Community Irritation and Tourism Impact in Kampung Pelangi 200: A Qualitative Assessment

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Abstract

Mass tourism increasingly impacts urban destinations and local communities, often leading to both economic opportunities and socio-environmental challenges. Kampung Pelangi 200 (Lembur Katumbiri) in Dago, Bandung, exemplifies these dynamics. Originally a relocation site along the Cikapundung River, this village gained viral popularity after a colorful transformation and rebranding in May 2025, attracting a surge of domestic visitors. This study aims to analyze the multidimensional impacts of mass tourism on the local community, focusing on economic, socio-cultural, and environmental aspects. Using a qualitative descriptive approach, data were collected through non-participant observation, document analysis, and semi-structured interviews with 13 informants across three neighborhood units (RTs). The study applies Doxey's Irritation Index to assess shifts in community sentiment, along with the Community Capitals Framework (CCF) to explore how local assets are mobilized in response to tourism development. Findings indicate that the revitalization led to increased income and informal employment opportunities, particularly benefiting residents living near high-traffic photo spots. However, economic gains were unevenly distributed. Socio-culturally, minor acculturation occurred, though largely mitigated by the community's prior exposure to urban diversity. Environmentally, tourism has caused issues with congestion and waste management, exacerbated by inadequate infrastructure. Community responses fall between Doxey's Apathy and Annoyance stages, reflecting economic acceptance mixed with fatigue from saturation. Through the lens of the CCF, limited financial and environmental capital restrict sustainability, while strong social cohesion supports resilience. These findings underscore the need for inclusive and community-driven tourism management strategies to ensure long-term sustainability and local well-being.

Keywords: Mass tourism, Kampung Pelangi 200, Irritation Index Doxey, Tourism Impact, Community Capitals Framework

INTRODUCTION

Bandung City is a premier tourist destination in Indonesia, renowned for its rich culture, culinary delights, and natural beauty. According to data from the Bandung City Culture and Tourism Office (2023), there was an 18% increase in domestic tourist visits compared to the previous year. This phenomenon of mass tourism is frequently observed at several viral social media destinations, one of which is Kampung Pelangi 200 in the Dago area. During the peak of the Eid al-Fitr holiday season in 2025 (March 28 to April 7, 2025), the Bandung City Culture and Tourism Office (2025) reported 370,718 tourist visits. Although this figure was lower than predicted, it still represents an increase compared to 2024 (Kompas, 2025).

Kampung Pelangi 200 is located in Dago Urban Village, Coblong District, Bandung City. This village is often compared to the Favela areas in Brazil due to its densely built houses and its distinctive '100 steps' characteristic. The Kampung Pelangi 200 area was originally a hillside along the Cikapundung River, serving as a relocation site for residents from affordable housing (rusunawa) near ITB in 1992. It was named 'Kampung 200' because each family received Rp200,000 in aid to build their homes. In 2018, the village was painted in rainbow colors with the help of a paint manufacturer and was officially inaugurated by Ridwan Kamil as Kampung Pelangi 200. Over time, the paint faded, and tourist visits declined.

However, the area was revitalized again in May 2025 through the repainting of 347 houses and was reinaugurated as a thematic tourist destination, "Lembur Katumbiri." The name 'Lembur Katumbiri' comes from the Sundanese language, meaning 'Rainbow Village.' Currently, the village is inhabited by approximately 300 households, spread across three neighborhood units (RTs) within RW 13, and has regained popularity thanks to social media influence.

