

THE ROLE OF VILLAGE GOVERNMENT IN THE DEVELOPMENT OF TOURISM OBJECTS IN CEMAGI VILLAGE, MEMBWI DISTRICT, BADUNG REGENCY

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ABSTRAK

Pelaksanaan penelitian ini dilakukan dengan tujuan untuk memahami peran pemerintah desa dalam mengembangkan sektor pariwisata di Desa Cemagi, serta mengidentifikasi apa saja yang menjadi factor-faktor yang berperan yang dilakukan oleh Pemerintah Kabupaten Badung. Penelitian ini menggunakan metode pendekatan kualitatif dalam pelaksanaannya dan menggunakan teknik sampel purposif. Hasil penelitan ini diketahui bahwa Pemerintah berperan sebagai pengusaha dan pengelola objek wisata tersebut serta melalui perencanaan dan pemantauan perkembangannya.

Kata kunci: Peran Pemerintah, Pengembangan, Objek Wisata

ABSTRACT

This research was carried out with the aim of understanding the role of the village government in developing the tourism sector in Cemagi Village, as well as identifying what factors played a role in the Badung Regency Government. This research uses a qualitative approach in its implementation and uses a purposive sampling technique. The results of this research show that the Government plays a role as an entrepreneur and manager of these tourist attractions and through planning and monitoring their development.

Keywords: Government Role, Development, Tourist Attractions

INTRODUCTION

An important part of every country's economic growth is its tourism industry. Currently, there is a lot of competition because of the important role and economic value of tourism. The Legal Writing Representative of BPK UJDIH Central Java/Titik Province (Fahmi et al., 2023) stated that modern tourism has the potential to boost national income, the economy and the standard of living of the entire community. Responsible, structured, well-planned, integrated and sustainable tourism is an integral part of the national development process. Apart from that, it also has a crucial role in maintaining religious values, cultural society, environmental sustainability and national interests.

The authority of the village government includes basic village rights as well as the authority granted by the district or city according to the provisions regulated in Article 206 of Law Number 32 of 2004 concerning Regional Government. The act indicates the delegation of certain rights to municipalities by federal, provincial, or regional governments. The village government is also responsible for municipalities that receive assistance from that level of government, as well as other matters entrusted to the regional government in accordance with the provisions contained in Law Number 23 of 2014.

The growth of rural tourism has consequences in the form of an increase in the number of city residents visiting rural areas to relax. This opens up opportunities for the area to develop through innovation and creativity. In order to attract investment and raise the profile of the region, tourism industrialization is very important. It should be remembered that there is a difference between industrialization and modernization in the context of tourism. Highlighting the unique attractions of different regions can be an effective way to promote tourism. A well-thought-out tourism industry management plan is needed to address the sector's huge impact on society and the economy. For example, according to (Ari Kusuma et al., 2023), Government Regulation Number 72 of 2005 concerning Villages, it is permissible for village communities to form and run their own households in accordance with the principles of democracy, participation, egalitarianism, fairness and regional diversity. According to

(Pangemanan et al., 2022), the basic idea of village development is community empowerment, meaning that the village has the power to advance the village for the benefit of the community.

To become a tourist village, a rural area must have distinctive characteristics and be promising for future development. Tourists are attracted to these villages by their quality processing and packaging (Bhuanaputri et al., 2021a). Community-based tourism, which is an offshoot of the popular idea of community-based development, has made the presence of tourist villages in Indonesia a hotly debated topic since the turn of the millennium. After the top-down development pattern—which until now was considered very Jakarta-centric—failed, the concept of community empowerment emerged as a big issue. Since then, community empowerment has been touted as a panacea for all development problems, especially those involving bottom-up development patterns or the convergence of bottom-up and top-down approaches (N. P. R. Sari & Suarka, 2014).

