

The Existence of Mengesta Village as a Tourist Village in the New Normal Era

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Abstract: The purpose of this study was to determine the existence of Mengesta village as a tourism village in the new normal era. This study uses qualitative analysis techniques to analyse the existence of Mengesta Village as a tourist village in the new normal era. Using two data sources, namely primary data and secondary data. Primary data were obtained through the involved observation method and in-depth interviews. While secondary data was obtained through village documents, journals, books, articles, and websites that were related to this research. The theory used is the Tourism Area Life cycle (TALC) theory from Butler (1980). The results of the research conducted show that the existence of Mengesta Village as a tourist village in the new normal era is a tourist place that tourists have long discovered, there is control from local communities on tourism in the village and there are innovations carried out by the community who are members of the community Mengesta Village tourism awareness group. In addition, the Mengesta tourism village has also carried out conventional promotions through directions to tourist villages and some have used digital media such as photos and videos uploaded on social media. So that there is an increase in tourist visits to the Mengesta tourist village. However, no outside investment has entered the village and artificial attractions have not developed well. So that the existence of Mengesta Village as a tourist village in the new normal era based on the Tourism Area Life cycle (TALC) theory from Butler (1980) which is in the involvement phase. This study was conducted to determine the position of Mengesta Tourism Village as a tourist village in the new normal era, which can be used as a guide to find new strategies in developing Mengesta Tourism Village.

Keywords: existence, tourism village, Mengesta, TALC

Article Information: Submission to Repository on September 2022

Introduction

After the Covid-19 pandemic hit the Indonesian tourism industry since February 2020, Indonesia's tourism conditions have deteriorated. With the number of foreign tourist visits to Indonesia experiencing a very drastic decline. In January 2020 the number of visits was 1,290,411, in February 2020 it decreased to 872,765, in the following months it continued to decline so that in December the visits of foreign tourists to Indonesia only amounted to 164,079 and in 2021 the visits of foreign tourists also have not stable which always experiences ups and downs (Kemenparekraf/Baparekraf of the Republic of Indonesia, 2022). Various ways have been carried out by hoteliers, tourism entrepreneurs, hotel associations and the government in reducing the impact of losses on the tourism industry, especially in Indonesia (Mu'is, 2022).

To overcome the slump in Indonesian tourism, Minister of Tourism and Creative Economy Sandiaga Sala-huddin Uno sees the potential of every tourist village in the country that has strong local wisdom, nature and culture. So that the Ministry of Tourism and Creative Economy takes advantage of this to revive the economy, especially in the tourism sector and the creative economy. In a press release Kemenparekraf/Baparekraf Sandiaga Uno, 2021 said "tourism villages are potentials that need to be developed and empowered to improve the welfare of rural communities so that they have competitiveness and can become a locomotive for economic revival in the tourism sector and the creative economy in the midst of pandemic" (Rahayu, 2021).

A tourist village is a certain area with the potential for unique tourist attractions that are unique to the community and their traditions that are able to create a mix of various tourist attractions and supporting facil-

ities to attract tourists. The competitiveness of tourist villages is also inseparable from the role of the government in providing excellent, complete service, and active participation to the community. Tourist villages can be said to be tourism that applies the concept of green tourism. Green tourism is used to show eco-friendly tourism to tourists (Furqan, 2010).

The concept of green tourism includes tourism programs that minimize the negative aspects of conventional tourism on the environment and increase the cultural integrity of the local community (Wardhani, 2016). With the concept of green tourism, it can encourage tourism sustainability through a selective stage in the development of marketing activities in terms of attracting tourists who have environmental concerns, sensitivity to local culture as a tourism model in saving limited natural resources to meet variations in the needs of life for both the present and future generations. coming (Yadnya, 2020)

With the support from the ministry of tourism and the creative economy to develop tourist villages, many areas are starting to improve to develop their potential into tourist village objects. One area that is currently improving in tourism through tourism villages is the province of Bali. By having a very strong image and potential for tourism, Balinese people, especially in rural areas, are starting to have an interest in developing the potential of the village where they live to become a tourist village.

