

## Research Article

# The Role of Village Government to Manage Tourism Object in Increasing the Locally-Generated Revenue in Panti District Jember Regency

Bayu Aprillianto\*, Moch. Shulthoni, Ahmad Roziq, Siti Komariyah

University of Jember, Jember, Indonesia

## Abstract.

The Indonesian government has decided to enhance its economic status, and one of the ways to achieve this is by utilizing the tourism ministry to maximize the tourism industry. This research aimed to investigate the contribution of the Village Government in managing tourism sites to increase locally-generated income in Suci Village, Panti District, Jember Regency. Additionally, the study identified the challenges faced by the Suci Village Government. Qualitative methods were employed for data collection, utilizing triangulation that encompasses interviews, observations, and documentation. The outcomes of this research revealed that socialization and planning for tourist area development, formation of tourism awareness groups named Pokdarwis, social media promotions, and comparative studies with other tourist villages were effective ways to improve the situation. However, several factors influence the Village Government's role in tourism management, such as natural conditions affected by seasons, insufficient infrastructure and facilities, and human resources, particularly the community's lack of knowledge and skills regarding tourism object management. Hence, training and intensive support from the Suci Government are crucial.

**Keywords:** government, PAD, tourism, village

## 1. Introduction

The development process can offer a vast range of job opportunities for the community. The government is actively promoting the development of the tourism industry as one of the leading sectors, aiming to generate foreign exchange, boost the economy, increase regional income, empower the local economy, expand job and business opportunities, improve people's welfare, preserve the nation's identity, religious values, and maintain the quality of the environment. One of the principles of tourism, as stipulated in Law Number 10 of 2009 [1], is to empower local communities to participate in the tourism development process and preserve the tourism destination's environment. The tourism sector is an essential driver of economic empowerment, and its impact extends to many

Corresponding Author: Bayu Aprillianto; email: bayu\_aprillianto@unej.ac.id

Published: 22 March 2024

Publishing services provided by Knowledge E

© Bayu Aprillianto et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the ICEMSIT Conference Committee.

 OPEN ACCESS

other sectors, ultimately affecting the community's economic life. Therefore, local government policies in promoting tourism are critical in supporting the success of national tourism development. With professional management, tourism object development can make a significant contribution, as it can stimulate the growth of the surrounding area.

Regulations on regional autonomy give local governments the freedom to manage their tourism. This is stated in Law Number 23 of 2015 concerning regional government, article 12 paragraph 3 explains that tourism is one of the elected government affairs. The elected government can make a tourism area development plan that begins by recognizing the potential of the area to be used as a tourism development location. The development of tourism in Indonesia will be more advanced if it is supported and managed properly. Now more and more tourist villages are popping up in every area that are well organized and have been regenerating. Many of these tourist villages use the internet and websites to inform the uniqueness of their villages. Even in the last five years, the phenomenon of selfies in tourist objects has accelerated the recognition of a tourist attraction by the wider public. Such as Sungai Nyalo Village in Painan, Madobak Village in Mentawai, Taman Sari Village in Banyuwangi, Pujon Kidul Tourism Village in Malang, Seigentung Village in Gunungkidul, Ubud Village in Bali, Waturaka Village in Ende, Ponggok Village in Klaten, Teluk Meranti Village in Riau and Bontagula Village in Bontang. The Jember Regency Government is one of the local governments in East Java Province that focuses on developing the concept of the Tourism Village. The development of the Tourism Village concept is carried out through the Tourism Awareness Group (Pokdarwis) of Jember Regency which continues to increase. Based on the records of the Culture and Tourism Office of Jember Regency, the number of Pokdarwis recorded has increased significantly in the last five years from 2018 to 2022, which initially only numbered 5 (five) Pokdarwis to 50 (Fifty) Pokdarwis. Some examples of Tourism Villages that have begun to develop and stimulate the tourism sector of Jember Regency are Sidomulyo Tourism Village. The village is included in the Gumitir Forest area and is the best coffee-producing village with export quality in East Java. The villages in the Panti District have the potential for quality tourism, culinary and handicrafts if managed properly and correctly. Villages in Panti District already have their own websites, but they have not been managed optimally. This problem makes the villages in the orphanage sub-district unknown even though they have extraordinary tourism potential. The existence of these problems so that this study aims to 1) To find out and analyze the role of the village government in tourism management to increase the Locally-Generated Revenue called PAD in Panti District. 2) to identify the factors

that affect the implementation of the village government role in tourism management to increase PAD in Panti District, Jember Regency.

## 2. Theoretical Background

According to Law Number 6 of 2014 [2], Village Administration refers to the management of government affairs and the welfare of the local community within the government system of the Unitary State of the Republic of Indonesia. Article 1 paragraph 3 and Articles 23 to 25 describe that the Village Government oversees Village Administration and is led by a Village Head or another appropriate title based on the region's characteristics. The Village apparatus, a crucial element of the Village Government's organization, supports the Village Head. The Village Government's implementation is guided by principles such as legal certainty, orderly governance, public interest, transparency, proportionality, professionalism, accountability, effectiveness, efficiency, local wisdom, diversity, and participation.

