



COMMUNITY-BASED TOURISM POTENTIAL DEVELOPMENT STRATEGY IN SELAT VILLAGE, SUKASADA DISTRICT, BULELENG DISTRICT

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ABSTRACT

The research aimed to analyse the tourism potential in Selat Village as well as the strategies used to develop the tourism potential. Cooper's tourism destination development theory was used in this study. This research used qualitative and descriptive methodology, and data obtained through interviews, observation and literature study. This study also used qualitative data analysis and SWOT analysis.

The results of the research show that the tourism potential of Selat Village is cultural sites in the form of Pura Kahyangan Desa Adat Selat Pandan Banten and Panglukatan Pancuran Dasa Mala; the potential of natural tourism parks, namely the Village Forest, Camping Area, Outbound, Yoga and Meditation Area; rural conditions in the form of Jogging tracks; agricultural/plantation land in the form of Agrotourism/ecotourism; cultural and artistic events consisting of Genggong Art, Genjek Art, Baleganjur/Gong Kebyar, Cultural Festival, and Weaving Tradition. Most of Selat Village's tourism potential has not been managed well, so that local communities have not fully enjoyed its benefits. The results of the SWOT analysis show that there are four alternative strategies namely: SO (Strengths-Opportunities) strategy, ST (Strengths-Threats) strategy, WO (Weaknesses-Opportunities) strategy, and WT (Weaknesses-Threats) strategy.

Keywords : tourism potential, development strategy, community-based tourism.

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I. INTRODUCTION

Buleleng Regency is one of the districts in Bali which has many villages that are improving themselves, especially in the tourism sector. One of the villages in Buleleng Regency is Selat Village. This village, which is located in Sukasada District, has various tourism potentials that can be developed, including religious tourism, namely melukat at Panglukatan Dasa Mala, educational tourism, namely cultivating porang plants, agrotourism, namely clove gardens, natural tourism, waterfalls and cultural tourism, the Naur Panempuh Tradition. The Selat Village tourism awareness group was formed based on existing tourism potential. The Tourism Awareness Group or what is usually abbreviated as pokdarwis is a community group consisting



of people who work and care about Selat Village tourism. It is hoped that they can help increase village tourism and encourage local and national tourism development.

In the results of an interview with the Chair of the Selat Village Pokdarwis in August 2023, it can be seen that local and foreign tourist visits have decreased since the Covid-19 pandemic until 2023. Even though several things have been done to develop tourism potential in Selat Village, such as organizing several tourism potentials and carrying out promotions on social media. However, this cannot be done optimally even though there are still many things that can be explored and done for the development of Selat Village itself. There are several obstacles in developing tourism potential as explained by the Chairman of the Selat Village Pokdarwis, namely limited human resources and a lack of funding allocation to manage the tourism potential of Selat Village. Lack of preparedness or limited human resources in managing village potential can be the main thing that influences the development of village tourism potential. This is because the human resources in the village in managing village tourism potential have not been able to look at the opportunities and challenges of the tourism sector. The main thing underlying the weakness of HR competency in managing tourist villages is the low level of HR education.

Lack of allocated funds is also an obstacle in managing the tourism potential of a village. The use of funds allocated to organize the tourism potential of Selat Village cannot be maximized because Selat Village is still carrying out village development in various fields such as village roads, village residents' health and village water supply. These two obstacles then have an impact on several important elements in the development of tourism potential, such as the lack of cultural attraction of local communities, the lack of activities developed to attract tourists, and the lack of integration with surrounding tourist villages.

From this description it can be seen that there is a difference between reality and expectations in developing village tourism potential, which is supported by several theories about current conditions. The development of tourism potential must consider the people of the Straits as subjects and objects. In fact, the Selat Village community has some potential for development because it has community characteristics with tourism services that can attract tourists. Apart from that, there are tourism awareness groups and other community groups that can help build a tourism mindset, cultural potential that can be shown to tourists, and community experience in processing various natural products. For this reason, a good strategy is needed that has great potential to produce big changes in various sectors, especially in the tourism sector.

