

The Tourism Village Development Strategy through Community Empowerment in Tiwingan Lama Village, Aranio District, Banjar Regency

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Abstract

The local government has goals and hopes to make Tiwingan Lama Village develop as a national mainstay tourist village. However, community involvement in the development of the tourist village is still low and not optimal, even though the Tiwingan Lama Tourism Village has successfully won the title as the fourth winner of the 2019 National Tourism Village competition. The purpose of this study is to describe community involvement in the development of the Tiwingan Lama Tourism Village and to explain the community empowerment strategy in the development of the Tiwingan Lama Tourism Village, Aranio District, Banjar Regency. This study uses a qualitative method with descriptive analysis. Informants were taken purposively, namely people from the bureaucracy in the local government, people from the village government to people from the Tourism Awareness Group and Tiwingan Lama Village-Owned Enterprises. Research data obtained through observation and in-depth interviews. Data were analyzed using SWOT analysis. Based on the results of research and discussion, it is concluded that community involvement in the development of Tourism Villages in Tiwingan Lama Village, Aranio District, Banjar Regency has not run optimally. The problems faced in efforts to increase community participation are the provision of tour guides and tourist accommodation in Tiwingan Lama Village which is still very minimal, the occurrence of disputes in the management of the Pesona Riam Kanan Tourism Awareness Group, the mindset and behavior of the Tiwingan Lama village community towards tourism awareness is still low and the crime rate is still low. in Tiwingan Lama Village is still high.

Keywords: Development Strategy, Tourism Village, Community Empowerment.

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INTRODUCTION

Indonesia is an archipelagic country with a very large number of human resources inhabited by various races, ethnicities, and different ethnicities. Indonesia is also known as a country that has abundant natural resources. Each region certainly has its own advantages and this is certainly very profitable to develop. These advantages will certainly be supporting factors for Indonesia to take off towards developed countries and get out of the poverty zone. The natural wealth and diversity of the Indonesian nation holds a lot of potential as well as valuable opportunities to build Indonesian tourism so that it is more passionate in the eyes of the world and has characteristics based on local wisdom (BPS, "Berita Resmi Statistik", <https://www.bps.go.id> (07 November 2016)).

Tourism development is a mandate of Law No. 10 Article 11 of 2009 concerning tourism which states

that the Government and institutions related to tourism organize tourism to support tourism development. Modern tourism products are now starting to be abandoned and tourists are turning to tourism products that value the environment, nature, culture and attractions in a special way.

The determination of these ten priority destinations is the mandate of the President of the Republic of Indonesia, Ir. H. Joko Widodo, through the Cabinet Secretariat letter Number B 652/Seskab/Maritim/2015 dated 6 November 2015 regarding the Presidential Instructions on Tourism and the Presidential Instructions at the Early Years Cabinet Session on 4 January 2016. There are 10 priority tourist destinations that will be focused on its management by the government consisting of Mandalika, West Nusa Tenggara; Morotai Island, North Maluku; Tanjung Kelayang, Bangka Belitung Islands; Lake Toba, North

Sumatra; Wakatobi, Southeast Sulawesi; Borobudur, Central Java; Thousand Islands, DKI Jakarta; Tanjung Lesung, Banten; Bromo, East Java; and Labuan Bajo, East Nusa Tenggara. This proves that the Government is really exploring tourism potential that shows the promotion of cultural and natural products.

In line with the dynamics, the movement of tourism development penetrates in various terms such as sustainable tourism development, rural tourism, ecotourism, is a tourism development approach that seeks to ensure that tourism can be carried out in non-urban tourist destinations. One of the alternative tourism development approaches is village tourism for sustainable rural development in the tourism sector (Rahmawati & Handayani, 2014). Tourism villages are developed with the aim that every potential Human Resources (HR) in the village can be deployed effectively in village entrepreneurship, reduce urbanization to cities and attract village scholars to return to their hometowns, with the hope that the village community's economy will grow with open fields. work independently.