The increasing number of visitors to Bandung City naturally raises questions about the impacts experienced by the local community. Does this increase in visits bring significant economic benefits to them, or does it instead create social problems such as traffic congestion, increased waste, noise pollution, and lifestyle changes? Therefore, this study will use Doxey's Irritation Index as a framework to measure the local community's level of tolerance and response to the impacts of tourism. By understanding the stages of irritation that may occur, researchers will be able to identify potential problems and formulate more sustainable tourism management strategies for the future. In addition to assessing community responses through the Doxey model, this research will also delve deeper into the community's internal capacity to manage and benefit from tourism. The Community Capitals Framework (CCF) will be used to understand how local assets contribute to tourism development comprehensively. This framework highlights the importance of various forms of community capital, such as social, cultural, human, physical, financial, and environmental capital, as strategic assets that support community well-being and the sustainability of community-based tourism (Suri et al., 2025). Through this dual approach, the study will analyze how the Kampung Pelangi 200 community leverages its various capitals to mitigate social and economic impacts while fostering active participation, resilience, and collective ownership in shaping the future of their now-popular destination.

The Community Capitals Framework (CCF) has proven effective in community-based tourism studies, as it allows for the holistic identification and development of local assets. A study by (Holmes and Johnston, 2023) demonstrated how CCF can be used as a tool in sustainable tourism planning through a long-term approach that actively involves local communities. This is particularly relevant to the case of Kampung Pelangi 200 in Bandung City, where resident involvement in tourism development is key to ensuring that economic benefits do not compromise social, cultural, or environmental capital. By utilizing the CCF, we can understand how sudden viral tourism creates pressure on various forms of community capital, while simultaneously presenting opportunities if managed with a local asset-based and participatory approach. When it comes to research on resident attitudes, refer to (Yusuf, 2020), which indicates that tourism in Yogyakarta is considered to be at the stage of irritation, where people become uninterested in participating in the tourism industry and feel irritated by tourism development. These findings should be considered by stakeholders in developing tourism in Yogyakarta. The decreasing number of residents participating in the tourism industry and the social problems resulting from tourism should be carefully considered.

Meanwhile, research on overtourism by (Hristov et al., 2021) shows that overtourism has disrupted the daily lives of city residents, primarily due to the surge in tourists facilitated by digital trends such as social media and short-term rental platforms like Airbnb. To address this issue, urban strategies are needed that combine legal regulations, spatial planning, and visitor limits to balance residents' rights with tourist appeal. Research on sustainable urban tourism by (Banarjee et al., 2024) concludes that interface designs displaying sustainability information, such as emissions, density, and destination popularity, can encourage tourists to choose eco-friendly travel options that do not cause overtourism. This study uses the Community Capital Framework as a conceptual framework to identify the tourism potential within Kampung Pelangi 200. This research aims to analyze resident attitudes resulting from the impacts of tourism activities in Kampung Pelangi 200 using Doxey's Irritation Index analysis. These tourism impacts include environmental, social, and economic aspects in Kampung Pelangi 200 "Lembur Katumbiri." Doxey's Irritation Index approach is used to measure the extent to which these tourism activities have impacted resident attitudes. The outputs of this study are a diagram illustrating resident attitudes through the Doxey Irritation Index and recommendations for strategies needed to ensure tourism activities continue to support sustainable tourism. The state of the art of this research lies in the use of the CCF framework as a means to identify the potential of tourism attractions by examining the seven elements of the CCF. Second, this study seeks to assess the impacts on the local community by referring to three aspects: environmental, economic, and socio-cultural. Third, the research focuses on a tourism attraction that had previously declined but was revived through revitalization, and examines whether this revitalization has affected tourist visits and the local community.

LITERATURE REVIEW

Structuring Community Assets through Community Capital Frameworks

The community capitals framework (CCF) is a widely proposed tool to comprehensively identify community assets (Emmery & Flora, 2006), as cited in (Chumo et al., 2024). This study employs the Community Capitals Framework (CCF) as the primary analytical lens to explore the systemic transformations experienced by Kampung Pelangi 200 in the wake of tourism development. Developed by (Emery and Flora, 2006), the CCF provides a comprehensive tool to examine community well-being and resilience by identifying, categorizing, and assessing seven interrelated forms of capital: natural, cultural, human, social, political, financial, and built capital. The core premise of CCF is that a community's ability to adapt and thrive depends not on any single asset, but on how these capitals interact, reinforce, or deplete one another. For instance, a deficiency in political capital, such as limited community involvement in tourism planning, may negatively influence the equitable distribution of financial capital or cause tension within social capital structures.

