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Community Empowerment in the Development of Natural Tourism Villages in Improving Community Welfare in Abiansemal Village, Badung Regency



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ABSTRACT: This paper is the result of Community Service activities located in Abiansemal Village, Abiansemal District, Badung Regency. The potential of the village owned by Abiansemal Village is in the form of natural scenery that is still beautiful and unspoiled. With beautiful and green natural capital, natural tourism is the right one to develop. Efforts to develop tourism villages in Badung Regency are for equitable development of the tourism sector so that it is not only focused on South Badung which has become a *trade mark for* Bali tourism. In addition, the still thick tradition of local cultural values and nature that is still beautiful is seen as a worthy potential for the development of the tourism sector by minimizing negative impacts. There are problems in the development of natural tourism, namely the lack of optimal community participation in involving the potential of existing tourism villages. With such problems, there needs to be assistance in optimizing community participation in the development of natural tourism. As a result of community service, there is an increase that the role of the community that was previously not optimally involved in the development of the Natural Tourism village in Abiansemal, so with the existence of service activities there is a significant development in community involvement. There is an increase in understanding related to natural tourism by tourism awareness groups in Abiansemal village. Then there are ideas that arise by the local community and are facilitated by village officials to develop supporting facilities for natural tourism villages in Abiansemal in the form of Culinary stalls with specialties from Abiansemal Village and food from the surrounding area.

KEYWORDS: Nature tourism, tourism awareness groups, community participation.

INTRODUCTION

Efforts to develop tourism villages in Badung Regency are for equitable development of the tourism sector so that it is not only focused on South Badung (Kuta, Nusa Dua and its surroundings) which has become a trade mark for Bali tourism. In addition, the still thick tradition of local cultural values and nature that is still beautiful is seen as a worthy potential for the development of the tourism sector by minimizing negative impacts. (1)

According to Pitana and Gayatri, there are three main actors of tourism that are the pillars of tourism development, namely: (1) community, (2) private, and (3) government. The pillar of society refers to the general public who are in and around tourist sites. These include figures, intellectuals, non-governmental organizations, and the mass media, and the public as tourists. The second pillar is the private sector, namely tourism business associations and entrepreneurs who are directly or indirectly related to tourism. The third pillar is the government that has authority in various administrative areas, ranging from the central government, provinces, cities, sub-districts, sub-districts, and so on. (2)

Abiansemal Village is a village in the Abiansemal District, Badung Regency, Bali Province. Abiansemal Village which is one of the villages in Abiansemal district which is located 1.5 kilometers from the district capital, 10 kilometers from the regency city. Currently, Abiansemal Village is led by Mr. *Perbekel* (Village Head) Ida Bagus Bhisma Wiratma S.H.

The boundary of Abiansemal Village is the north along with the boundary with Setra / Kembengan Cemetery, the south along the boundary with Tukad / Campuhan Gerih River, the west along with the boundary with Tukad / Bangiang River, and the east along with the boundary with Tukad / Ayung River.

Abiansemal Village consists of 8 banjars, namely Juwet, Pande, Keraman, Gunung, Aseman, Latusari, Dirgahayu, and also Purwakerta. Field area Abiansemal : 4.089 km² consisting of Tanah Sawah : 1.4312 km², Road : 0.2044 km² Tanah

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Tegal : 0.6134 km², Housing : 1.6356 km², and Place of Worship : 0.2044 km² Abiansemal Village is an agrarian village and is developing so that people's livelihoods are greatly influenced by the condition of a village. (3)

People's livelihoods can be distinguished as follows: 1. Farmers: 1,673 People 2. Properti Labor : 200 People 3. Useful afal : 75 People 4. Self-employed / traders : 150 People 5. Civil Servants : 87 People 6. A B R I : 25 People 7. Private : 875 People 8. Retired: 60 People. (3)

The natural potential of Abiansemal Village as a natural tourism area is increasingly in demand by jogging connoisseurs and cyclists, because this area has the potential to be a very strategic area to be developed. The very strategic location directly adjacent to the two neighboring villages causes the area to be even more crowded. The track for jogging is quite long, namely passing through rivers, rice fields and unspoiled villages.

Perbekel (Village Head) Abiansemal, Ida Bagus Bisma Wiratma, S.H regarding this natural tourist destination said, his party fully supports new tourist objects or areas, both tirta, religious, and rural natural tourism. This will be a special attraction for tourists, and the community will be directly involved as cultural-based tourism actors and is a positive value for the village later," Based on the analysis of the situation that has been previously described, it is necessary to have the participation and participation of universities to develop the potential of villages in Abiansemal. It is necessary to provide knowledge provided to the local community to activate community groups related to the development of natural tourism. Such as the arrangement of jogging tracks, training related to tourism awareness groups, subak organizations as having an area in tourism development in Abiansemal Village.

THE PROBLEM OF MITRA

Based on the analysis of the situation that was previously carried out, the problem can be raised, How is the community's participation in the development of natural tourism in improving the welfare of the community in Abiansemal Village?

METHOD

In overcoming the problems that occur in partner communities as previously described, the Community Partnership Program offers several approach methods that can help in solving existing problems, namely by conducting counseling and FGD (Focus Group Discussion) methods as well as guidance or assistance, so that tourism awareness groups and subak members have knowledge and skills related to the development of natural tourism villages.

RESULTS AND DISCUSSION

Tourist villages are generally rural areas that have some special characteristics, so they are worthy of being a tourist destination. In this region, residents still have traditions and cultures that are still relatively authentic. In addition, several supporting factors such as special foods, agricultural systems and social systems also color a tourist village area. Apart from these factors, natural resources and the natural environment that are pristine and maintained are one of the important factors of a tourist village area.