Banjar Regency is one of the regions in South Kalimantan Province which until now continues to strive to increase tourism by developing tourist villages. Currently, Banjar Regency has four Tourism Villages. In 2018, two tourist villages were established, namely Tiwingan Lama Village, Aranio District and West Mandikapau Village, Karang Intan District, while for 2019 there were two tourist villages that were inaugurated, namely Sungai Rangas Tengah Village, West Martapura District and Belangian Village, Aranio District. The tourist villages developed are generally directed at efforts to diversify tourism objects that are oriented towards community welfare, preservation of cultural arts and environmental friendliness.

The South Kalimantan Provincial Government is enthusiastic about developing Tiwingan Lama Village as a tourist village. Currently, the South Kalimantan Provincial Government through the Community and Village Empowerment Service has opened an access road to Tiwingan Lama Village as an approach route because access to the village is still difficult for motorized vehicle users to pass. The Banjar Regency Government also has the same passion to develop Tiwingan Lama Village as a mainstay tourist destination. Along with the development of tourist destinations in the village area, the Pesona Riam Kanan Tourism Awareness Group (Pokdarwis) has been formed which is responsible for managing Bukit Matang Kaladan tourism in Tiwingan Lama Village.

To understand destination governance, Siregar & Arlena (2017) mentions the division of tourism destination governance into three parts, namely goals, activities or activities and the organizational structure of governance. Objectives are defined as goals or targets

to be achieved by an organization in running a group of governance organizations. These goals are stated in the form of goals to be achieved within a certain period. Activities can be interpreted as all efforts, programs or activities carried out in order to achieve the goals of the destination governance organization. Generally, governance organizations in the tourism sector always emphasize the importance of encouraging people to get economic benefits or benefits from tourism activities and the preservation of tourism resources that are used as tourist attractions.

The development of Tiwingan Lama Village as a tourism village that has the potential to provide economic value for its people, was not accompanied by an increase in the participation of the village community. The mindset of the people of the Tiwingan Lama tourist village which has not been open yet, assumes that the village is an object of development that must always be assisted by the government. There are still community groups in the village of Tiwingan Lama who refuse the presence of tourists, because of fears that immoral acts will occur which are clearly contrary to the rules and norms that apply to the village. The limited capacity of Human Resources (HR) of the Tiwingan Lama village community. The low response from the village community in capturing the opportunities of the tourism sector in their area is due to the lack of coaching and skills training so that the community can open employment opportunities independently of tourism potential. Based on the problems that have been stated above, this study aims to analyze the tourism village development strategy in Tiwingan Lama Village, Aranio District, Banjar Regency and the involvement of the local community.

MATERIALS AND METHOD

This research uses qualitative research methods which are analyzed using descriptive techniques. According to Sugiyono (2017), the qualitative research method was carried out intensively, researchers participated for a long time in the field, recorded carefully what happened, carried out reflective analysis of various documents in the field, and made detailed research reports. According to Prasetyo *et al.* (2016), descriptive research was conducted to provide a more detailed description of a symptom or phenomenon. This research is identified with research questions that use "how" questions in developing existing information. The purpose of descriptive research is to describe the mechanism of a process and create a set of categories or patterns.

The research was conducted in Tiwingan Lama Village, located in Aranio District, Banjar Regency. Data was collected through interviews and direct observation in the field. The interview technique used is to use depth interviews, namely conducting in-depth interviews with respondents. In this study the form of interview used is an unstructured interview,

which is addressed to several source stakeholders. The type of observation carried out is participatory observation. Participatory observation will make the data obtained more complete, sharp and to know the level of meaning of each behavior that appears. Researchers when in the field will make observations on passive participation. So in this case the researcher comes to the place of the activity of the person being observed, but is not involved in the activity. Data analysis was carried out by qualitative SWOT analysis.

RESULTS AND DISCUSSION

1. Overview of Research Locations

Tiwingan Lama Village is one of the villages in Aranio District, Banjar Regency which is about two kilometers from the capital of Aranio District and about thirty kilometers from the capital of Banjar Regency, Martapura City. Tiwingan Lama Village consists of 2 Rukun Warga (RW) and 2 Hamlets. Tiwingan Lama Village is one of the areas included in the conservation area of the Sultan Adam Forest Park (Tahura). The legal basis for the establishment of the Sultan Adam Tahura area refers to Presidential Decree Number 52 of 1989 concerning the Development of the Right Rim Forest Group as the Sultan Adam Grand Forest Park.