In the context of Kampung Pelangi 200, the CCF is used to map both assets and vulnerabilities systematically. Natural capital is examined in terms of environmental strain due to increased tourist presence. Cultural capital is interpreted through the emergence of visual aesthetics and community branding, which may also risk commodifying local identity. Human capital is assessed by examining residents' knowledge, skills, and capacities to engage in tourism-related activities, while social capital reveals both new networks of collaboration and emerging conflicts. Political capital sheds light on power dynamics and representation in decision-making. Financial capital captures how tourism revenue is generated and accessed, and built capital reflects the adequacy of infrastructure in meeting new demands. The framework moves beyond being a static typology of community elements. It becomes an analytical structure that reveals the nuanced, interconnected changes driven by tourism, helping to identify points of leverage for more sustainable and equitable community development. The CCF delineates seven distinct types of capital:

Table 1. Mapping Tourism Impact Through the Seven Community Capitals

Community Capital	Description
Natural	The community's environmental assets include natural resources, scenic beauty, biodiversity, land, water, and air quality.
Cultural	Shared values, traditions, heritage, arts, beliefs, and collective memory of a community.
Human	The skills, knowledge, education, health, and leadership abilities of individuals within the community.
Social	Networks, relationships, trust, norms, and collective action within a community.
Political	A community's ability to influence local decisions, access power, and engage in civic participation.
Financial	Monetary resources available to a community such as income, savings, investments, and access to credit.
Built	Physical infrastructure developed by a community, including transportation, buildings, utilities, and communication systems.

Source: Research data, 2025

Social Media Virality: Digital Era Overtourism

In the digital era, digital promotion has become a key strategy in tourism destination marketing. One such form is the use of social media by both destination managers and tourists. Digital technology holds potential as a tool to redirect tourists to alternative destinations, educate them on responsible behavior, and mitigate the impacts of tourism (Malani & Chaturvedi, 2020). Namely, "free" promotion of a destination is commonly done by social media users as a form of "virtual presence" and is often displayed to attract public attention. The use of social media and trust in the information it contains (social media disposition) play a significant role in shaping tourists' intentions to visit rural destinations, through the influence of social norms and travel attitudes (Shang et al., 2021). Social media posts serve as a two-way communication tool and are an effective strategy to increase public trust. The social media platform Instagram, for example, is often used as an effective marketing strategy to attract tourist visits. According to (Galiano, 2025), social marketing strategies through Instagram can increase visit intentions and strengthen tourists' emotional connection to a destination. The popularity of destinations promoted "for free" often goes viral and indirectly serves as an "invitation" for the public to visit those destinations in person. This phenomenon has led to the issue of overtourism at tourist destinations. The rise of overtourism threatens the sustainability of tourism destinations by causing environmental degradation, pressure on local infrastructure, and a decline in both visitor satisfaction and residents' quality of life (Shafiee, 2024).

Resident Attitudes and Irritation Index Doxey

This study employs Doxey's Irritation Index as an analytical framework, which explains the emotional reactions of residents to tourism development in their area, particularly as the number of tourists increases over time. Doxey's Irritation Model is widely used today to examine how different stages of tourism development correspond to various thresholds of tolerance within host communities (Mantik et al., 2023; Schönherr et al., 2023). The Doxey Irritation Index focuses on levels of tension between tourists and the host community throughout the tourism development process. It outlines a progression of local attitudes toward tourists, divided into the following stages:

Stage 1: Euphoria – Tourists are welcomed with enthusiasm. The community supports tourism development and is eager to coexist with tourists in everyday life.

Stage 2: Apathy – Tourists are seen as a regular part of life, and the relationship becomes primarily commercial.

