



COMMUNITY BASED TOURISM (CBT) PROGRAM: TOURISM VILLAGE DEVELOPMENT BASED ON LOCAL CULTURE, DIGITAL TECHNOLOGY, CREATIVE ECONOMY IN SIDATAPA VILLAGE, BULELENG REGENCY

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Abstract

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Sidatapa Village is one of the villages in Banjar District, Buleleng Regency which has unique historical and cultural values. The problems that exist in Sidatapa Village to date include: connectivity of tourism locations as tourist areas, homestay management, community capacity as the subject of area management n. This study uses a qualitative method with data collection through interviews, observation and literature study used in the form of literature review; and in the form of policy documents related to Community Based Tourism and Tourism Villages. The results of the research developed are, by empowering the community by forming tourism-aware cadres and providing strengthening of economic capacity in managing local village potential, managing traditional houses used as homestays using an economic solidarity approach, and promoting sustainable tourism. This program uses a solidarity approach, in which all members of the community are involved and share resources.

Keywords:

Tourism Village based on local culture, Community Based Tourism, Creative Economy, Digital Technology

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INTRODUCTION

Sidatapa Village is located in the Banjar sub-district, Buleleng Regency, which is known as the old village or Baliaga. Sidatapa Village has the potential for an old traditional house with the concept of the house facing away from the main road, with the philosophy that by turning its back to the main road, all activities that took place inside the house were not known to the Majapahit troops at that time.

The house is used by the community for social, spiritual, economic and cultural activities, which is also termed a prayer house, where in the building there is a place of worship, two beds, a kitchen, a place to eat, a place to store traditional clothes, a place to store ceremonial tools everything becomes one in the room, even all activities are all carried out inside the house. Another unique side found in Sidatapa Village is the rituals and dances that have become a tradition to be performed at the Pura Agung Temple every three years.

Apart from cultural arts, there is also a Mampeh waterfall which is located to the west of the village, approximately 1.5 km or about 1 hour if you walk from the village center. Mampa Waterfall is one of the leading tourist attractions in Sidetapa Village. Locally based tourism village management requires the concern and participation of the community itself to always innovate and be creative in developing their village area which is used as a tourist village. In this case, one of the Community Development principles is participation.

The urgency for all people, especially in rural areas, to participate in organizing special tourism for areas that have the potential to be developed is very important. The development of rural tourism and tourist villages is considered to open opportunities for visits, minimize waves of urbanization and create economic activity in rural areas so that they can become effective instruments in encouraging the development of the socio-cultural and economic fields of rural communities.

Especially in the field of tourism through community empowerment which is manifested in the form of participation. On the other hand, through tourism activities is considered as a way to improve the economic life of rural communities because it is considered to be able to provide employment opportunities, business opportunities, and increase the development of business skills which in turn can affect the improvement of the people's standard of living.

Hereby, that it is necessary to develop a directional strategy that has been determined, namely a sustainable competitive growth strategy, a portfolio strategy through the development of an integrated e-tourism ecosystem (integrated e-tourism ecosystem), as well as a parenting strategy, namely the government provides support while the industry takes the lead.

The specified business strategy is comparative strategy, competitive strategy and

cooperative strategy. The comparative strategy is to be the winner in the industry; competitive strategy is focus, speed and different; while the cooperative strategy is a public private partnership in building a tourist village.

The potential of Sidatapa village is a unique traditional house, where the traditional house consists of three rooms, namely the Utamaning Mandala room, which is the main room with the highest floor level which functions as a place to perform prayers, store ceremonial equipment and ceremonial clothing as well as a bedroom, then the lower floor level is Madyaning Mandala which is a room located in the middle of the house, which functions as a kitchen.

Meanwhile, the room with the lowest floor level is the Nistaning Mandala, which functions as a place for chatting, receiving guests and weaving. The potential for unique and sacred dances, such as the Jangkang dance which is a defense dance danced by men with the meaning as a symbol of warriors fighting evil, is then found. Then there is also the Sanghyang Gandrung Dance with the formation of two men, then followed by the Sanghyang Dance danced by two women, which aims to reject reinforcements.