Badung Regency ranks high among the most developed tourist destinations in Bali Province. This can be seen from the number of investors who invest their funds in this sector. Another reason is that this area, especially the South Badung area, is filled with tourist facilities, such as hotels and restaurants (Sutapa et al., 2023). The large number of new hotel and restaurant developments in the Kuta, Legian and Seminyak areas means that Badung Regency's tourism development is likely to reach saturation point. Berawa, Canggu and Pererenan are still in the northern area of development (Ari Kusuma et al., 2023)expansion(Wicaksono, 2023)

The ninth goal set by Badung Regency aims to "increase development of the agricultural, fisheries and marine sectors in collaboration with the tourism sector based on cultural values." requires creative development of new tourist attractions that emphasize unique characteristics (Putra, 2015). According to (Salasa & Ismail, 2018)and (Nurhidayati, 2015), Badung Regency has untapped potential for tourist attractions, both artificial and natural. The coastline of Badung Regency which stretches from South Badung to North Badung is truly amazing. Previously, most visitors came to South Badung, but now they are flocking to North Badung, especially Mengwi Regency.

Located in Mengwi District, Cemagi Village is at the southwest tip of Badung Regency. This year, Cemagi Village will join sixteen other tourist villages in Badung Regency which have been recognized through Regent Regulation Number 22 of 2021. The community has great potential as a tourist attraction because of its natural beauty, cultural richness, and much more. One Subak Cemagi unit offers 300 hectares of rice fields for nature tourism(Suryaningsih et al., 2023a)

Regarding the development of community-based tourism, (Amanda & Made Sukana, 2021)it outlines a number of factors related to community empowerment, including the following: Separation of duties between government officials, researchers, academics, the private sector, NGOs and the general public:

Table 1. Distribution of Roles of Community Empowerment Beneficiaries

Variety of activity	Government apparatus	Researcher	Academic	Private	Society	LSM
Originator Of The Idea	v	V	v	v	v	v
Decision making	v	-	-	-	-	-
Input provider implementing	v	-	-	v	-	-
Executor of activities	-	-	-	v	v	-
Maintainers of the results of activities	v	-	-	v	v	-
Monitoring and evaluation	v	V	v	v	v	v

Source : Maheswari, 2018)

As illustrated in the table above, the Village Government faces a number of problems that influence the development of Community Empowerment-based tourism. These factors include 1) natural resources, 2) condition of human resources, 3) development institutions, 4) development of facilities and infrastructure, 5) development policies, and 6) implementation and implementation of community empowerment(Maheswari, 2018).

Formulation of the Problem

The problems associated with this research are formulated as: What Is The Role Of Village Government in The Development of Tourism Objects In Cemagi Village, Mengwi District, Badung Regency ?.

Research Aim and Significance

This research aims to analyze the authority and role of the village government in developing tourism potential in Cemagi village, Mengwi District, Badung Regency. What are the efforts made by the government to maximize the tourism potential in the village so that it has a positive impact on increasing Regional Original Income (PAD) and the economy and welfare of the community.

RESEARCH METHODS

Because this research is not related to empirical social phenomena, this research uses qualitative methodology. The place for collecting research data was Cemagi Village, Mengwi District, Badung Regency. Using a purposive sampling technique, this research determined the following people who would be used as informants: Cemagi Village Community, Chair of Pokdarwis, Chair of Tourism Management, Village Secretary, and Village Head. Triangulation is a data collection method that uses a combination of procedures including observation, interviews and documentation. Interview guides, field notes, and the researcher himself are research tools. The data analysis process involves stages of data reduction, data presentation, and drawing conclusions/verification. Data validity is maintained by applying source triangulation.

RESULTS AND DISCUSSION

The Role of Village Government in Tourism Management in Cemagi Village, Mengwi District, Badung Regency.