Stage 3: Irritation – The community nears a saturation point and begins to feel discomfort or disruption due to the presence of tourists.

Stage 4: Antagonism – The community openly expresses dissatisfaction, perceiving tourists as a source of various problems.

The following diagram illustrates the stages of residents' attitudes toward tourists as described in Doxey's Irritation Index.
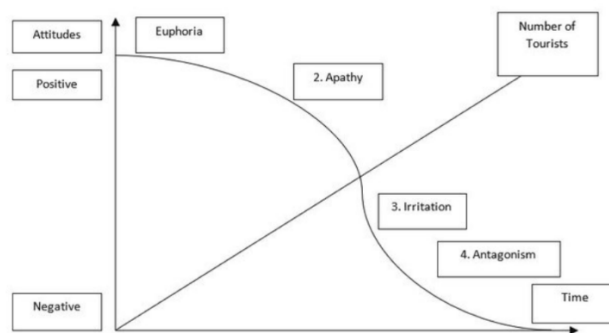
Figure 1. Doxey's Irritation Index
Source: Research data, 2025

According to Gerritsma and Vork (2017, as cited in Stumpf et al., 2022), attitudes are considered hypothetical constructs consisting of three components: cognitive, conative (behavioral), and affective (emotional). A positive attitude among residents toward sustainable tourism is influenced by their perception of environmental sustainability, involvement in long-term planning, and participation in tourism-related activities. Conversely, perceptions of social costs have a negative impact (Aprilia et al., 2024).

Sustainable Urban Tourism

Overtourism has become one of the major threats to sustainable urban tourism. Young tourists have a high level of awareness regarding sustainability issues, but not all of them are ready to take concrete action. Two main segments were identified: Green Advocates, who actively support environmentally friendly practices, and Green Learners, who remain passive. These differences in attitudes are influenced by factors such as political orientation and travel habits. These findings highlight the importance of more effective communication strategies to encourage concrete actions toward sustainable tourism (Serio & Micciolo, 2025). Study by (Palazzo et al., 2021) regarding the influence of social media influencers on sustainable tourism states that Instagram influencers play an important role in shaping the image of sustainable destinations and have the potential to serve as a bridge between urban and rural areas. Although many influencers use the hashtag #sustainabletourism for personal branding purposes, some genuinely contribute to raising awareness about sustainable travel practices. Therefore, strategic collaboration between policymakers and influencers who are truly committed to sustainability can enhance public understanding, guide tourist behavior in a more responsible direction, and strengthen destination promotion without compromising environmental conservation and local cultural heritage.

METHODS

This research employed a descriptive qualitative method with a case study approach. Qualitative data were gathered from informant accounts, primarily using interview guidelines. Data were collected through observation, interviews, and documentation techniques. The selection of informants in this study used purposive sampling. Purposive sampling is a technique for determining samples based on specific considerations (Sugiyono, 2020), aimed at obtaining relevant informants, having an understanding of a particular phenomenon, and possessing adequate information related to the research objectives. The analysis of Doxey's Irritation Index was used as a measurement tool to examine the attitudes of residents toward tourism activities taking place in Kampung Pelangi 200, as well as to assess the potential opportunities and threats that may arise in the future.

Data collection in this study involved several stages: (1) determining the informant sample; (2) observing Kampung Pelangi 200; (3) conducting informant interviews; and (4) data reduction. The data analysis techniques used in this research consisted of data reduction, data presentation, and concluding. The output of this study is directed toward recommending strategies to anticipate community attitudes resulting from tourism activities in Kampung Pelangi 200. Data for this study were collected using several main techniques:

1. Determining the Sample of Informants: The selection of informants in this study focused on identifying individuals with diverse and relevant perspectives on tourism in Kampung Pelangi 200. Using purposive sampling, informants were deliberately chosen based on their direct experience, roles, or knowledge of local changes. The process began with recommendations from community leaders and continued with referrals to reach others meeting the criteria. Informants were categorized as key, main, or supporting to capture a broad range of viewpoints—from formal authorities and tourism-related vendors to residents observing the impacts in daily life. This structured approach ensured that the data reflected both formal and informal community perspectives.

