

Forms of Community Participation in The Development of The Tourist Village of Genggeling, North Lombok District

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Article History	Abstract
Accepted: 18 September 2022 Revised: 20 September 2022 Published: 30 December 2022	<p><i>The problems studied in this research are related to the development of the Genggeling Tourism Village, North Lombok Regency regarding the forms of participation carried out by the community. The research method used is descriptive with a qualitative approach conducted in Genggeling Tourism Village, North Lombok Regency. Data collection techniques were observation, interviews, and documentation with informants including the Penjor Hamlet Pokdarwis, Kertaraharja Hamlet Pokdarwis, and Gangga Hamlet Pokdarwis. Data analysis uses Miles and Huberman (1992) where data analysis is carried out interactively and takes place continuously until the data obtained becomes complete. The results of this study indicate that the form of community participation is divided into 4 forms of participation, namely the participation of money, property, labor, and skills. This form of community participation is carried out based on supporting and inhibiting factors in the Genggeling Tourism Village. supporting and inhibiting factors are divided into 3 hamlets. Where each of these hamlets has a tourist destination. So the form of community participation in Genggeling Tourism Village is also divided into each of the related hamlets. The information contained in this paper is expected to be able to assist in increasing community participation in the Genggeling Tourism Village, North Lombok Regency.</i></p> <p>Keywords: Participation, Tourism, Village, Development, Genggeling Tourism Village.</p>



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INTRODUCTION

Genggeling Tourism Village is one of six priority tourism villages in North Lombok Regency. Genggeling Tourism Village is still a pilot Tourism Village and has not yet developed. Genggeling Tourism Village has the potential for natural and cultural tourism. In addition, Genggeling Village also has educational tourism destinations for chocolate and coffee.

The natural potential in Genggeling Tourism Village includes Tiu Pituq waterfall, Kertagangga waterfall, and Tree House. Tiu Pituq waterfall is located in Penjor hamlet while Kertagangga waterfall is located in Kertaraharja hamlet. The tree house itself is located in Gangga Hamlet. The people in Genggeling Village are generally very friendly to tourists. The community there also strongly supports the development of a Tourism Village in Genggeling Village, especially the people in Penjor Hamlet, Kertaraharja Hamlet, and Gangga Hamlet. The people in the three hamlets support the development of the Tourism Village because of the

positive impact of the economic improvement obtained. The increase in the community's economy is obtained from the participation they do. The form of community participation can be grouped into several forms (I Nyoman Sumaryadi 2010: 46), namely money participation, property participation, labor participation, and skill participation. In addition to having a positive impact on the community, community involvement in the development of a Tourism Village also has a positive impact on the Tourism Village itself.

Therefore, in order to develop the Genggelang Tourism Village, the community is expected to be able to participate and cooperate in the development of the village.

RESEARCH METHOD

This research will use a Qualitative approach. Where qualitative research is descriptive and tends to use analysis. This research collects data with participant observation techniques where the researcher conducts observation activities as an observer who is directly involved with the object under study. The second data collection technique is a semi-structured interview technique where the researcher asks structured questions then one by one deepens by scraping further information in depth. Furthermore, the documentation technique where this technique is one way of collecting research data indirectly, meaning that data is obtained through supporting documents related to the data to be studied.

This research uses several communities in Penjor Hamlet, Gangga Hamlet, and Kertarahaja Hamlet, Genggelang Tourism Village as sources. With researchers acting as instruments as well as data collectors and interview guidelines as one of the other research instruments. In analyzing the data from this study, researchers used the Miles and Huberman model (1992) where data analysis was carried out interactively and took place continuously until the data obtained became complete. Data analysis in this study consists of several streams of activities carried out together, namely data reduction, data display and conclusion drawing/verification.

1. Reduction

Reduction is an activity of summarizing, selecting the main things, focusing on important things and simplifying the data that emerged from the field results. So at the data reduction stage the data is grouped into very important data, data that is not too important, and data that is not important. So that the grouping of data that is needed and not needed has been obtained.

2. Data Display

Data display is a description of a collection of information arranged to draw conclusions and take action. Data presentation is done to display data that has been reduced into the form of graphs, charts, and so on with the aim that it is easier to convey and understand.

