingly crowded Parigi waterfall also gave a good response from the local government. The government has been trying to build Curug Parigi. Now the government has initiated a routine program to clean the Parigi waterfall so that the Parigi waterfall is kept clean. Even though there are obstacles in its development, namely land disputes, the government is still trying to solve it with this development plan. At present, Curug Parigi tourism development has entered the final DED process which will issue the results of the tourism development planning for Curug Parigi. With the development of Curug Parigi tourism which is increasingly crowded, the perception of tourism arises. Based on the results of interviews, most people are happy with Curug Parigi which is growing. Not many people also complain about the lack of facilities at Curug Parigi.

Based on the theory used, namely modernization theory and functional structural theory (Parsons, 2017), this theory can answer the problems that occur in the development of Curug Parigi tourism. Because even though

our lives are modern and broad insights are open, we still need the functions of adaptation, purpose, integration and maintenance to balance social life (Ormerod, 2020).

3. CONCLUSION

The development of the Parigi Waterfall continues to be carried out by both the local community and the government in order to realize the natural tourism of the City of Bekasi, namely the Parigi Waterfall, the community and the government are actively working together in maintaining the Parigi Waterfall. In addition to the community and government who are actors in the development of Curug Parigi tourism, social media also has a significant influence on the development of Curug Parigi tourism, this is obtained directly from tourists who know the existence of Curug Parigi through social media. The results of Curug Parigi tourism development are currently quite good and will continue to get better. With the continued increase in tourists visiting Curug Parigi, it has created pleasure and benefits for the people of Cikiwul Village. Judging from the impact of tourism development at Curug Parigi from an economic perspective, the community can make good use of the crowds of Curug Parigi by opening stalls for food, clothing, etc. And from a social perspective, the Kelurahan people, who have long been accustomed to living with diversity, give a positive impression to tourists. With the hospitality and openness of the people of the Cikiwul Village, it can make tourists comfortable until finally the interaction turns into a bond of friendship.

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