



Empowering Indigenous Peoples in the Development of Culture-Based Travel Destinations in Kutuh Village – Badung Regency

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Abstract:

The development of culture-based tourist destinations requires the participation of indigenous peoples where community empowerment is an alternative in the development of culture-based tourist destinations, with the right strategy in empowering indigenous people to enhance cultural-based tourism development in Kutuh Village. The purpose of this study is to assess the efforts of the Kutuh Customary Village in the development of culture-based tourist destinations and analyze the right strategies to empower indigenous peoples in the development of culture-based tourist destinations. Data collection techniques in this study were field observations, secondary data surveys, questionnaires, and Focus Group Discussion (FGD). Data analysis techniques use SWOT analysis. The results of the study show that the position of quadrant I grows and builds up, which requires concentration through vertical integration.

Keywords: Kutuh Village Indigenous People, Development of Culture-Based Tourist Destinations, Community Empowerment Strategies

I. Introduction:

Indonesia's tourism industry already has a good growth of 7.2 percent per year, this figure is even higher than the average growth of world tourism which only figures at 4.7 percent, with the number of world tourists reaching 1.3 billion people, then there is still potential to increase the growth of tourist visits (Alamsjah, 2015). The growth of tourism visits is an opportunity to improve the economy which can reduce unemployment because the development of tourism as a whole is expected to be able to create large jobs in areas that are tourist destinations. The tourism sector has a huge impact on the community, especially the people who are in the area or location that is the destination of tourists. Indonesia is blessed with

extraordinary natural resources and cultural diversity to attract tourists, both foreign and domestic (Yuesti, Julianti, Suryandari, & Astuti, 2018). One area in Indonesia which is the main tourist destination is Bali (Sumantra, Yuesti, & Sudiana, 2015; Yuesti & Sumantra, 2017; Sumantra, & Yuesti, 2018). According to data from the BPS Province of Bali, the number of tourists coming to Bali reached 5,697,739 visits, with foreign tourists coming through the airport as many as 572,027 visits, and those through seaports of 1,739 visits and domestic tourists reaching 8,735,865 (BPS, 2018). Bali, which is known as the Culture, is the concern of every tourist and one of the villages in Bali who want to highlight the value of Culture in the area is the Kutuh Village.

Kutuh Village Badung Regency built itself as a tourist village even though Kutuh Village is not one of the tourist villages in Badung Regency regulation but with persistence and cooperation of indigenous people, Kutuh Village managed to build itself into a tourist village, where the village has natural and cultural tourism potential, namely there is the Gunung Payung area that has cultural tourism namely Gunung Payung Temple, Culture Park which is an open stage that can be used for cultural arts performances, Paragliding which is one of the recreational sports where we can enjoy the beauty of Pandawa Beach in Kutuh Village, then Pandawa Beach which becomes the main object of a tourist destination in Kutuh Village that presents the beauty of nature and demonstrates the artistry and culture through Kecak dances and also traditional cuisine that can be enjoyed on Pandawa Beach. Not only the natural and cultural wealth of the Kutuh Traditional Village, South Kuta Subdistrict, it also received the 2017 National Independent Village award from the Village Development Directorate of the Ministry of Home Affairs. The award was received by Kutuh Indigenous Bendesa, I Made Wena in Jakarta. Kutuh Village, which is identical to Pandawa Beach, is able to meet the structuring criteria of the best National Village Administration, having BUMDA and BUMDESA Village Business Development Innovations. In addition, innovations in integrated security patterns with rapid reaction teams through the synergy of the National Police, TNI, Military and Pecalang. Including innovations in SIADEK technology-based administrative services. After this award, Kutuh Village became the Role Model for national villages, Kutuh Village became a national village pilot. The success of Kutuh Village in presenting cultural values in every tourist attraction and good management does not escape the support of tourism, namely indigenous peoples. Empowerment of indigenous peoples can only occur if the community itself participates in a high level of participation (Sumantra, Yuesti & Sudiana, 2015; Sumantra, Yuesti, Suryatmaja, & Sudiana, 2016).

Empowerment of indigenous people in Kutuh Village needs to be done. Considering the development of culture-based tourism areas that are being carried out is an opportunity for the community to be able to develop their existing potential into an opportunity to improve the economy of the surrounding community Yuesti, Astuti, Kusuma, & Julianti, (2016), and with the development of this area into a cultural tourism destination, it is hoped that the community has the skills to see opportunities that can be utilized hence the need for community empowerment.

The scope of this study focuses on empowering indigenous peoples in the development of culture-based tourism areas in Kutuh Village, where this study examines traditional village efforts in empowering communities and reviewing and formulating Kutuh Indigenous Village community empowerment strategies as models in developing culture-based tourist areas through analysis factors of weakness and strength and opportunities and threats.