2. Observation: The researcher conducted non-participant observation, focusing on community behavior around Kampung Pelangi 200. Observations were carried out to understand the dynamics and reactions of residents to the presence of mass tourism in their area.

3. Interviews: Semi-structured interviews were used to obtain in-depth insights and complement other data sources. Thirteen informants were interviewed, consisting of eight females and five males.

4. Data Reduction: Data obtained from observations and informant interviews were then reduced through several stages: data collection, data simplification, data coding, data grouping, and data abstraction.

This study involved approximately 13 informants, consisting of residents, street vendors around the tourist site, and the neighborhood head (RT) of the area. The selection of informants was based on their knowledge, credibility, and their roles and responsibilities within the community. A purposive sampling technique was employed to select informants according to specific criteria relevant to the research objectives. The informants were categorized into three groups:

Table 2. Informans Profile

Initials	Gender	Age	Occupation	Origin
Key Informants				
AP	Male	50	Neighbourhood Head	Dago
KT	Female	48	Local Resident	Dago
UP	Male	30	Local Resident	Dago
ZS	Male	57	Local Resident	Dago
Main Informants				
YT	Female	55	Local Resident	Babakan Siliwangi
OP	Male	47	Vendor	Dago
IO	Male	37	Local Resident	Babakan Siliwangi
LA	Female	28	Local Resident	Dago
PT	Female	36	Vendor	Dago
Supporting Informants				
DR	Male	23	Vendor	Babakan Siliwangi
BN	Female	35	Local Resident	Dago
IC	Female	33	Vendor	Ciumbuleuit
RN	Female	27	Local Resident	Dago

Source: Research data, 2025

RESULTS AND DISCUSSION

Kampung Pelangi 200 Mass Tourism Overview

Kampung Pelangi 200, which has been revitalized and is now also known as Lembur Katumbiri, has impacted the local community. Since its inauguration as a thematic tourist destination in 2018, many tourists have visited en masse to take pictures and to unwind. One of Kampung Pelangi's main attractions is its photogenic sights, which have become iconic for selfies. At that time, visitors predominantly arrived not alone, but in large groups with families and friends (Tempo, 2018). Over time, Kampung Pelangi 200, having been revitalized and reinaugurated in May 2025, also exhibits conditions not significantly different from its initial opening in 2018. In this regard, the following section describes the research findings from Kampung Pelangi 200 'Lembur Katumbiri'.

Figure 2. Visual Overview of Kampung Pelangi 200
Source: Research data, 2025

Welfare and Inequality as Economic Impacts of Mass Tourism on Local Communities

Kampung Pelangi 200 has varied impacts on its surrounding local community members. This variation is determined by the geographical location within the area, the intensity of tourist visits, and the types of community activities undertaken. Local communities living close to the Cikapundung riverbank, and particularly near the main photo spots (colorful walls) of Kampung Pelangi 200, derive greater benefits from its revitalization. Table 2 below presents the key findings from the researcher's in-depth interviews with 13 research informants regarding the economic impacts.

Table 3. Economic Impact on Local Communities

Component	Impact	Description
Economy	Community Income	The positive impact of mass tourism on Kampung Pelangi 200. People who live near the riverbanks and close to the photo spots get an increase in income through selling food and soft drinks. Conversely, residents whose locations are distant from the riverbanks and photo spots do not experience a significant economic impact from tourism.