Buga and Larasati [3] define a role as a dynamic process of a person's position or status. If an individual fulfills the rights and responsibilities of their position, they are fulfilling their role. According to Article 26 paragraph 1 of the Republic of Indonesia Law Number 6 of 2014 concerning Villages [2], the Village Head is responsible for implementing Village Government, developing the Village community, empowering Village communities, and implementing Village Development. Article 26 paragraph 2 outlines several powers of the Village Head, including leading the Village Government's administration, appointing and dismissing Village officials, managing Village Finance and Assets, setting Village Regulations, determining the Village Revenue and Expenditure Budget, fostering the life and peace of the Village community, improving the Village economy, developing Village income sources, proposing and accepting the delegation of state wealth to enhance the Village community's welfare, developing the socio-cultural life of the Village community, utilizing appropriate technology, coordinating participatory Village Development, representing the Village in court, and exercising other authorities in accordance with laws and regulations.

Article 26 paragraph 3 of the Law of the Republic of Indonesia Number 6 of 2014 [2] regarding Villages outlines the duties of the Village Head, which include practicing and upholding Pancasila, implementing the 1945 Constitution of the Republic of Indonesia, maintaining the unity and integrity of the State, as well as improving the welfare and ensuring peace and order within the Village community. The Village Head is also

responsible for adhering to laws and regulations, promoting democratic and gender-equitable principles, and ensuring that village governance is accountable, transparent, professional, effective, and efficient. Additionally, the Village Head is required to establish collaboration and coordination with Village stakeholders, maintain good governance practices, manage Village finances and assets, carry out government functions within the Village’s jurisdiction, resolve community conflicts, promote economic growth within the Village community, preserve the socio-cultural values of the Village community, empower the community and its institutions, develop the potential of natural resources, preserve the environment, and disseminate information to the Village community.

In connection with tourism development that involves the community, there are several things in community empowerment that need to be considered regarding the division of roles between government officials, researchers, academics, the private sector and the community as well as Non-Governmental Organizations (NGOs) as follows:

TABLE 1: Distribution of the roles of community empowerment beneficiaries [4].

Type of Activities	Government Officials	Researchers	Academicians	Private Sectors	Society	Non-Governmental Organizations
Originator of Idea	✓	✓	✓	✓	✓	✓
Decision Maker	✓	-	-	-	-	-
Input Provider	✓	-	-	✓	-	-
Event Organizer	-	-	-	✓	✓	-
Custodian of Activity Results	✓	-	-	✓	✓	-
Monitoring and Evaluation	✓	✓	✓	✓	✓	✓

As indicated in the table above, the Village Government, as a government agency, encounters several factors that affect the growth of tourism based on community empowerment. These factors are as follows: 1) The condition of natural resources, 2) The state of human resources, 3) institutions for development, 4) facilities and infrastructure for development, 5) development policies, and 6) organization and administration of community empowerment [4].

### 3. Research Methods

This research departs from the phenomena that exist in the community so that it uses a qualitative approach by using descriptive analysis [5]. The research locations to collect data were in Kemiri Village, Pakis Village, Suci Village, and Panti Village in Panti District, Jember Regency. Determination of informants in this study using the criteria existing in the village i.e. the Village Head, Village Secretary, Head of Tourism Management, Chair of Pokdarwis (if any), Head of Youth Organization and Head of RW. The method of gathering information using triangulation involves utilizing observation, interviews, and documentation. The researcher utilized themselves as the research instrument, alongside an interview guide and field notes. The analysis of the data involved data reduction, data display, conclusion drawing and verification, while data validity was ensured by using source triangulation.

### 4. Discussion

#### 4.1. The role of the village government in the Panti District in tourism management to increase village original income in the Panti District, Jember Regency.

One of the efforts of the Village Government through the Village Head and his apparatus is to manage tourism. The following are some of the roles performed by the Village Government, as follows:

##### 4.1.1. The village government conducts outreach to the community about tourism village development planning

The Village Head of Panti District is seeking various ways to support the acceleration of tourist village development, as the low level of education of the population is affecting their understanding of potential development planning. In order to provide direction and understanding to the community regarding the tourism potential in the village, the Village Head and other village officials held outreach and socialization activities. This effort aims to improve the community's economy and guarantee their welfare. Increased economic activity will have a positive impact on the village's original income. After the socialization is completed, it is hoped that the community will understand the tourism potential in the Panti District village and take an active role in managing it, including planning, budgeting, development, management, and supervision.