II. Literature Review:

Cultural Tourism:

Tourism can be defined as an activity carried out by tourists in a tourist destination outside the daily life and living environment to make a temporary stopover from a place of residence, which is driven by a number of purposes without intending to make a living and is based on the need to get pleasure, and accompanied to enjoy various entertainment that can release fatigue and produce a travel experience and hospitality service (Suprihardjo, 2014).

Whereas tourism is in accordance with Law Number 10 of 2009 in the section Considering c, stating "that tourism is an integral part of national development carried out systematically, planned, integrated, sustainable and responsible while still providing protection against religious values, a culture that lives in society, preservation and environmental quality, and national interests; "

Cultural tourism is closely related to cultural tourist attraction. Explanation of the Article 14 paragraph

(1) letter b of the National Tourism Development Plan (RIPPARNAS) explains that cultural tourist attraction is a tourist attraction in the form of the results of creativity, taste and intention of humans as cultural beings. Cultural tourist attraction can be divided into two, namely tangible cultural attractions and intangible cultural attractions (Hakim, 2017).

Community empowerment:

Empowerment is essentially to prepare the community so that they are able and willing to actively participate in every development program and activity that aims to improve the quality of life (welfare) of the community, both in economic, social, physical and mental terms "(Mardikanto, 2010, p. 73). The development of physical capital will stimulate the development of human capital that will support the empowerment process which will ultimately increase community empowerment.

Increasing community empowerment requires a coherent package of changes in physical capital built on the strength of educational facilities and infrastructure in developing human resources and the ability of empowering actors to develop community empowerment. This result is a contribution to the empirical application of the concept developed by Fukuyama (1995) about the relationship of human capital and community empowerment. And also supports the research of Sumodiningrat (2000) that the involvement of facilitators as actors of empowerment in guarding the empowerment process is an important source as a path to achieving community empowerment.

Nugroho, (2008) stated, empowerment indicators, namely:

- 1) Access, in terms of equal rights in accessing productive resources in the environment.
- 2) Participation, which is participation in utilizing such limited assets or resources.
- 3) Control, namely that men and women have the same opportunity to exercise control over the use of these resources.
- 4) Benefits, namely that men and women must equally enjoy the results of shared or equal use of resources or development

Tourism Development Based on Tri Hita Karana:

The concept of Tri Hita Karana is a concept that is based on the principle of harmony or harmony of life which consists of three elements that are interrelated with each other. The three elements are, pharayangan, pawongan, and palemahan. Paharayangana refers to the harmonious relationship between humans and God Almighty, pawongan refers to the harmony of relations with the same human being, and palemahan refers to the harmony of relations with the environment and the natural environment (Wastika, 2007).

Theory Synthesis:

The above references are synthesized into 10 instrument points for making questionnaires, the following 10 instruments:

1. Equal rights and obligations.
2. Use of fair policies.
3. Culture as the main attraction.
4. Community independence.
5. Coaching and training for capacity building.
6. Transparency and participatory (political system)
7. Uniqueness of Cultural Tourist Attractions (physical and non-physical).
8. Participation in resource management.
9. Investment opportunities.
10. Control of environmental sustainability.

III. Research Method:

The location of this research is the Kutuh Traditional Village, South Kuta District, Badung Regency. This research was conducted from September 2018 to January 2019. The population as the object of this research is the entire BUMDA unit (Bhaga Usaha Manunggal Desa Adat), namely there are 9 BUMDA Business Units for SWOT analysis (Strength, Weakness, Opportunity, Threat) for determine strategy.

The data collection technique used consists of two types, namely primary data collection techniques and secondary data collection techniques. The primary data collection technique is the collection of data directly obtained from the source to see the

facts that occur in the field. In this study observations were made to examine the actual conditions in the field. Other primary data collection techniques are questionnaires. This questionnaire is addressed to expert resource persons who are aware of whether or not there have been efforts made by traditional villages to empower their communities in developing culture-based tourism areas.

The secondary data collection technique used in this study uses the document study method. The study of documents in this study is the collection of data that has been available at BUMDA in the Adat Village of Kutuh.

This study uses 2 (two) analysis techniques, namely IFAS / EFAS analysis technique. The following is a description of the analysis techniques that will be used in this study.