Based on the explanation above, there are three important reasons why Selat Village needs to review and develop its tourism potential. First, there is a lot of tourism potential that can be developed. Second, there is a lack of support from the government and the Selat Village community, which results in a lack of development action and a lack of supporting facilities. Lastly, Selat Village's less-than-optimal reputation has resulted in a lack of visitors. This research aims to identify the tourism potential of Selat Village and development strategies that can be used to increase the village's tourism potential. In addition, this research also pays attention to the role of local communities in providing shelter, food and drink, transportation services, and other types of tourism that follow an approach called "Community Based Tourism", which is tourism development in which all tourist activities are joined by rural communities

METHOD

The type of research used is qualitative descriptive research. According to Sugiyono (2020), qualitative descriptive research is a type of research that functions to describe or provide

an overview of the state of the object being studied based on the data obtained. The determination of informants in this research used purposive sampling. Sugiyono (2020) stated that the purposive sampling technique is sampling data sources using certain considerations obtained through interviews with sources.

Data collection is the process of obtaining research data. The collection methods used were observation, interviews, documents, and literature studies. This research uses several analytical methods such as qualitative data analysis techniques and SWOT analysis. In qualitative data analysis, data collection is carried out from various sources supported by research instruments. The data is then processed and presented descriptively based on the problem formulation and data found in the field through interviews. In addition, SWOT analysis is used to evaluate the Selat Village tourism development strategy

II. RESULT AND DISCUSSIONS

1. Selat Village Tourism Potential

In the discussion, the tourism potential of Selat Village is explained which is based on Cooper's (1993) Tourism Destination Development Theory, namely 4A consisting of Attractions, Amenities, Access and Ancillary Services. Apart from that, Buhalis (2000:98) said that different theories regarding the components of tourism development consist of 6A, namely Attraction, Amenities, Ancillary, Activity, Accessibilities and Available Package. This research combines these theories so that there are 6 components of tourism development, namely Attraction, Accommodation, Amenities, Ancillary services, Activity and Accessibilities.

1.1 Attractions

Attractions are man-made products, natural beauty, or events that attract tourists to a destination (Cooper, 1993). Attractions include elements in a tourist attraction that broadly influence tourists' choices and motivations in visiting Selat Village. These elements can be man-made attractions, natural attractions, and cultural artistic events.

The potential that exists in Selat Village is very diverse, but the village government and community have not been able to develop it optimally. Therefore, new innovation and creativity is needed in developing tourism potential in Selat Village to attract tourists to visit so that it can also improve the community's economy. Existing and undeveloped potentials are described in the table below:

Table 1
Potential Condition tourism at Selat village

No	Potential	Attraction	Keterangan
1	Cultural Site	Pura Kahyangan Desa Adat Selat Pandan Banten	It has developed, but not yet optimally
		<i>Panglukatan</i> Pancuran Dasa Mala	It has developed, but not yet optimally
2	Natural Park	Village forest	Not Yet
		Camping Area	Not Yet
		Outbond	Not Yet
		Yoga and meditation area	Not Yet
		Jogging track	Not Yet
3	Agricultural/Plantation Land	Agrowisata/ekowisata	Not Yet
4		Kesenian Genggong	Not Yet

Event Budaya dan Kesenian	Baleganjur and Gong Kebyar	Not Yet
	Cultural Festival	Not Yet
	Weaving tradition	It has developed, but not yet optimally
	Kesenian Genjek	Not Yet

Source: Research, 2024

In the table it can be seen that a lot of tourism potential in Selat Village has not been well developed. Therefore, there is a need for cooperation between the village government and the community to be more serious about working on the existing tourism potential. Apart from that, it is also necessary to promote the tourism potential that has developed so that tourists are interested in coming to Selat Village.

1.2 Amenities

Amenities are supporting facilities for tourism activities in a village. Amenities include various facilities to fulfill accommodation needs, food and beverage procurement, entertainment venues, retailing, and other services such as banks, hospitals, security and insurance (Cooper et al, 2000). There are several facilities that support tourism activities in Selat Village, one of which is a food stall.

The famous food stall in Selat Village is the Tepi Bukit Canteen or known as Warung TB Selat Village. This food stall serves various Indonesian and Balinese specialties. Apart from being able to enjoy typical food and drinks, tourists are also treated to views of Buleleng Regency seen from the mountains straight towards the sea.