Based on administrative data from Tiwingan Lama Village, the total population is 457 households or 1,453 people consisting of 736 men and 717 women. The number of poor families recorded in Tiwingan Lama Village is 15 families. Tiwingan Lama Village has the highest potential population in the productive age group in the 15-39 year age group as many as 604 people and the 40-64 year age group as many as 320 people. These two age groups, when combined, have a very dominant percentage, which is around 63.59% of the total population of Tiwingan Lama Village. The majority of the residents of Tiwingan Lama village have other types of work for 852 people, farmers 375 people, fishermen 120 people and entrepreneurs (traders) as many as 59 people. This means that most of the people of Tiwingan Lama Village are very dependent on the condition of the Natural Resources (SDA) owned by the region.

Since 2015 the Ministry of Villages, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia has carried out comprehensive data collection in villages through the Developing Village Index (IDM). Through this data collection, a score is produced to determine the status of the village in the IDM which consists of several levels of status. The status classification of each village is determined with the following thresholds: (1) Very Disadvantaged Village < 0.491 ; (2) Disadvantaged Villages > 0.491 and < 0.599 ; (3) Developing Village > 0.599 and < 0.707 ; (4) Advanced Village > 0.707 and < 0.815 ; (5) Independent Village > 0.815 . In 2021, Tiwingan Lama Village has a Building Village Index (IDM) of 0.663 or status as a Developing Village.

2. Community Involvement in the Development of the Tiwingan Lama Tourism Village

The Tiwingan Lama Tourism Village certainly cannot develop without the support and participation of all relevant parties, both from the government, private sector and the village community. The community in this case is divided into three groups, namely the general public, tourism awareness groups (Pokdarwis), and village-owned enterprises (Bumdes).

a. General Community Group

Community capacity building for the management of Tiwingan Lama Village tourism objects has been carried out to improve the economic business of the village community. Activities that have been carried out are training in making souvenirs, fostering tourism awareness to Pesona Riam Kanan pokdarwis members and coaching in the management of entrance fees for Tiwingan Lama village and Matang Keladan Tourism Objects. According to the Acting Head of the Tiwingan Lama Village, improving the quality of village tourism object managers is also accompanied by the implementation of effective policies from the village, especially in the cost of entering tourist attractions. So far, tourists visiting Tiwingan Lama Village, whether they want to cross to the port or heading to the highlands (Matang Keladan) often leave garbage and pollution which can certainly disturb the beauty of the village environment.

The results of the initial interview with the Acting Head of Tiwingan Lama Village, Mr. Nono Dwi Santoso, S.Sos. He stated that:

"We are of the view that for example the cost of motorcycle taxis is cheap, the number of tourists visiting there (Matang Kaladan) will be more. Maybe the income for the community (motorcycle taxis) will also be more. But on the contrary if it is expensive, of course tourists who want to bring family members will discourage it. I see, the mindset of the village community is still temporary and cannot think further about how to manage this motorcycle taxi in the future."

Efforts to increase community involvement in the development of the Tiwingan Lama Tourism Village continue to be encouraged. But in its implementation, of course, there are a number of problems faced by the region. Village Local Facilitator for Village Community Development and Empowerment Program (P3MD) assigned to Aranio Sub-district (including Tiwingan Lama Village) Mrs. Sri Hartati also gave responses in the interview, in her response stating that:

"Efforts to develop tourism in Tiwingan Lama Village are not without significant problems. The problems that occur in this village are that each of its residents tends to think about personal interests, and also prioritizes material. So for example, if an activity does not generate money or wages, usually they do not want to

do the activity. Community cooperation is also still lacking. This problem is compounded by the presence of elbows in the management of the Pesona Riam Kanan Pokdarwis.”