Source: Research data, 2025

Table 2, outlining the economic impact on local communities, explains that mass tourism activities following the revitalization of Kampung Pelangi 200 'Lembur Katumbiri' have a positive impact by increasing local communities' income. However, this impact has not been felt equally across all communities. The positive impact, in the form of increased income, is experienced by people who live around the banks of the Cikapundung River and those situated close to the photo spot. This is primarily due to the ease with which residents can sell snacks and beverages to visitors. One of our informants, AP (50 years old), revealed that one of the obstacles faced by the community in Kampung Pelangi 200 and its surroundings is unemployment and limited business capital. Some of these unemployed local community members welcome mass tourism due to the influx of visitors. However, some of them are also constrained by limited business capital to engage in sales activities. Conversely, this positive economic impact is not universally felt by residents whose locations are distant from the riverbanks and main photo spots. This is because not all visitors explore the entire 100 steps. Consequently, while mass tourism in the newly reopened Kampung Pelangi 200 brings economic benefits, its effects are not widely distributed across the entire community.

Acculturation as a Socio-Cultural Impact of Mass Tourism on Local Communities

Socio-cultural impacts in tourist destinations involve shifts in the values and social structures of local communities, resulting from their interactions with visitors. During our research, we interviewed 13

informants. One of them, IO (37), shared, "*Now there are many new TikTok trends. Tourists sometimes create content, and some even enjoy dancing for their videos. Some of the children and young people here start imitating their styles.*" Another informant, LA (28), explained, "*When Kampung Pelangi first went viral, many locals here gradually began imitating the language styles of tourists, such as the informal 'gue-elo' expressions (informal 'I-you'). There were even some foreigners who visited. Some people here also copied the way foreigners spoke, acting like they were 'sok Inggris' (pretending to be English). However, now it does not affect us much because we are used to meeting tourists.*"

Table 4. Socio-Cultural Impacts on Local Communities

Component	Impacts	Description
Socio-cultural	Acculturation	The socio-cultural impact of mass tourism also extends to changes in community behavior and residents' awareness of external cultures and values introduced by visitors. A small segment of the community, predominantly younger individuals, tends to imitate the speech patterns, language, and mannerisms of tourists. However, the majority of residents perceive these new customs simply as novelties, without experiencing culture shock, thus fostering understanding and acceptance. Crucially, the community largely adheres to its existing social values and daily routines, experiencing no significant disruption or undue influence from the influx of mass tourism.
	Tourist behaviors	Tourist behaviors that are new to the community generally relate to lifestyle, such as following popular new trends on social media platforms, as well as their speaking and dressing manners. These aspects do not have a significant impact and only tend to inspire a small segment of the community, primarily those who frequently interact directly with tourists and those who operate businesses along the riverbanks.

Source: Research data, 2025

Table 4 illustrates that the socio-cultural impacts on the local community primarily affect younger individuals and adolescents. These impacts are minor in scale and are largely confined to residents who frequently interact with tourists. However, this study's findings indicate that the local community in Kampung Pelangi 200 is generally accustomed to the customs and values introduced by visitors. This is because they were previously used to interacting with and observing tourists visiting Bandung City every weekend, even before Kampung Pelangi 200 became popular. Consequently, the community has developed a tolerance for tourist behaviors that may fall outside their daily norms and culture.

Figure 3. Tourist Crowds In Kampung Pelangi 200
Source: Research data, 2025

Regarding the community's social norms and cultural structures, it can be concluded that direct, destructive changes to the local community's indigenous culture in Kampung Pelangi 200 are not widely experienced at present. However, the development of mass tourism could render the indigenous culture vulnerable to change. This process might require a prolonged period with frequent tourist visits and sustained interaction between both parties. Such changes could manifest as cultural modification, acculturation, or assimilation of the community's original culture.