Community-based tourism is a tourism development with a high level of local community involvement and can be accounted for from social and environmental aspects. Community-based ecotourism is an ecotourism business that emphasizes the active role of the community. (4) Formally, the policy is official from the government as implied in the principles of Indonesian tourism, namely a) Society as the basic force, b) tourism from the people, by the people, for the people, and c) Tourism is an activity of all levels of society, while the government is only a facilitator of tourism activities. (5)

Efforts to develop tourist villages that are carried out refer to the technical criteria of a tourist attraction . With this concept, a tourist village is analogous to a tourist attraction, so that the basic criteria for development are the availability of tourism resources, communities or tourism village managers, accessibility related to tourist villages consisting of physical and non-physical accessibility, as well as supporting facilities in tourist villages, both public facilities and supporting facilities for tourism activities.

The development of a tourist village in Abiansemal Village which has natural tourism potential, one of which is the Apit Yeh natural tourism area, is increasingly in demand by jogging connoisseurs and cyclists. This is because this area stores various events. Starting from prehistoric times, colonial to melenial times. (6)

Besides that, the area located in the traditional village of *Gerih*, Abiansemal village also has the object of a flock of '*macaca fascicularis*' or long-tailed macaques. This location is very strategically adjacent to two neighboring villages causing the area to be more crowded. The track for jogging is quite long, namely passing through rivers, rice fields and unspoiled villages. (7)

Along the way to the outskirts of the Ayung river, there are ancient relics in the form of prehistoric caves. Then in the *Padang Luwah Tukad* channel there is a confluence of two *Tukad* (river) streams, namely the *Padang Luwah Tukad* with the *Bangiang Tukad* which the surrounding community calls 'campuhan.' From the campuhan moving westwards meets the expanse of rice fields, then enters the village and ends back to the *Apit Yeh* area. (6)

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Perbekel Abiansema, Ida Bagus Bisma Wiratma, S.H said that the existence of this natural tourist destination is very fully supportive, new tourist objects or areas, both tirta, religious, and rural natural tourism. "This will be a special attraction for tourists, and the community will be directly involved as cultural-based tourism actors and is a positive value for the village later. (7)

The implementation of community service carried out in Abiansema village broadly consists of four stages of activities, namely: (1) counseling on the development of natural tourism objects and their evaluation; (2) collection of data and information; (3) profiling of natural tourism objects; and (4) evaluation. The details of the types of activities and their explanations are as follows: Counseling is carried out in order to provide knowledge about community empowerment in the development of natural tourism villages. The material presented in the counseling is an understanding of natural tourism objects, the profile structure of natural tourism villages, extension activities are carried out by the method of lectures and discussions.

The counseling was attended by about 20 community members, which took place in the Abiansema Village *Perbekel* Hall Office. It was also conveyed to the community that community empowerment is very necessary and urgent so that there is understanding and knowledge related to the potential of natural tourism villages.

Based on the Badung Regent Regulation Number 7 of 2005 concerning Objects and Tourist Attractions of Badung Regency until 2011, Badung Regency has 24 (twenty-four) natural tourism objects, 7 (seven) cultural tourism objects, 1 (one) artificial tourism object and 1 (one) youth tourism object. (8) one of the existing in Abiansema Village as a natural tourism potential.

The implementation of natural tourism village assistance in Abiansema is carried out based on 5 (five) program priorities based on the results of the AHP (Analytic Hierarchy Process) analysis, the order of program priorities is to raise public awareness of cleanliness, especially along the trekking / cycling routes that already exist in the Abiansema Village natural tourism village; then formed a Natural Tourism Village Manager in Abiansema; then complete the infrastructure along the trekking/cycling line; finally, the packaging of tourist attractions that exist along the trekking / cycling path and or outside the tracking / cycling path as Tour Packages; and Tour Package Marketing with digital marketing with Abiansema TV which is already owned by Abiansema Village.

Based on the activities and descriptions that have been previously stated, how many things can be described that the participation of the community that was previously not optimally involved in the development of the Natural Tourism village in Abiansema, then with the existence of service activities there is a significant development in community involvement. There is an increase in understanding related to natural tourism by tourism awareness groups in Abiansema village. Then there are ideas that arise by the local community and are facilitated by village apparatus to develop supporting facilities for Natural Tourism Villages in Abiansema in the form of Culinary stalls with specialties from Abiansema Village and food from the surrounding area.

Thus, from the description above, it can be stated that community participation, community participation in the development of Natural Tourism Villages in Abiansema Village has increased related to the development of natural tourism villages that were previously not optimal and there is no knowledge related to natural tourism in Abiansema village to an increase in human resources, especially in tourism awareness groups and Subak Groups which are the drivers in progress and the development of a Natural tourism village in Abiansema Village.

CONCLUSION

Based on the discussion that has been stated above, it can be concluded as follows; that the participation of the community that was previously not optimal was involved in the development of the Natural Tourism village in Abiansema, so with the existence of service activities there was a significant development in community involvement. There is an increase in understanding related to Nature Tourism by tourism awareness groups in Abiansema village. Then there are ideas that arise by the local community and are facilitated by the village apparatus to develop supporting facilities for the Nature Tourism village in Abiansema in the form of Culinary stalls with specialties from Abiansema Village and food in the surrounding area.

RECOMENDATIONS

How many suggestions will be put forward in the results of this community service activity, including:

1. To the Local Government of Badung Regency to provide support in the form of matching funds to the community in Abiansema in the development of Natural Tourism in improving the economy of the local community.
2. To the people in Abiansema to continue to strive to improve the quality of services in Natural Tourism in Abiansema Village to be able to attract tourists both foreign and domestic tourists.
3. To stake holders to continue to pay attention to environmental aspects in multiplying the natural potential in Abiansema Village so as not to cause damage and pollution around natural attractions.

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