

The Implementation of Village Tourism Program In Serangan Village, Denpasar, Bali

Zahra Karimah Shafa¹, Ida Ayu Suryasih²

¹Department of Tourism, Udayana University, Denpasar, Bali, Indonesia

²Department of Tourism, Udayana University, Denpasar, Bali, Indonesia

Abstract

This study aims to determine the implementation program village tourism in Serangan Village that has been designated as tourism village in 2015. The stages of implementing tourism village program were important stage to measure the success of the tourism village program itself. In order to develop the village to be a tourism village viewed from 4 implementation factors there are communication, resources, disposition, and bureaucratic structure. The type of data used in this study are qualitative and quantitative, while the data sources used are primary and secondary sources. Data collection techniques used were observation, interviews, and documentation. The data is analyzed descriptive qualitatively. The result of analysis showed that the implementation of the tourism village program in Serangan Village has been carried out well in the disposition and bureaucracy structure. However, there are many things that need to be improved on communication, and budgetary resources.

Keywords: *Implementation, Tourism Village, Village Tourism Program, Serangan Village, Bali Island.*

1. Introduction

The image of Bali as a tourism island makes foreign and domestic tourists visiting the province of Bali often come in large groups. In the long term, this could lead to mass tourism in Bali. Overcoming the solution to these problems, alternative tourist destinations were developed as innovations in the tourism sector and ways to avoid the negative impacts of mass tourism. One form of alternative tourism that is developing in Bali is a tourist village. Based on the calculation of the Bali Central Statistics Agency (BPS) in 2018 there were 162 tourist villages in Bali Province, which means there was an increase of up to 124 tourist villages compared to the data collection in 2014. Based on the Decree of the Mayor of Denpasar No. 188.45/472/HK/2015 regarding Tourism Villages in Denpasar City, there are 6 areas that have been designated as tourist villages in Denpasar such as Sanur Kauh Village, Sanur Kaja Village, Sanur Village, Penatih Village, Kertalangu Village, and Serangan Village. One of the villages that became the location of this research is Serangan Village.

Serangan Village is an island-shaped village located in South Denpasar District. Its strategic location makes this village has easy access to be reached by tourists. The village of Serangan has long been known as the turtle island. Many tourists have already visited this destination. That's the reason of Serangan Village designated as a tourist village in 2015. The stages of implementation are one of the important stages to measure the success of the tourism village program that has been implemented. If the development of the tourism village program in Serangan Village can be implemented optimally, it will certainly have a positive impact for the local community. This study uses several concepts including the village concept [1], the concept of pakraman village [2], the concept of a tourism village [3], and the concept of implementation [4]. Based on this background, this research is entitled "The Implementation of the Tourism Village Program in Serangan Village, Denpasar, Bali".

2. Research Methodology

This research was conducted in March 2020 – May 2020. The data types used were qualitative and quantitative. The data was obtained through primary and secondary data sources. Data collection techniques in this study were through observation, interviews, and documentation. This study uses a purposive sampling technique and the key informants in this study is Head of BUMDA Serangan who is responsible for the development of Serangan Tourism Village. Furthermore, the data collected

from observations, interviews, and documentation were analyzed using a qualitative descriptive approach, so as to clearly describe the implementation of the tourism village program in Serangan Village.

3. Analysis Result

Serangan Village is located in South Denpasar, Bali Province. Serangan Village is an island-shaped village with a maximum length of 2.9 km, a width of 1 km, and is surrounded by a coastline of 8 km. The initial area of Serangan Village before reclamation was 111 ha, now after the reclamation the area is 481 ha with details of land belonging to the Serangan Traditional Village covering an area of 48 ha and upland land covering an area of 394 ha. After the reclamation, the land on Serangan Island is divided into two ownerships, namely that of Serangan Traditional Village and PT. BTID (Bali Turtle Island Development) as the investor. The two areas are separated by a tourist canal. To the right of the canal is the area of PT. BTID and on the left are residential areas.

At first Serangan Village was an island separated from the island of Bali. People who want to come to Serangan Island must cross a small strait two kilometers wide that separates the two islands. In 1995-1998, PT. BTID carried out reclamation on Serangan Island so that this island became one mainland with the island of Bali which was connected by a bridge. The purpose of the reclamation is to build tourist facilities and a bridge crossing the island of Bali to Serangan Island. However, the reclamation project did not run smoothly because in 1997-1998 there was a crisis of monetary, political, social, cultural, and other factors that had a severe impact on companies so that this project had to be vacuumed for more than 20 years. As a result of the reclamation, Serangan Village has lost its turtle habitat because there is no longer a sandy beach on the east side of Serangan Village which has been replaced with residential areas. Therefore, to support the development of tourism in Serangan Village, in 2015 Serangan Village was officially designated as a tourist village by the government with the issuance of Denpasar Mayor Decree No. 188.45/472/HK/2015 concerning Tourism Villages in Denpasar City.

A. Implementation of the Tourism Village Program in Serangan Village

There are 4 factors for successful implementation such as communication, resources, disposition, and bureaucratic structure. The implementation of the tourism village program in Serangan Village are as follows:

1. Communication

Communication is the process of delivering information from the communicator to the communicant. The information conveyed aims to make implementers know what to do. In this study, the communication referred to is internal communication between policy implementers and external communication with outside parties. Communication between policy implementers has been running through coordination meetings, but I Wayan Turut as the head of BUMDA admits that the implementation of the Serangan Tourism Village program has not yet run one hundred percent. Regarding communication with outside parties, communication with the community is carried out through outreach to tourism actors in Serangan Village through Kelian Adat and Kelian Dinas. So that there is an exchange of information that will strengthen relations in the Community. The manager of Serangan Tourism Village has also attended a socialization event organized by the Denpasar City Tourism Office and the Bali Polytechnic College.