Cleanliness and Noise: Environmental Impacts of Mass Tourism on Local Communities

The local community of Kampung Pelangi 200 also experiences environmental impacts due to mass tourism activities. The most noticeable effect is the sheer volume of visitors, leading to noise and overcrowding that make daily activities difficult for residents, especially those near the riverbanks, during peak tourist times. Furthermore, litter is scattered at certain points. The provided waste bins are often beyond capacity, resulting

in some visitor waste not being contained. Informant DR (23) stated, "*When there are many tourists, much garbage overflows, but only in specific areas.*"

Figure 4. Overflowing Trash Bins in Kampung Pelangi 200 during Peak Tourist Periods
Source: Research data, 2025

Regarding the extent of these environmental impacts from mass tourism, informant OP (47) commented, "*People mostly complain about the crowds. As for garbage, it is still manageable and not too impactful. The environment remains safe so far.*"

Table 4. Environmental Impacts on Local Communities

Component	Impacts	Description
Environment	Noise	Residents experience noise pollution, especially around the riverbanks, as many tourists gather there for photos. Noise typically occurs during peak tourist times, from morning to midday, and on weekends.
	Cleanliness	Litter is scattered at specific points due to waste bins exceeding their capacity.

Source: Research data, 2025

Regarding environmental impacts, the community in Kampung Pelangi 200 experiences noise pollution from the influx of mass tourists. Additionally, concerning cleanliness, residents observe scattered litter at specific locations. This is primarily because the provided waste bins "exceed their containment capacity. Sanitation workers consistently collect waste from areas near the riverbanks, and routine clean-ups of the Cikapundung River are conducted by BBWS Citarum to prevent waste from being discarded into the river by tourists. Overall, since Kampung Pelangi 200 re-emerged as a popular tourist destination, environmental impacts have largely been confined to specific areas and have not yet spread widely throughout the local community on a large scale. These impacts are more pronounced for residents located near the Cikapundung River banks and bridge, as these areas generally attract large crowds of tourists for photography.

Discussion

The Doxey Irritation Index analysis conducted in this study reveals a shift in local community attitudes based on current conditions. This classification points to attitudes of Apathy and Annoyance. This means that the Kampung Pelangi 200 community can still accept changes brought by mass tourism with a degree of acceptance, viewing increased economic activity as a benefit of tourism. However, simultaneously, the community also shows signs of saturation, particularly due to the dense crowds of visitors on holidays and weekends. Currently, Kampung Pelangi 200 tourism is in its development phase. This tourist destination underwent revitalization in 2025, after being initially created and opened to the public as an attraction in 2018. This revitalization allowed the destination, which had previously reached a stagnation phase, to rejuvenate itself with repainting and more thematic murals, and was subsequently updated with a new name, 'Lembur Katumbiri." In 2018, when Kampung Pelangi 200 was first opened as a tourist destination, it was still in its initial development phase. Tourist enthusiasm at that time was high due to the rise of selfie tourism, leading to an overflow of visitors, especially on weekends, and the area remained busy for several months. From the local community's perspective in 2018, they welcomed the tourism activities in their environment and hoped that tourism would boost their economy. The community was highly euphoric about the tourism activities in Kampung Pelangi 200 at that time. However, this condition did not last long; over time, tourist visits declined, and Kampung Pelangi 200 gradually returned to its normal state, as it was before becoming a tourist destination.

The research in 2025, involving in-depth interviews with 13 informants, observed a condition with a pattern almost similar to that in 2018. After Kampung Pelangi was revitalized and reopened under its new name