The next dance that has unique potential is the Rejang Dance. The Rejang dance of Sidatapa Village is different from other Rejang dances, because it is danced by seven teenage girls who symbolize seven angels. These dances are very sacred and may only be performed during traditional and religious ceremonies.

Thereby, for tourism purposes a dance studio was established, performing dances that have been modified so that they are not exactly the same as the original sacred dances. There is also a Mampeh waterfall which is an attraction for tourists who come to visit Sidatapa Village. Identification of environmental potential and development strategies for Sidatapa Village as a Tourism Village. The residents of Sidatapa Village at that time consisted of 3 groups:

1. A group calling themselves A group calling themselves Pasek residents who live in the Loked area
2. Patih residents who live in the Kunyit Village area
3. A group calling themselves Batur residents who live in the Sekarung area and all of them are in the Sidatapa Village area.

The potentials that exist in an area can be seen from various perspectives and approaches. One indicator that can be used to determine the superior potential of a region is the composition of the Gross Regional Domestic Product (GRDP). GRDP is basically the total added value generated by all business units in a certain area or the total value of final (net) goods and services produced by all economic units. One approach to calculating GRDP is to use the production approach, which is the amount of added value for goods

and services produced by various production units in an area within a certain period of time. The production units in their presentation are grouped into 17 business fields (sectors). The economic structure of Buleleng Regency has different characteristics compared to the economic structure of the Province of Bali. The economy of Bali Province relies more on the non-agricultural sector, especially the tourism industry.

Based on this background, this research examines: Community Based Tourism (CBT) Program: Development of Tourism Villages Based on local culture, digital technology, creative economy in Sidatapa Village, Buleleng Regency.

RESEARCH METHODS

The paradigm of this research is post-positivism with a descriptive research type because it collects information about the status of an existing symptom, namely the state of the symptoms according to what they were at the time the research was conducted. The approach to this study uses qualitative, that is, the researcher actively participates in determining the type of data desired. Mulyana (2002) emphasized that:

“The essence of subjective research is the fundamental understanding that the reality studied in this case the reality of communication is multiple, complicated, artificial, dynamic, constructed, holistic and true communication is an active, creative subject and has free will capable of controlling the entire communication process rather than the other way around.” (Mulyana, 2002:34-35).

This study uses a qualitative approach using descriptive methods where descriptive research is data quotations to provide an overview of the presentation of the report. Descriptive study, namely a research report that contains data citations to provide an overview of the presentation of the report.

Thus the researcher becomes a research instrument that must be directly involved in the field observing research objects (observations and interviews). So that in this study researchers had direct involvement between researchers and the community. Qualitative descriptive method. Qualitative data were obtained through in-depth interviews with the Village Head of Sidatapa Village and community leaders and observation participation.

The data obtained is analyzed simultaneously in a process that has been carried out continuously since data collection was carried out, especially in the process of organizing, selecting, and categorizing between data in the form of thick descriptions or narrative descriptions (Geertz, 1992). The narrative descriptions reflect various social variable relationships (domains) that arise from interpretive and reflexive processes, so that research

results will be more objective and credible (Spradley, 1997). The results of this study produced a community-based tourism program for the development of Sidatapa Village as a tourist village based on local culture, technology and the creative economy.

RESULTS AND DISCUSSION

Poverty is not only a problem for Buleleng Regency, but has become a national and even international problem. The complexity of the problem of poverty means that poverty has not been eradicated until now and may never be eradicated, because poverty is very vulnerable, in the sense that it is heavily influenced by economic conditions (economic policies), political conditions as well as security and order in a nation or region.

The development of activities in the economy that causes goods and services produced in society to increase. The problem of economic growth can be seen as a macroeconomic problem in the long run. Even so, economic growth is not the ultimate goal of development. The main goal to be achieved in development is the welfare of the people as wide as possible. Bamboo woven crafts are the main commodity of Sidetapa Village which is also a source of income for most of the local residents.

Currently, the production process of woven bamboo handicrafts is well managed. The next need is the need for broad product marketing through various digital platforms. Promotional activities will assist in expanding product distribution. For this reason, the Pemmas team offers solutions through contributing to education and socialization of promotions related to branding, creative content creation, and marketing through digital platforms.