Observation results show that the public facilities in the Selat Village area still need to be improved, for example there are no public toilets that comply with health standards. Supporting facilities such as trash cans, information boards, and jogging/cycling tracks in the forest area and environment around Selat Village are still far from satisfactory.

1.3 Accommodation (Lodging)

Accommodation can be interpreted as lodging which of course will be different from one destination to another. A popular place to stay is a hotel with various facilities. Hadiwijoyo (2012:68) states that accommodation that supports the implementation of tourism activities can be found in tourist villages or somewhere close to tourist villages. Accommodation in the village can be in the form of a camping area, villa or tourist house.

Based on the results of an interview with Prebeker Selat Village, Mr Putu Mara said that there are around 30 villas and/or homestays in Selat Village. However, there are still many that are not yet operating optimally because they do not have a business permit and are also privately owned villas from people outside Selat Village.

There are several commercial villas in Selat Village. The first is Villa Bloom Bali. This villa is located in Jalan Setra Selat Village. Kadek Peni, an employee at this villa, said that many tourists rent this villa every month. This is because it is located close to tourist areas.

Apart from that, there is another famous villa in Selat Village, namely Villa Asa. Located on Jalan Nuriajeng Banjar Dinas Bululada Selat Village, this villa offers a cool place to stay away from the hustle and bustle of the city, as well as a large swimming pool so that guests are satisfied to swim in this villa.

1.4 Access

Access is often identified with transferability, namely the ease of moving from one area to another. In relation to tourism activities, the main entrance or entrance to a tourist destination area can be said to be an important access.

Selat Village has decent road access and can be reached by various types of vehicles such as cars or motorbikes. The distance between Selat Village and the capital of Buleleng district is only about 12 km or 25 minutes. This is an advantage because the area is vital and not far from the city center. Apart from that, Selat Village has a highland geographical condition and is surrounded by forests and plantation land which makes the area beautiful, cool and pollution-free. The route to the village is quite steep so it is recommended to take the Gitgit route rather than the Asah Gobleg route. However, traffic conditions are still relatively smooth because there are rarely any traffic jams except when traditional ceremonies are being held.

Apart from road access, Selat Village has adequate internet access and also has its own social media to promote its tourism potential. Both the department and customs have social media to provide accurate information to the community. However, social media is still underutilized because there are still many people who do not access it. The solution is to use one of the well-known accounts to promote the official and traditional village social media accounts, so that all levels of society will know that Selat Village has a social media account that is used to provide all forms of available information.

1.5 Ancillary Services

Additional or complementary services to tourists and tourism actors are one of the important things, such as marketing, development of physical infrastructure (roads, railways, drinking water, electricity, telephone, etc.), as well as coordinating various activities and complying with statutory regulations. invitations at tourist attractions and on the highway. One example is providing information services to tourists at the Tourism Information Center (TIC). This service can be in the form of direct explanations or printed content such as brochures, books, posters, maps, and so on. Another very important support tool is a guide. Tour guides must understand information about their location.

The Tourism Awareness Group (POKDARWIS) is also one of the complementary services available in Selat Village. The Selat Village Pokdarwis consists of several local communities. However, this tourism awareness group organization does not appear to have a real work program in developing the tourism potential of Selat Village. This is based on observations where the promotion and development of existing tourism potential is still lacking so that Selat Village tourism is not yet known to the wider community.

4.1.6 Activity (Activity)

Activities are activities that provide experiences to tourists. Each destination has unique activities that are tailored to the characteristics of the tourist destination (Brown and Stange, 2015). Selat Village offers a variety of recreational, cultural and natural activities for visitors. Some tourist activities that can be developed in Selat Village include weaving, weaving, planting, agro-exploring, making homemade equipment, learning to dance, and playing gamelan. Among the various tourist attractions that can be developed, there are several that must be considered unique to trigger so that people want to know and come to Selat Village and visitors do not get bored and can return.