"Lembur Katumbiri," the mass tourism activity over the past two months has also generated high enthusiasm among visitors to Kampung Pelangi 200 "Lembur Katumbiri." According to informants, most of the tourists they encountered were first-time visitors to Kampung Pelangi 200, driven by curiosity after seeing content on social media platforms like TikTok and InstagramSeveral informants from this study, including local residents, vendors, and also affected community members, corroborated the same observation regarding their interactions with the incoming tourists. Generally, these were young individuals and mothers who learned about this "hidden gem" through social media, which then went viral. Based on the analysis using Doxey's Irritation Index model and observing the renewed mass tourism activity in Kampung Pelangi 200 'Lembur Katumbiri' over the last 2-3 months, the current situation is depicted in the following diagram.
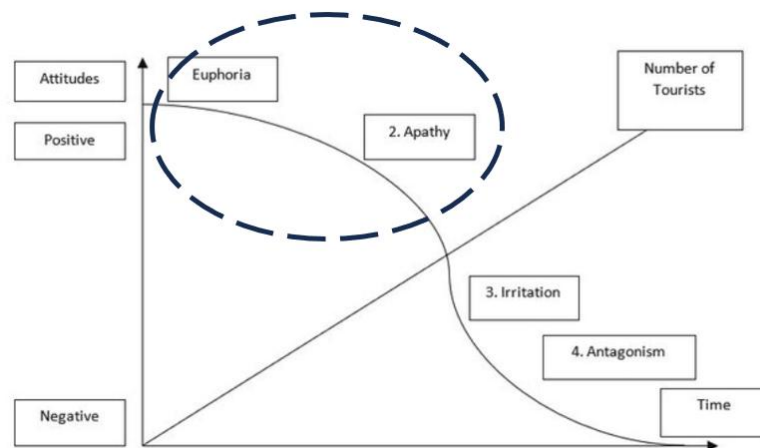
Figure 5. Community Attitude Analysis
Source: Research data, 2025

In 2025, following the revitalization and re-inauguration of Kampung Pelangi 200 "Lembur Katumbiri," researchers observe that the local community still largely welcomes tourists and tourism. The relationship between residents and visitors is primarily commercial. The community continues to view tourism as a welcome boost for their economy, providing increased income. Furthermore, for unemployed residents, the presence of tourists offers opportunities to engage in sales or provide local photography services.

On the other hand, there are indications that the local community is nearing a saturation point, with some residents beginning to feel bothered by the tourist presence. This feeling is particularly prevalent among those who have not experienced positive economic impacts from the revitalized Kampung Pelangi 200 "Lembur Katumbiri." These residents tend to feel apathetic towards the influx of tourists; however, they do not reject or act aggressively towards the situation. This is partly because Kampung Pelangi 200 had previously existed as a tourist destination in 2018, only to decline and become quiet afterwards. This apathy is, in fact, a community response rooted in past experiences. They believe that the renewed popularity of Kampung Pelangi 200 "Lembur Katumbiri" will also be short-lived, and the area will eventually be abandoned by tourists, just as it was before.

CONCLUSION

This study has thoroughly examined the multifaceted impacts of mass tourism on Kampung Pelangi 200, Lembur Katumbiri, from economic, socio-cultural, and environmental perspectives. The findings reveal that the destination's viral popularity has brought complex and varied consequences for the local community. Since the area's revitalization in May 2025, the community has experienced positive effects, especially economically, through increased income and employment opportunities for previously jobless residents. However, these benefits are not uniformly distributed throughout Kampung Pelangi 200 and its vicinity. Those directly impacted are primarily residents living near the riverbanks and close to the main photo spots.

From a socio-cultural perspective, the community perceives a re-acculturation with habits introduced by visitors to Kampung Pelangi 200, such as adopting trending social media dances like TikTok. These socio-cultural impacts are not substantial and are not significantly felt by the community. This is because residents have already accustomed themselves to the behaviors of tourists visiting Bandung City every weekend, even before Kampung Pelangi 200 went viral again. Environmentally, the more noticeable impacts include overcrowding from visitors and scattered litter at certain points. This is largely due to the overcapacity of waste bins, rendering them unable to contain the waste generated by visitors.

The Doxey Irritation Index analysis conducted in this study indicates a shift in local community attitudes based on current conditions. This classification points to attitudes of Apathy and Annoyance. This suggests that the Kampung Pelangi 200 community can still accept changes brought by mass tourism with a reasonable attitude, viewing increased economic activity as a benefit of tourism. However, the community also shows signs of saturation, particularly due to the dense crowds of visitors on holidays and weekends.

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