1. In this analysis method, it is necessary to accurately identify threats and opportunities arising from external factors and the strengths and weaknesses of internal factors (Puu, et al., 2009) in (Polat, 2017). These internal and external factors are called strategic factors and are SWOT analyzes.
2. The SWOT analysis in this study was used to determine the status and strategy of community empowerment in the development of Cultural Tourism Destination areas by analyzing external factors such as opportunities and threats and internal factors in the form of strengths and weaknesses

IV. Result And Discussion:

Kutuh Village is one of the villages in the South Kuta District. The boundaries of the Kutuh Village area consist of the north bordering the Jimbaran Village which is still included in the regional South Kuta Subdistrict, south directly adjacent to the Samudera Hindia, to the west bordering Ungasan Village which is still included in the regional South Kuta District and east borders

Benoa Village which is also included in the South Kuta District. Kutuh Village has an area of 831,720 ha. Kutuh village has a stretch of white sand beach

of 150 ha, and has a hilly area of 849.57 ha. Indigenous Village's potential is something that is owned by traditional villages that can be developed or can be increased in value utilization for the welfare of indigenous village communities

For example:

- a. Palemahan potential - Nature (Land, Sea, Air)
- b. Social Culture Potential (Art, Tradition, Customary Istiadat - Awig-awig)
- c. Potential of Pawongan - Human Resources (Indigenous People, Migrant Population, and Seasonal Population)
- d. Potential of Indigenous / Religious Institutions

The Village Potential is all managed in the form of an Indigenous Peoples-Based Village Business and managed in an integrated manner with a village business HOLDING COMPANY called BUMDA = Bhaga Utsaha Manunggal Adat Village - Kutuh Traditional Village. Currently BUMDA - Indigenous Village of Kutuh has 9 Business Units, namely:

1. LPD (Traditional Village Credit)
2. DTW Pandawa Beach
3. DTW Gunung Payung Cultural park
4. Management of Goods and Services
5. Piranti Yadnya
6. Paragliding Tourist Attractions
7. Art and Cultural Attractions
8. Pandawa Mandiri Transportation Services
9. Regional Health and Safety Services

There are several empowerments that have been carried out by the Kutuh Traditional Village, namely:

- a. BUMDA Business Empowerment
- b. BUMDESA Business Empowerment
- c. Cooperative Empowerment
- d. Empowering Productive Economic Business Groups

- e. Empowerment of Individual Trade Businesses
- f. Making of the Mascot Village of Kutuh Village
- g. Coaching of Kecak Fire Dance Art Attractions
- h. Coaching of Barong Art and Keris Dance Attractions
- i. Development of Tabuh / Kerawitan
- j. Business Management Skills,
- k. English Language Skills,
- l. Spa Business Management Skills,
- m. Cooperative Management Skills,
- n. Skills in Catering and Commerce,
- o. Skill of workshop, and
- p. Skills for making souvenirs.

Based on the results of the analysis of internal and external factors, it was found that the total score for internal factors was 3.28. While the total score of external factors is 3.01. The position of quadrant empowerment of indigenous peoples in the development of culture-based tourist destinations in Kutuh Village is in Cell I, which is growing and developing (concentration through vertical integration).

The results of the analysis of the strengths, weaknesses, opportunities and threats that have been determined from the results of SPSS calculations for the questionnaire then obtained several identifications from each of the points of strength, weakness, threat and opportunity which were then analyzed to produce 5 (five) strategies:

1. Conduct a feasibility study, arrange a Tourism Village masterplan and propose Kutuh Village as a Culture-based Tourism Village in Badung Regency.
2. In-depth inventory of unique / unique local cultural potential (dance, culinary, accessories) through studies / research involving academics (universities), government, and local communities.
3. Optimization of Community Participation in the Management of Culture-based Tourism

Villages through upgrading HR capacity (groups / community units) by inviting facilitators from the government, academics, and competent private sector in the field of Tourism Village empowerment and management.

4. Increasing innovation in e-promoting based tourism promotions (domestic vloggers and foreign vloggers).
5. Hold a contest making videography or photography themed Culture-based Kutuh Tourism Village.

V. Conclusion And Suggestion:

Empowerment of indigenous people carried out in this study is the empowerment of indigenous people in the development of culture-based tourist areas in Kutuh Village. The continued development of tourist areas in Kutuh Village requires a balance of human resources so that indigenous people can have the ability to make decisions, independence and the ability to take advantage of existing opportunities. Optimism in empowering indigenous people is caused by the position of the quadrant, which is in quadrant I.

Suggestions from the results of this study are divided into 2 (two), namely suggestions for government and recommendations for academics (further research). Advice for the Government:

- 1) Conduct a feasibility study, draw up a Tourism Village master plan and propose Kutuh Village as a Culture-based Tourism Village in Badung Regency so that funds can be channeled to develop and maintain tourist areas.
- 2) For Kutuh Indigenous Village governments to further optimize Community Participation in Cultural-based Tourism Village Management through upgrading HR capacity (groups / community units) by inviting facilitators from the government, academics, and competent private sector in the field of Tourism Village empowerment and management.

- 3) Suggestions for academics are to conduct further research on the study of environmental carrying capacity and anticipate the impact on the environment in the Kutuh Village Area and its surroundings.

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