3. Conclusion Drawing

At the conclusion drawing stage, researchers have begun to look for the meaning of every symptom that occurs and the data obtained while in the field. Researchers noted regularities, patterns of explanation, causal flow, propositions and configurations. During the field when the research took place, researchers carried out the conclusion stage continuously. Then the data becomes truly valid and solid data in each conclusion. Drawing conclusions while in the field, researchers also verified. Verification is carried out by the author briefly and reopens the results of notes in the field which are carried out

continuously. This step is carried out until finally the researcher gets the data in accordance with the objectives of the research.

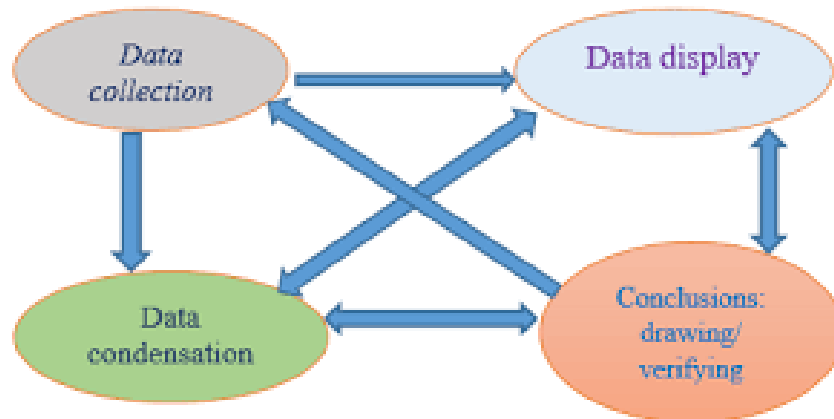


Figure 7: Interactive data analysis chart according to Miles, Hubberman & Saldana 2014.

RESULT AND DISCUSSION

1. Supporting Factors for the Development of Genggelang Tourism Village.

In general, the factors that can support the development of Genggelang Tourism Village are its nature. There are 3 natural tourist destinations in Genggelang Tourism Village. Each destination has its own character and uniqueness. This uniqueness can be a supporting factor in the development of these destinations which has an impact on the development of the Genggelang Tourism Village.

1) Tiu Pituq Waterfall

- a. Natural beauty. Tiu Pituq has natural beauty that is still beautiful. Tiu Pituq waterfall also has a cave that is flowed by the waterfall. Natural beauty is one of the supporting factors supported by the theory of Goeldner and Ritchie (2003) "This natural attraction is one of the factors that attract tourists to travel and this natural attraction also attracts tourists to enjoy natural beauty or do recreation".
- b. Historical value. The waterfall pool in Tiu Pituq is called tiu. Each tiu has its own name and story. The story is a historical story according to local people's beliefs about the meaning of each tiu. Historical value can be one of the supporters of tourism development supported by the theory of Supartono Widyosiswoyo (2009: 54) about the function of cultural values "Cultural values function motivational. Value has a strong motivational component as well as cognitive, affective, and behavioral components." This is because history is one of the cultural values.
- c. Weather factors can be a supporting factor for tourists who like adventure tourism. Dann (1977) also states that the driving factor that comes from within the individual is what encourages a person to want to travel to a destination that is able to attract that individual with various attractions. Ryan cited in Richardson and Fluker (2006) identified one of the driving motivations as Adventure where "Adventure is an opportunity to do activities that are challenging but also fun at the same time. It can also be when we do unusual things in unknown areas."

2) Kertagangga Waterfall.

- a. Camping spot. Many young people are interested in camping. Camping activities are usually done for tourism or refreshing to release from stress and fatigue that has been arranged for several days. Various factors that attract tourists to visit a place according to Goeldner and Ritchie (2003) one of which is Recreations Attractions "Attractions that provide indoor and outdoor facilities where anyone can participate in sports activities and other activities such as swimming pools, bowling alleys, ice skating rinks, golf courses, ski resorts, hiking trails and camping."
- b. Community plantations that are used as fruit picking tourist attractions. The fruit picking tour that tourists do is not only picking fruit, tourists can learn how to plant it or even learn the differences in the types of fruit. This tour can support the development of waterfall tourism because this fruit picking tour includes Educational Opportunity where "Opportunities to see new sights, learn about places and people and understand other people's cultures and perspectives." According to Ryan cited in Richardson and Fluker (2006) in identifying driving motivation.
- c. The story of kampung besari and the heritage evidence in the Gangga Museum. Supartono Widyosiswoyo (2009:54) on the function of cultural values "Cultural values function motivational. Value has a strong motivational component as well as cognitive, affective, and behavioral components." Historical stories are one of the cultural values.