To optimize the tourism potential of its residents, village governments need to take initiative steps in developing tourist destinations, especially considering that many developing countries have tended to focus on the business sector over the last decade. This is reflected in various national tourism development programs. Minister of Home Affairs Regulation Number 30 of 2006 concerning Procedures for Handing Over Regency/City Government Authority to Villages explains the mechanism for granting permits to regency/city governments, including the tourism sector, to villages. Badung Regency Regional Regulation Number 47 of 2010 contains provisions regarding the designation of village areas as tourist destinations. A tourist village is defined as a village that encourages economic growth and social mobility for its residents without harming the ecosystem, traditional cultural sites and the surrounding natural environment. Tourism in areas of culture, agriculture and water resources can provide multiple economic benefits. The purpose of designating an area as a tourist village, as explained in Article 3 paragraph (b), is to provide opportunities for residents in the area to become actors, workers and entrepreneurs in the tourism sector. Article 8 paragraph 1 of Bali Provincial Regulation Number 2 of 2012 concerning Cultural Tourism states that Spiritual Tourism is a form of tourism business. Pakraman Village has undergone changes or additional amendments based on Bali Province Regional Regulation Number 4 of 2019 concerning Traditional Villages. Article 26 paragraph 2 of Bali Provincial Regulation Number 2 of 2012 provides the ability for traditional villages and traditional institutions to develop rural tourism in accordance with local potential. Management rights are determined by the potential possessed by a traditional village. Article 16 of Bali Provincial Regulation Number 2 of 2012 concerning Bali Cultural Tourism states that the management of tourist attractions can be carried out by the Provincial Government, Pakraman Village, traditional institutions, the community and the business world. One of the roles that can be carried out by Pakraman Village is to oversee the development of the Tourism Village. Article 5 of Bali Province Regional Regulation Number 4 of 2019 regulates traditional villages in Bali, which stipulates that these organizations are a legal part of the administrative structure of Bali Province. Article 62 regarding BUPDA states that BUPDA is a real body and business entity that can be developed by traditional villages .

Munggu Beach, the area around Pura Gede Luhur Batu Ngaus, and Cemagi Beach have been designated as new tourist attractions by village officials and community leaders in Munggu Regency and Badung Regency, as well as by the heads of their respective tourism offices. village. Collegial collective-based economic management is the main priority of the Badung Regency Government. This approach views the importance of a sense of togetherness between related parties as crucial in identifying potential tourist attractions(Suryaningsih et al., 2023b)

Water tourism at Cemagi Beach and the Yeh Penet River, as well as agrotourism at Subak Yeh covering an area of 300 hectares, cultural tourism in the form of sekaa truna which fosters art, culture and dance in the area, and so on all attract attention. aspects of the potential of Cemagi Village as a tourist destination. This statement was conveyed by the Cemagi Village Headquarters.

In the fields of agriculture and fisheries, Cemagi Village has a lot of potential. The Cemagi settlement is right on the beach which stretches for almost two kilometers. Fishing with this tool has been a tradition of the Cemagi people for many years. According to (Widiati & Permatasari, 2022), there are four separate groups of fishermen spread across Cemagi Village: Group 1, Group 2, Group 3, and the Fisherman's Children Regeneration Group.

The findings of this study highlight the important role of Pakraman Village residents in developing the potential of Cemagi Village as an ecotourism destination, in line with the village's stated mission. However, the potential of the Pakraman Village community has not been fully realized. Much of the blame is a lack of knowledge workers in the tourism industry and the apathy of local communities. Efforts to overcome this problem

have so far been inadequate because they have not received sufficient attention. Based on his research, (Inten Mayuni et al., 2021) he found that community involvement in line with village functions is very important to provide support for the development of Cemagi Village as a natural tourism area, as explained in the article entitled "Empowerment of the Pakraman Village Community in Efforts to Develop Cemagi Village as a Natural Tourism Area." (Arka et al., 2018) However, the potential of the Pakraman Village community has not been fully realized. Much of the blame is a lack of knowledge workers in the tourism industry and the apathy of local communities. The current situation is unsatisfactory because several problems have not been addressed adequately.

Pokdarwis, Bumdes, Village Consultative Body, Community Empowerment Institute, Karang Taruna, Tourist and Community Transportation Service, Parking Management Service Institute, and Tourism Balawisata Institute are examples of supporting institutions that help ensure the sustainability of Cemagi. You are in Cemagi Village as a business owner or manager of a tourist attraction, you have the authority to organize, supervise and regulate all these things.

CLOSING

Conclusion

The findings of this research indicate that the Cemagi Village Government, Mengwi District, Badung Regency is involved in developing tourist attractions in the village through its role as entrepreneur and manager of these tourist attractions as well as through planning and monitoring their development.

Suggestions

Even though this responsibility has been given properly, it is recommended that the Cemagi Village community and the Village Government be given as much authority as possible to carry it out. The Tourism Awareness Group Network (Pokdarwis) for each tourist village needs to be strengthened through strong collaboration and promotion with universities, the tourism industry (PHRI, ASITA), and other emerging regional tourist villages.

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