The emergence of the Tiwingan Lama Tourism Village as one of the mainstay tourist destinations in the Banjar Regency area, also cannot be separated from the ideas and ideas of its community members to improve their economic business in the village. This is inseparable from the very strategic geographical location of Tiwingan Lama Village, being the center and transit area for nine villages in the Aranio sub-district, which has been previously disclosed that the area in Tiwingan Lama Village consists of mountains or highlands and waters of the Power Plant reservoir. Right Rim Hydropower (PLTA). This potential is really utilized by the people of Tiwingan Lama Village to attract tourists with beautiful natural panoramas, tourist facilities and bustling buying and selling transactions (trading activities).

b. Tourism Awareness Group (Pokdarwis) Pesona Riam Kanan

Interviews were conducted with the former head of the Pesona Riam Kanan Tourism Awareness Group (Pokdarwis) for the 2017-2020 period, with the following results.

“Along with the times, the road opening activities carried out by the Governor since 2016 in the Awang Village area of East Bangkal to Rantau Bujur Village on the left side of the road, and the opening of the road to Belangian village, of course have a negative impact because the five villages will not pass through. the village of Tiwingan Lama again. This is very complained by traders and transportation services whose income is decreasing at that time.”

The main problems above create ideas from the community to develop natural tourism objects in the Tiwingan Lama Tourism Village, namely Matang Keladan. The people of Tiwingan Lama village then formed an organization called the Pesona Riam Kanan Tourism Awareness Group (Pokdarwis), which was then able to take advantage of the viral moment of the Matang Keladan tourist attraction by establishing various economic businesses such as shops or stalls, parking management, management of motorcycle taxis to Matang Keladan. and the management of tourist spots in the Matang Keladan tourist attraction itself. The livelihoods of the people of Tiwingan Lama Village are ultimately very dependent on tourist visits from both local and foreign countries who come to the tourist village. Tourists visiting are increasing from 2017 to 2019.

A number of rural community economic efforts embodied in the Pesona Riam Kanan pokdarwis grew along with the presence of Matang Keladan Tourism Object, including the following.

1. Parking services managed by the community around 15 predetermined points, with a value of around Rp. 20,000,000.00/Month
2. Motorcycle taxi services to mature tourist sites with 36 members generate around Rp. 72,000,000.00/Month
3. Stall and Kiosk services reach Rp. 22,500,000.00/Month
4. Other services such as tour guides reach Rp. 15,000,000.00/Month.

The growth of community economic efforts in Tiwingan Lama Village has a very positive impact on opening employment opportunities and improving the welfare of the village community.

c. Village-Owned Enterprises (Bumdes) Tiwingan Sejahtera

Another problem faced in an effort to increase the capacity of the Tiwingan Lama village community was also expressed by one of the tourism business managers in Tiwingan Lama Village. As a sample is the travel manager "Papah Aranio" Ahmad Ramadhani, SE. He who previously was also the administrator of the Village-Owned Enterprise "Tiwingan Sejahtera" said that.

“Currently, the people of Tiwingan Lama Village find it easier to choose jobs that directly generate money, for example motorcycle taxi drivers, transporters and parking attendants. Meanwhile, the culinary business as well as the making of souvenirs are currently not very much involved. This is because the quality of Human Resources in Tiwingan Lama Village is still low, so it will affect the low job competition in the community.”

Meanwhile, on the other hand, the efforts made to the people of Tiwingan Lama Village to improve their ability to become entrepreneurs in the tourism sector are still being carried out intensively. This is similarly expressed by Mr. Ahmad Ramadhani, SE as follows:

“First, we have tried to empower Pokdarwis in every village, for example, making Tour Guides and making tour packages. Second, we always socialize about the importance of hospitality to visitors to the community.” Third, we strive to create cultural attractions in the village such as the ketinting boat racing festival and the Bahuy dance in accordance with the local wisdom of the village.”

3. Barriers to Community Involvement in the Development of the Tiwingan Lama Tourism Village

Community involvement in the development of the Tiwingan Lama Tourism Village did not run smoothly. This happened because there were several problems that became inhibiting factors in the implementation of these activities, namely the provision of tour guides and tourist accommodation in Tiwingan Lama Village which was still very minimal, the

occurrence of disputes in the management of the Pesona Riam Kanan Tourism Awareness Group (Pokdarwis), mindset and behavior of the community. Tiwingan Lama Village towards tourism awareness is still low, and the crime rate in Tiwingan Lama Village is still high.