One form of effort to increase the economy through participatory planning in tourism development is by implementing Community Based Tourism, hereinafter abbreviated as CBT as a development approach. CBT as tourism that takes into account environmental, social and cultural sustainability aspects. CBT is a tool for community development and environmental conservation. Or in other words CBT is a tool to realize sustainable tourism development. In the definition presented by Suansri, the idea of bringing up tools with a new paradigm in tourism development is solely to maintain the sustainability of tourism itself.

For this reason, there are several basic principles of CBT as conveyed by Suansri (2003: 12) in his ideas, namely: 1) recognizing, supporting and developing community ownership in the tourism industry, 2) involving community members in starting every aspect, 3) developing community pride, 4) developing the community's quality of life, 5) ensuring environmental sustainability, 6) maintaining the unique character and culture in the local area, 7) fostering learning about cultural exchange in the community, 8) respecting cultural differences and human

dignity, 9) distributing benefits fairly to members community, 10) plays a role in determining the percentage of income (income distribution) in projects in the community.

Business actors who are active in carrying out innovation and creativity are entrepreneurs engaged in the Micro, Small and Medium Enterprises (MSMEs) sector. They have an important role in driving economic growth in Indonesia so that they become one of the priorities in national economic development. This is not only because the business is the backbone of the people's economic system which is not only aimed at reducing the problem of disparities between groups, incomes, and between business actors, or poverty alleviation and employment.

More than that, its development is able to expand the economic business and can contribute to accelerating structural changes, namely increasing the regional economy and national economic resilience. This is due to the low competence possessed. Relevant to this, Dipta (2012) suggests that the low performance of MSMEs in Indonesia is due to the low quality of Human Resources (HR) or in other words low entrepreneurial competence.

This is also indicated by the low level of development and mastery of MSME actors' knowledge in the fields of management, organization, technology, marketing and other competencies needed to manage a business. In addition to the conditions faced by MSMEs with a low educational background, MSME actors make it difficult to understand or master how to improve product quality and standardization, expand and improve access to financing, strengthen and increase access to technology for MSME development, increase access to promotions inside and outside countries, as well as building a global business network.

Entrepreneurial competence is needed in facing competition locally and globally, in order to take proactive steps towards challenges in the business environment. This is because small business owners generally act as managers, managers and also business leaders who lead businesses and lead people, so competencies as managers which include planners, organizers, administrators and communicators are needed to improve their business performance (Cyhe, 2010).

Education is one of the important assets to ensure continuity between generations in maintaining the existence of the nation. Quality education will produce quality human resources so that they are able to carry out the baton of sustainable development in the future. However, in the implementation process, many challenges and obstacles were faced by local governments to produce quality human resources. In the era of globalization whose influence is increasingly widespread, the challenges and constraints faced are increasingly complex as well as equitable and continuous distribution of education. Based on the SWOT Analysis of Sidatapa Village, namely:

Tabel 1. Observation Results of Sidatapa Village

<p>Internal & External Factors</p>	<p>Strengths</p> <ol style="list-style-type: none"> (1) The uniqueness of traditional houses (2) The uniqueness and sacredness of the dances (3) The beauty of natural resources in the form of waterfalls and natural forests (4) Preservation of natural resources (5) Friendly society (6) The bamboo craft industry as a creative industry (7) Community-based environmental conservation activities with breakthroughs, namely recycling waste into compost, planting plants along village roads, releasing birds in village forests (8) Adequate infrastructure such as roads (9) Maintained security (10) There are plantation crops owned by the community (11) Investor interest in participating in developing tourism objects (12) The attitude of the community that supports the development of the Tourism Village in Sidatapa Village (13) Formation of tourism awareness groups 	<p>Weaknesses</p> <ol style="list-style-type: none"> (1) Facilities that are still lacking (2) Public transportation access to Sidatapa Village is still difficult (3) Lack of funds for the development of tourism objects (4) The management of tourism objects is not maximized (5) Inadequate quality of village community human resources (6) Foreign language skills that are not owned by the Village community (7) Arrangement of tourist objects that have not been maximized, especially in the Mampeh waterfall and Tamblang waterfall areas (8) There is no information center regarding tourism objects to be developed in Sidatapa Village
<p>Opportunities</p> <ol style="list-style-type: none"> 1) Received support from the local government with Decree number: 430/405/HK/2017 concerning Tourism Villages of Buleleng Regency (2) The tendency of the world's population to travel (3) Global economic growth is getting faster (4) the development of information technology capable of promoting the potential of Sidatapa Village online through social media (5) There is a need for foreign tourists for alternative tourism such as rural tourism, 	<p>The Opportunities – Strengths (OS) Strategy combines the strengths found in Sidatapa Village as an opportunity to develop Sidatapa Village as a Tourism Village. In this case the strength of Sidatapa Village is its potential which has a good tourist attraction in terms of cultural potential, arts, natural beauty and crafts produced by the village community and coupled with government support which then synergizes in its development and management. The people of Sidatapa Village can also maintain the attractiveness of tourism potential as a means of promotion by making tour packages for tourists visiting Sidatapa Village. The tour packages are designed starting from the traditional house of Sidatapa village – bamboo craft – coffee break – bird release – Mampeh waterfall –</p>	<p>The Opportunity Weakness (OW) Strategy strategies that minimize weaknesses by taking advantage of opportunities. The strategy undertaken is to improve the facilities and infrastructure or supporting facilities for the development of tourist villages, such as toilet facilities, adding garbage dumps, rest areas such as gazebos, creating information facilities, guest houses, proper places to eat for tourists with provide local menu, and others. Management development strategy, in which the management community works together with the government and the private sector to design products based on culture, nature and the environment.</p>

<p>ecotourism, cultural tourism (6) Improving the image of security in Bali (7) Opportunities for regional autonomy (8) Establishment of cooperation between the government, investors and the community (9) Cultural values are very strong in Bali and are still a tourist attraction 10) Bali is still a world tourism destination (11) National and foreign tourist visits to Sidatapa Village (12) There is support from tourism actors.</p>	<p>cooking class – lunch determine the direction of research that is focused on strategic issues by taking into account opportunities, constraints and available funding sources and conducting money on a sustainable Tourism Village model in accordance with geographical and geostrategic economic characteristics</p>	<p>For example, a program to plant trees and release birds in the forest in Sidatapa Village, create a cooking class program that explores regional specialties from Buleleng, create a trekking program, hold a festival of crafts and agricultural products (example: a durian festival which currently exists in the village Sidatapa), where this activity is carried out in collaboration with farmers who has agricultural land, as well as specially provided guides</p>
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Based on external and internal factors, the potential of Sidatapa Village as a Tourism Village can be identified, when viewed from (1) Strengths: Uniqueness of traditional houses, uniqueness and sacredness of dances, beauty of natural resources, preservation of natural resources, friendly people, handicraft industry bamboo as a creative industry, community-based environmental preservation activities, infrastructure, village security that is maintained, the existence of plantations owned by the community, investor interest, community attitudes that support the development of a tourist village in Sidatapa Village, the formation of tourism awareness groups.

Weaknesses facilities are still lacking, public transportation access to Sidatapa Village is still difficult, lack of funds for developing tourism objects, management of tourist objects that is not optimal, inadequate quality of human resources, foreign language skills that are not yet owned by the village community, arrangement of objects tours that have not been maximized at the Mampeh waterfall and Tamblang waterfall. (3) Opportunities: support from the government, the tendency of the population to travel, faster global economic growth, the development of information technology, the need for tourists for alternative tourism.

Increase in Bali's security image, opportunities for regional autonomy, the establishment of cooperation between the government, investors and the community, value very strong culture, Bali is still a tourism destination, there are visits of national and domestic tourists. (4) Threats: the existence of similar tourism objects, the natural disaster of Mount Agung eruption, the existence of uncertainty in human resources, the threat of global terrorism, changes in the way

of thinking and behavior of the community through activities with the CBT approach program as an effort to develop a tourist village in Sidatapa village:

1. The development of a tourist village in Sidatapa Village can be done by adding facilities, conducting foreign language training and tour guides, making tour packages in Sidatapa Village, adding tourist information, increasing human resources by providing language training and tour guides, and organizing tourist areas.
2. The Buleleng Regency Government facilitates tourism village management institutions in Sidatapa Village which will later develop by conducting promotions, collaborating with the provincial government through the Tourism and Culture Office and the tourism industry, increasing human resources and structuring objects.
3. Activities such as annual festivals such as plantation and craft festivals, to increase the income of village communities.
4. Routinely conduct human resource training for the younger generation in Sidatapa Village, both foreign language training and tour guide training

Implementation of the program is carried out in the form of an Education and training program through mentoring, after the human resources and geographical area potential have been formed the system is then followed by a digital transformation process that will produce sustainable digital-based innovation and creativity for the Sidatapa village community which has an impact on economic aspects and builds capital networks social.

Development of a digital-based information system as a medium of communication and marketing as well as services for cultural tourism villages. In general, the typology of tourist villages in Sidatapa Village can be categorized based on the domination of attractions or the object of the main attraction, namely

1. A tourism village based on the uniqueness of natural resources. It is a rural area with a unique location in the village of Sidatapa, which is a mountainous area and various other unique forms of landscape, so that the village has the potential for panoramic and landscape beauty to attract tourist visits.
2. Tourism villages based on the uniqueness of local cultural resources. Sidatapa tourism village is a rural area with the uniqueness of various elements of traditional customs and the peculiarities of people's daily life that are inherent as a form of rural community culture, both related to livelihood activities, religion and other activities.
3. Tourism village based on the uniqueness of creative activities/work. This tourist village is a rural area that has unique creative activities/works as the main attraction for visiting tourists. These activities grow and develop from the activities of the local community's household industries, both in the form of making crafts and typical artistic

activities of the village, namely in the form of ayam crafts through bamboo houses, in the picture below:

Figure 1. Photo of Sidatapa village chicken products



A tourist village based on a combination of natural uniqueness, local culture and creative activities/work, namely a combination-based tourism village is a tourism village that combines or combines one or more tourist attractions such as nature, culture implementation of the CBT program is part of the implementation of the people's economy in the real sector, which is directly implemented and enjoyed by the people of Sidatapa Village. In development through the village of Sidatapa development approach through two approaches related to the application of planning principles in the context of tourism, namely with the first approach which tends to be associated with a formal planning system which emphasizes the potential benefits of ecotourism, because Desa Sidatapa applies elements of tourism sustainability in maintaining sustainability.

Environment by managing waste by collecting waste as a substitute for the cost of learning a foreign language, especially English, through this program waste management has economic value. Another program utilizes bamboo to become a local superior product in Sidatapa village, namely ayam products. The second approach, through activities with participatory planning that is more concerned with creating a balance between development and controlled planning, through the synergy of Pokdarwis activities (tourism awareness groups), MSME groups as economic drivers of local products, and community involvement in managing tourism activities.

CONCLUSION

The CBT program is in line with the local government's development vision and mission, namely aspects of human, economic, social, cultural, environmental and political resources. Some community service programs that can be developed include:

1. Exploring tourist destinations by mapping tourist objects and designing tour packages based on tourist interests, for example exploring geological uniqueness, biodiversity conservation and fauna diversity, and so on.
2. Carry out an inventory of the provision of facilities and infrastructure based on zoning and the needs of tourist groups (leisure aspect), for example the layout of supporting

tourist objects, recreational supporting equipment, signage (directions), narratives of tourist objects, visitor safety instructions, CHSE aspects, risk mitigation and etc.

3. Provide consultative support for designing business models, management of the tourism business, management of tourism human resources and permits required by prospective SME-scale investors and corporate investors who are interested in investing in the Sidatapa village tourism sector
4. Conduct training and assistance to increase the capability of tourism human resources, including training in homestay accommodation management, customer service management, tour guide techniques and so on.
5. Carry out tourism awareness campaigns that impress the community by holding education on tourism awareness movements, making tourist slogans, tourist icons/mascots and publicizing social and cultural activities of the community that can promote the attractiveness of arts and culture tourism.

Development of a technological approach through a website with the latest information as a medium for promotion of the Sidatapa tourism village.

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