2. Strategy for Developing Community-Based Tourism Potential in Selat Village

This strategy was taken based on internal and external factors, the tourism potential of Selat Village was then analyzed according to the SWOT analysis. This SWOT analysis originates from internal and external factors in Selat Village which then creates 4 alternative strategies, namely SO (Strengths-Opportunities), ST (Strengths-Threats), WO (Weaknesses-Opportunities) Strategy, and WT (Weaknesses-Threats). The following are strategic steps that can be taken:

2.1 SO Strategy (Strengths-Opportunities)

This strategy is the result of a combination of strength factors and opportunity factors. This strategy is built on strengths to maximize the benefits of opportunities. The strategies depicted in the SO Strategy Matrix are as shown in the following table:

1. Collaborate with tourism stakeholders to develop superior village tourism potential programs (S1, S2, S4, O1, O4)
2. Utilization of village advantages to increase the attractiveness of Selat Village's tourism potential (S3, S5, O2, O3)
3. Promote local Selat Village products by utilizing technology and competitive prices (S3, S4, S5, O2, O5)

2.2 ST Strategy (Strengths-Threats)

This strategy is a combination of strength factors and threat factors. This strategy is part of an effort to use existing forces to reduce threats that may occur, as in the table below:

1. Package local culture as an attraction through arts and cultural performances (S1, T1, and T2)
2. Fostering local communities in promoting the tourism potential of Selat Village through social media and the internet (S2, S3, and T5)
3. Build joint cleaning activities and cleaning teams (S3, S4, S5, and T3)
4. Fostering local communities in developing MSMEs and managing local resources (S4 and T4)

2.3 WO Strategy (Weaknesses-Opportunities)

This strategy is obtained from combining weakness factors (Weaknesses) and opportunity factors (Opportunities). The essence of this strategy is solving internal problems, namely weaknesses, by taking advantage of existing opportunities. The WO strategy matrix can be seen as follows:

1. Gradually improve Selat Village tourism infrastructure and facilities so that tourists can enter easily (W4, O1, O2, and O5)
2. Promote Pokdarwis to spread Sapta Pesona and encourage local communities so that tourists feel safe and comfortable (W3, W5, and O3)
3. The Selat Village Government will utilize local government policies to submit funding proposals and arts and culture activities as potential tourist attractions for Selat Village (W1, W2, and O4)

2.4 WT Strategy (Weaknesses-Threats)

This strategy is a combination of weakness factors (Weaknesses) and threat factors (Threats). This strategy can be applied to activities that are preventive and try to reduce existing weaknesses and overcome existing threats. The WT Strategy Matrix can be seen as follows:

1. Maintain and develop local culture by establishing studios and giving awards to local artists (W1, T1, and T2)
2. Launch a community empowerment program in the tourism sector by establishing a Selat Village Tourism Management Agency (W3, W5, T3 and T4)
3. Maximize the existing budget to empower the community and use social media to disseminate information (W2, W3, W4, and T5)

The strategy definition emphasizes that tourism promotion activities require the participation and coordination of tourism stakeholders because the two are interdependent and cannot be managed independently. The community has a big place and role in developing tourism in Selat Village in every development program, development, and effort to increase tourism, especially in the village tourism sector. Therefore, there needs to be things that must

take into account the role, abilities, and influence of the community as subjects or participants in tourism development.

III. CONCLUSIONS

Based on the results of the previous analysis and discussion, it can be concluded that the tourism potential of Selat Village is a cultural site in the form of Kahyangan Temple, Selat Pandan Banten Traditional Village and Panglukatan Pancuran Dasa Mala; potential natural tourism parks, namely Village Forest, Camping Area, Outbound, Yoga and Meditation Area; rural conditions in the form of a Jogging track; agricultural/plantation land in the form of agrotourism/ecotourism; Cultural and arts events consist of Genggong Arts, Genjek Arts, Baleganjur/Gong Kebyar, Cultural Festivals, and Weaving Traditions. The various tourism potentials in Selat Village as a whole have not been managed professionally and optimally so that the economic benefits have not been fully felt by the local community.

Based on the identification of the two factors, namely internal and external factors, then analyzed using SWOT analysis, four alternative strategies were produced in developing the tourism potential of Selat Village so that it becomes sustainable tourism, including SO (Strengths-Opportunities), ST (Strengths-Threats), WO strategy (Weaknesses-Opportunities), and WT strategy (Weaknesses-Threats).

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