2. Resources

Resources consist of human resources, budget resources, and equipment/facilities resources. Human resources serve as policy implementers where these human resources have sufficient numbers to implement policies. Human resources that manage tourism in Serangan Village are sufficient. The human resources who handle tourism in Serangan Village are under the auspices of traditional villages through BUMDA and there are Pokdarwis or tourism awareness groups that have received legitimacy based on the issuance of a Decree from the Mayor of Denpasar No. 188.45/230/HK/2017.

Then budget resources become an important part in the implementation of the tourism village program. This relates to the funds that will be allocated for the development of tourist villages. If the allocated funds are large enough, it will be easier and smoother to implement the policies to be implemented, but if the funds allocated are small, it will be difficult to implement the planned policies. In this case, the funds used in the development of the tourism village program in Serangan Village come from the Traditional Village through Village Original Income (PAD). The funds come from tourism units managed by traditional villages such as Serangan Floating Pier and Turtle Conservation and Education Centre. Other funds are also assisted from the Mandiri Allocation Fund provided by the Government in 2019 and 2020. The tourism village manager admits that currently the funds allocated for the development of tourist villages are still limited and insufficient to

build Tourism Villages. Currently, there is no investors who provide funding for the development of Serangan Tourism Village.

The next resource is the facility resource. The importance of facilities and infrastructure is to support the comfort of tourists while traveling in tourist destinations. Regarding the existing facilities and infrastructure in Serangan Village such as road access is good because the road in Serangan Village is a paved and wide road so that it can be reached by two-wheeled or four-wheeled vehicles. Then the place of worship in Serangan Village there are several temples and mosque that can be used by tourists and the public to worship. Also there is a health facility in this village that can help tourists if they are sick or injured while traveling. Furthermore, accommodation in Serangan Village is available to support tourism activities in the form of villas and homestays provided by local communities. There is also Serangan Floating Pier which provides crossings from Bali to Nusa Penida, Nusa Lembongan, and Lombok. This pier is a featured facility in Serangan Village because many visitors who come to Serangan Village aim to cross through this pier. Not only as a place to pick up and drop off passengers, this place is also used as a tourist attractions such as photo spots for tourists. However, the manager of Serangan Tourism Village admits that the existing facilities and infrastructure in Serangan Village still do not fulfill tourism activities. For this reason, the manager is currently trying to develop and organize the area in order to create comfortable tourism activities for tourists, starting with improving the existing facilities and infrastructure in Serangan Village.

3. Disposition/Executor

The next aspect is the disposition of the implementers or the attitude of the implementers who support the implementation of the policies that have been set. A policy can run smoothly if there is support from the implementers [5]. If the attitude of the implementer is negative or does not support the implementation of the policy then it will cause obstacles. In this study, the disposition or attitude of the executor shown by the manager of Serangan Tourism Village is very important in the success of the tourism village program. The disposition or attitude shown by the tourism village manager has been good because the manager is committed to building a tourism village by developing turtles as the biggest natural tourism potential in Serangan Village. In addition, there is also a Balinese cultural art studio that carries out routine activities such as dance training and preservation of cultural arts. These trainings can shape the character of the younger generation in Serangan Village to love their culture while at the same time preserving local customs and culture in Serangan Village.

4. Bureaucratic Structure

Bureaucracy is an institution that implements policies. Based on the results of research conducted on bureaucratic workflows in the development of tourism village programs in Serangan Village start from the Denpasar City Tourism Office which is responsible for providing training and technical guidance to Pokdarwis in Serangan Village, especially regarding the management of tourist villages and marketing or promotion of tourist villages. The manager of Serangan Tourism Village is handed over to traditional villages through BUMDA. Therefore, it is necessary to coordinate between public villages and traditional villages in developing Serangan Tourism Village.

B. Inhibiting Factors in the Implementation of the Tourism Village Program in Serangan Village

The factors that become obstacles for managers in the implementation of Serangan Tourism Village are as follows:

1. People still lack of awareness to keep the environment clean.
2. Limited tourism village development funds because currently only rely on the Serangan Traditional Village PAD which comes from business units managed by traditional villages.

4. Conclusion

Based on the discussion of the problems raised, it can be concluded that the implementation of the tourism village program in Serangan Village consists of 4 success factors there are communication, resources, disposition, and bureaucratic structure. The implementation of the tourist village in Serangan Village has been carried out quite well in terms of disposition and organizational structure. However, until now the development of tourist villages has not been one hundred percent because there are still many things that need to be improved such as communication and budget sources. Suggestions that can be given by researchers are that Pokdarwis as an organization that manages tourist villages in order to maximize its role in the implementation of the tourism village program in Serangan Village. Then, for the government to give attention and encouragement so that the implementation of the tourism village program in Serangan Village can run optimally.

References

- [1] Republik Indonesia. 2014. Law No. 6 of 2014 on Village. Jakarta.
- [2] Regional Regulation of Bali Province No. 3 of 2001 on Pakraman Village
- [3] Suryawan, I. B., Suryasih, I. A., & Anom, I. P. 2016. *Perkembangan Dan Pengembangan Desa Wisata*. Bogor: Percetakan Dan Penerbit Herya Media.peratur
- [4] Edward III, George C. 1984. *Public Policy Implementing*. Jai Press Inc, London – England
- [5] Winarno, Budi. 2004. *Teori dan Proses Kebijakan Publik*, Yogyakarta: Media Pressindo.