Tourist objects in Tiwingan Lama Village are increasingly viral and known by many tourists in recent years, but the economic efforts of the Tiwingan Lama Tourism Village community have not been able to grow and develop optimally. These potential economic businesses include the provision of tour guide packages and tourist accommodation. However, the people of Tiwingan Lama village tend to think more about their own interests and prefer to run independent businesses with short-term income. This makes the services of providing tour guide packages and tourist accommodations that have a long term and have a very broad and promising scope of business, not ogled by Tourism Awareness Groups (Pokdarwis) and Village Owned Enterprises (Bumdesa) to be developed together with the community. While on the other hand, the longer the tourists, the more diverse their needs will be. There are those who only travel individually, there are groups and there are also those who also bring their family members. If the community is not involved and fostered in the development of tour guides and accommodation in Tiwingan Lama Village, of course, the economic level of the community will be difficult to develop and the income of the community will also be difficult to increase.

The change of management in the Tourism Awareness (Pokdarwis) Pesona Riam Kanan group in 2019 showed the dissatisfaction of the people of Tiwingan Lama Village towards the management of the Tourism Village. Although Pokdarwis Pesona Riam Kanan always presents Pokdarwis accountability reports every year, some people still think that the Pokdarwis Chair is not transparent. The Pokdarwis Chair is not transparent, namely in the management of tariffs to the location of the Matang Keladan tourist attraction which is of course very valuable for the community. The tariffs in question include the rates for tourist motorcycle taxis, photo spots and parking fees which are considered beneficial for a handful of parties in the Pokdarwis. The low level of public trust in the management of the Pesona Riam Kanan Pokdarwis will result in the low participation of the village community in the development of the Tiwingan Lama Tourism Village.

Community cooperation towards efforts to realize tourism awareness in Tiwingan Lama Village is still relatively low. This attitude of the community can be seen from the mindset of the community that still appears if an activity does not produce monetary or material value for them, then they tend not to want to come or do the activity. In addition, the behavior of the

community in tourism awareness is still low to maintain the cleanliness and comfort of the environment, both the environment around community settlements and the environment towards tourism objects in Tiwingan Lama Village.

Before the establishment of a tourist village in Tiwingan Lama Village, the crime rate in the village was very high. This is influenced by the environment of Tiwingan Lama Village which is located around the pier or river port, which used to often occur in conflicts such as fights, gambling, extortion, theft, and others carried out by the local community. This is still attached to this day so that people who are active and who make tourist visits to the area are rather careful when they are in the village. Although currently the involvement of the community in tourism activities in Tiwingan Lama village has increased, but there are still elements who still commit these crimes, which are feared to reduce the enthusiasm of the people of Tiwingan Lama village in accepting and serving every tourist who visits the village.

Based on the description above, it can be concluded that the problems faced regarding community involvement in the development of the Tiwingan Lama Tourism Village are the provision of tour guides and tourist accommodation in Tiwingan Lama Village which is still very minimal, the occurrence of disputes in the management of the Pesona Riam Kanan Tourism Awareness Group (Pokdarwis), The mindset and behavior of the Tiwingan Lama village community towards tourism awareness is still low and the crime rate in Tiwingan Lama Village is still high.

CONCLUSION

Community involvement in the development of Tourism Villages in Tiwingan Lama Village, Aranio District, Banjar Regency has not run optimally when viewed from the side of the community participation in Tiwingan Lama Village. The problems faced in efforts to increase community participation in the development of the Tiwingan Lama Tourism Village are the provision of tour guides and tourist accommodation in the Tiwingan Lama Village which is still very minimal, the occurrence of disputes in the management of the Pesona Riam Kanan Tourism Awareness Group (Pokdarwis), the mindset and behavior of the Tiwingan village community. The awareness of tourism is still low and the crime rate in Tiwingan Lama Village is still high.

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