3) Treehouse

- a. History of the establishment of the tree house. The tree house used to be just a tall tree used by young people in Gangga Hamlet to look for signals. But because the scenery is beautiful, seating, berugak, and even photo spots were built. Supartono Widyosiswoyo (2009:54) on the function of cultural values "Cultural values function motivational. Values have strong motivational components as well as cognitive, affective, and behavioral components." Historical stories are one of the cultural values.
- b. Spot camping. Many young people are interested in camping. Camping activities are usually done for tourism or refreshing to release from stress and fatigue that has been arranged for several days. Various factors that attract tourists to visit a place according to Goeldner and Ritchie (2003), one of which is Recreations Attractions "Attractions that provide indoor and outdoor facilities where anyone can participate in sports activities and other activities such as swimming pools, bowling alleys, ice skating rinks, golf courses, ski resorts, hiking trails and camping."
- c. The tree house is located next to the cliff and above the Kertagangga waterfall. Apart from being one of the entrances to tourist destinations, the scenery in the tree house is so beautiful that seats and photo spots are built for tourists. Natural beauty is one of the supporting factors supported by the theory of Goeldner and Ritchie (2003) "This natural attraction is one of the factors that attracts tourists to travel and this natural attraction also attracts tourists to enjoy the beauty of nature or do recreation".

2. Factors inhibiting the development of Genggelang Tourism Village

Factors that hinder the development of the Genggelang Tourism Village in general are earthquake and Covid-19 natural disasters. This can be seen from the tourist visits which were

initially crowded to be quiet and the community's income from tourism was reduced. Dann (1977) explains that push factors are internal factors that are social-psychological in nature where a person is encouraged to travel. In this case, tourists are objects that are encouraged to travel. Without tourists visiting, it will hinder the development of a tourist destination.

In addition to natural disasters, a common factor that hinders the development of Genggelang Tourism Village is promotion. The community and Pokdarwis in Genggelang Village still use Facebook only in promoting. They have not actively promoted Genggelang Tourism Village on other social media. They already have an Instagram account and a special YouTube channel to promote Genggelang Tourism Village, but Instagram and YouTube cannot be used optimally. According to Santoso (2017) "Social media marketing is a form of marketing used to create awareness, recognition, memory and even action on a brand, product, business, individual, or group either directly or indirectly using tools from the social web such as blogging, microblogging, and social networking". So promotion using social media will make it easier for tourists to find information, besides that promotion can be done indirectly and can cover a wider target.

1) Tiu Pituq Waterfall

- a. Besides being a supporting factor, weather can also be an inhibiting factor in the development of Tiu Pituq. This is because according to Oxford Dictionary (2017) "Adventure is an unusual, exciting, or daring experience, where the excitement is associated with danger or risk-taking". With rainy weather at Tiu Pituq waterfall the water is very heavy so that tourists who come if they want to bathe or soak can be dangerous this is because it is included in the Adventure tourism category.
- b. Safety on the banister has not been installed. This becomes dangerous for some tourists such as parents and children because the road down to Tiu Pituq is quite steep and the stairs are still in the form of natural stones. According to Anindita (2010) that "Adventure special interest tourism can be defined as a form of tourist travel carried out in a location that has physical attributes that emphasize the elements of challenge, recreation, and the achievement of a tourist's desire through the involvement of interaction with natural elements". With steep road conditions without safety, it is a challenge for tourists to get to the location so that it can be called Adventure tourism.

2) Kertagangga Waterfall

- a. The garbage in Kertagangga waterfall does not yet have a final disposal site so that garbage becomes one of the problems that hinder the development of Kertagangga waterfall destinations. According to Latriyah (2011:83) "Environmental cleanliness is inseparable from human life and is a fundamental element in health and prevention science. Cleanliness is a reflection for each individual in maintaining health which is so important in everyday life". Besides making tourists uncomfortable, garbage also has an impact on health.
- b. Lack of communication between the government and the community so that people are reluctant to participate in development activities and the development of Kertagangga waterfall. According to Nasikun (1997: 26) that "Community-based tourism development has simple characteristics or characteristics that are tailored to regional capacity and local community resources". So the participation of the community will

help the development so that without communication between the government and the community will be an obstacle in the development of the tourist destination itself.