#### **4.1.2. Proactive village government in planning the development of village tourism areas**

Following the successful socialization efforts and support received from the community to develop a tourist village area, the Village Government has formulated a plan by considering the available potential in managing tourism within the village. The Village Government is responsible for ensuring that the tourism activities conducted provide benefits that promote the welfare, justice, equality, and proportionality in preserving the environment and nature. Additionally, the Village Government has incorporated various activities related to the development of the tourist area into the discussion of Village Development Planning Deliberation (MusrenbangDes). The community is encouraged to participate in the deliberation process alongside the village government to explore the potential of the village and discuss the development of the tourist area. The development of the tourism area within the village is comprehensive, which includes the construction of facilities and infrastructure, management, and community empowerment through the establishment of tourism awareness groups (Pokdarwis).

#### **4.1.3. Forming a tourism awareness group (Pokdarwis)**

The formation of a Tourism Awareness Group (Pokdarwis) is aimed at increasing people's awareness of natural tourism management in their area. This facilitates cooperation between the village government and the community in accelerating development and integrating the management of tourist areas. Facilities and infrastructure, such as roads to tourist sites, resting places, and Instagram-worthy selfie spots, are constructed in tourist villages. Pine forest coffee is also promoted through attractively packaged management, among other things. Moreover, POKDARWIS plays a crucial role in promoting pine forest tourism by acting as a facilitator between visiting tourists and the farming communities, breeders, and homestay owners who are tourist destinations.

#### **4.1.4. Promoting tourism villages in collaboration with tourism village associations (Asidewi)**

To promote village tourism in Panti District, the government collaborates with tourism village associations (Asidewi) in creating banners, pamphlets, and directions to tourist attractions. Social media platforms such as Facebook, Instagram, Twitter, and blogs are also utilized to promote tourism.

#### 4.1.5. Conducting comparative studies to other tourist villages

The Village Government conducts comparative studies of other tourist villages to expand their knowledge of management strategies in promoting tourist villages. If feasible, they will replicate successful strategies according to the situation and conditions of the tourist village.

The Village Government in Panti District has fulfilled its responsibilities as mandated by the Republic of Indonesia Law Number 6 of 2014 [2] regarding Villages, albeit not exhaustively, by performing the five aforementioned tasks. By recognizing its strengths and advantages, the Village Government has played a crucial role in initiating ideas and ensuring proper development of the tourism potential in the area. The role as a decision maker is also carried out. This is done by planning which is directly included in the MusrenbangDes discussion. The role of Input Providers is also shown by the Village Government by facilitating the formation of Pokdarwis, the construction of supporting infrastructure in tourist attractions such as roads to tourist sites, making resting places, building Instagramable selfie spots, as well as promoting culture, culinary, natural resources by managing which is packaged in an attractive manner and carries out promotions with various media. Tourism management is carried out by the community directly through the previously formed Pokdarwis. The Village Government also carries out the role of maintaining the results of activities, monitoring and evaluation. The goal is to achieve sustainable and long-lasting management of the Tourism Village in order to improve people's income and increase the Village's revenue.

#### 4.2. Factors affecting the implementation of tourism village management to increase PADes in Panti District, Jember Regency

The Village Government faces several factors when implementing the management of Tourism Villages, including: 1) Some locations between tourist sites and other tours have a fairly far distance so that accessibility is quite difficult to reach. This should be corrected by updating the damaged or unpaved roads. 2) Not available or there are no mainstay products from the processing of farmer group movements (gapoktan) that are ready to be sold, so this makes it difficult to improve the welfare of farmers around tourist villages. It is recommended that the Village Government and farmer groups make processing products that are ready to be sold to tourists visiting these tourist villages. 3) The Tourism Village Government does not maneuver to promote in cyberspace, so that the tourist villages in Panti District are not well known by domestic tourists.

## 5. Conclusion

In the Panti District of Jember Regency, the village government has been involved in disseminating information and planning for the improvement of the tourist village zones. The village is planning to establish a Pokdarwis, advertise tourism through its website, and conduct comparative studies with other tourist villages. The effectiveness of the Village Government's role in managing tourism is influenced by the condition of human resources, specifically, the lack of knowledge and skills of the community in managing Tourism Villages. This issue necessitates intensive training and assistance from both the Village Government and Regional Government.

## References

- [1] Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 tentang Kepariwisataaan dengan Rencana Induk Pengembangan Kepariwisataaan di Tingkat Provinsi ataupun Kabupaten/Kota
- [2] Undang-undang (UU) Nomor 6 Tahun 2014 tentang Desa.
- [3] Buga KE, Larasati DC. Peran Badan Pelayanan Pajak Daerah Kota Malang dalam Mengurai Tunggakan PBB Perkotaan Hasil Pelimpahan dari Pemerintah Pusat. *Jurnal Ilmu Sosial dan Ilmu Politik. JISIP*; 2018. p. 7.
- [4] Mardikanto T, Subianto P. *Pemberdayaan Masyarakat dalam Perspektif Kebijakan Publik*. Bandung: Alfabeta; 2017.
- [5] Moleong LJ. *Metode Penelitian Kualitatif*. Bandung: PT. Remaja Rostadarya; 2017.