3. Forms of Community Participation in the Development of Genggelang Tourism Village

Several forms of community participation carried out by Penjor Hamlet, Kertaraharja Hamlet, and Gangga Hamlet in developing tourist destinations owned by each Hamlet to develop the Genggelang Tourism Village. According to I Nyoman Sumaryadi, 2010: 46 the forms of participation include the following:

- 1) Money participation is a form of participation to facilitate efforts to achieve the needs of people who need help.
- 2) Property participation is participation in the form of contributing property, usually in the form of work tools or tools.
- 3) Energy participation is participation given in the form of energy for the implementation of efforts that can support the success of a program.
- 4) Skill participation, which is providing encouragement through the skills they have to other community members who need it.

A. Penjor Hamlet Community

a) Property participation

Property participation carried out by the people of Penjor Hamlet is in the form of wood and bamboo. The wood and bamboo were used to build ticket booths, seats, and so on. Judging from the existing obstacles, some public facilities have been damaged by the earthquake. This wood and bamboo can be used as materials in the construction of facilities that have been damaged.

b) Labor participation

The community worked together in the construction and cleaning of the tourist destination area. Development is needed to repair facilities It is important to clean up the damaged areas and complete the ones that are not there yet. The mutual cooperation to clean up the destination area is to maintain the preservation and beauty of the existing nature. For the guarding of ticket counters, parking area guards, and traders who sell in tourist destination areas after the earthquake and Covid-19 are no longer active, but the community is still preparing themselves when tourist visits have begun to stabilize.

c) Skill participation

As a supporter of the development of Tiu Pituq destinations, the community, especially the Pokdarwis, gave the idea that a historical story about Tiu Pituq be added. This is to increase tourist interest. When tourists come to visit, they not only swim and enjoy the beauty of nature, but they can also listen to historical stories and the meaning of each of the existing tiu. In addition, photo spots were built as a photo background for tourists when visiting Tiu Pituq.

B. Kertaraharja Hamlet Community

a) Labor participation

The people of Kertaraharja Hamlet participate physically only in the form of selling. This is because selling tickets and guarding the parking lot are managed by the government. So it is difficult for the community to take part in other physical activities. For physical activities such as gotong royong, the community is a little reluctant to do so because the benefits obtained by the community from the sale of tickets and others are not obtained. So the community thinks that the government already holds the Kertagangga waterfall destination area, so the government has also prepared officers for cleanliness and development.

b) Skill participation

Due to the lack of impact of the benefits of Kertagangga waterfall, the community took the initiative to open their plantation land into a tourist attraction. Fruit picking tours outside the Kertagangga waterfall parking area are a means of income for the people of Kertaraharja Hamlet. They take advantage of tourists who come to Kertagangga waterfall and offer to pick or even learn about how to grow fruit in their garden.

C. People of Gangga Hamlet

a) Labor participation

The people of Gangga Hamlet initially worked together in the construction and cleaning of the destination area and selling. But because the level of tourists began to decline, the Dusun Gangga community now only cleans the destination area. It is not often done, only when the area has to be cleaned.

b) Skill participation

The people of Gangga Hamlet are looking for ideas on how to make this tree house more attractive. Initially, the tree house was just a big tree and this place was used by the teenagers of Gangga Hamlet to find signals. Because it started to get crowded so they made wooden seats, then made berugak, and stalls, until finally they made a photo spot there. In addition, they utilize the empty land there as a camping spot.

CONCLUSION

The supporting factors for the development of Genggelang Tourism Village are its natural beauty and cultural diversity. But the main supporting factor here is the natural tourist destination which is wrapped with the cultural values contained therein.

The inhibiting factor for the development of Genggelang Tourism Village is the earthquake and Covid-19 disaster. Because at first, Genggelang Tourism Village had quite a lot of tourists until when it was hit by a disaster the level of tourist visits began to decline dramatically and the community was not able to promote the Genggelang Tourism Village again.

The form of participation carried out by the community is divided into 4 forms according to I Nyoman Sumaryadi, 2010: 46. But of the 4 forms, only 3 forms of participation were carried out by the community because 1 participation was not carried out by the community, namely the participation of money because the community participated to make money plus things like the decline in the economy from the tourism sector due to the decline in the level of tourists, the community would think many times to participate in the form of money. Socialization of digital marketing is needed to broaden people's knowledge about the function of digital marketing in this era. In addition, digital marketing socialization is also carried out as an insight for the community on how to promote through digital.

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