One of the tourism awareness groups who want to explore and know the position of the village as a tourist village is the Mengesta Village Tourism Awareness Group (Pokdarwis Mengesta Village). Mengesta village has several unique potentials, namely nature tourism in the form of cycling and jogging tracks on rice fields, adventure tourism, cultural tourism and local food and drinks. After the determination of Mengesta Village as a Tourism Village in 2016, until now there has been no research on the position of Mengesta Tourism Village, so managers find it difficult to innovate to make Mengesta Village more advanced. Based on these problems, this research is aimed at determining the position of Mengesta Village as a Tourism Village in the New Normal Era with the Tourism Area Life Cycle (TALC) theory.

Method

The method of determining the informants in this research is using the purposive sampling method, namely the technique of determining information with considerations and criteria for understanding Mengesta Tourism Village well. Data collection techniques using in-depth interviews, participatory observation, and documentation. The interview method is a data collection method that is carried out by interviewing or direct questioning to sources who are considered to be able to provide accurate information needed by researchers in conducting the research process. The participatory observation method is a method of collecting data by observing and being directly involved in the daily activities of the Mengesta Tourism Village which is used as a source of research data. Documentation method is a method of collecting data by studying documents relevant to the problem under study, such as collecting and studying data from various references (journals, agendas, magazines and books related to the problem being studied). After the data is collected, it is analyzed using qualitative analysis techniques. Qualitative analysis aims to describe, summarize various conditions, various situations or various phenomena of social reality that exist in the community which is the object of research and seeks to draw that reality to the surface as a feature, character, description of certain conditions, situations or phenomena (Burhan Bungin, 2012). According to Miles & Huberman in Kholis (2017), this activity in qualitative data analysis is carried out interactively and takes place continuously until complete, so that the data is saturated. The method used in this study is a qualitative analysis method by describing and explaining the existence of Mengesta Village as a tourist village in the new normal era by using the tourism area life cycle (TALC) theory from Butler (1980).

Result and Discussion

To find out the existence of Mengesta Village as a tourist village in the new normal era, researchers used the Tourism Area Life Cycle (TALC) analysis theory proposed by Butler (1980). There are seven phases to determine the existence of a tourist destination, namely the exploration, involvement, development, consolidation, stagnation, decline and rejuvenation phases. From the results of in-depth interviews conducted by researchers with seven informants, namely: I Wayan Eka Suprianta as the head of Mengesta Village, I Made Mendra Astawa, S.Tr.Par. as Chair of the Bali Province Tourism Village Communication Forum, I Gusti Komang Rai Sukarya as

Head of the Community Order and Security Section of Penebel District, I Gede Nyoman Astawa Wijaya as Deputy Head of the Community Order and Security Section of Penebel District, I Ketut Suarta as Chair of the Farmers Group (subak) Mengesta Village, I Nyoman Maryadi as Manager of Mengesta Village Business Entity, and I Nengah Merta Darmawan as Chair of the Mengesta Village Tourism Awareness Group who are stakeholders in the development of Mengesta village as a tourist village can be summarized as listed in Table 1.

Table 1. Informants' Opinions About the Position of the Mengesta Tourism Village

Tourism Area Life Cycle Fase Phase	Informant Name	Informant Position	Opinion
Exploration	I Wayan Eka Suprianta	Mengesta Village Workshop	<ul style="list-style-type: none"> The potential possessed by Mengesta Village without realizing it has been discovered by tourists from ancient times For the location of Mengesta Village it's not that hard to find
	I Made Mendra Astawa, S.Tr.Par.	Chairman of the Bali Province Tourism Village Communication Forum	<ul style="list-style-type: none"> Facilities and infrastructure to Mengesta village are very good and strategic In this new normal era, tourists are more interested in finding areas that are quieter by visitors
Involvement	I Nyoman Maryadi	Manager of Mengesta Village Business Entity	<ul style="list-style-type: none"> The Mengesta Village community began to control and develop their potential by forming a Tourism Awareness Group (Pokdarwis)
	I Nengah Merta Darmawan	Head of Tourism Awareness Group Mengesta Luwih	<ul style="list-style-type: none"> Initiatives from the community have greatly improved in this new normal era, seeing the opportunity to develop the potential of the village into a tourist village is so great Promoting objects in the village, starting from the community, tourists themselves, and installing directional signs and digital media In this new normal era, the level of tourist visits has started to increase, although it is not too significant
Development	I Wayan Eka Suprianta	Mengesta Village Workshop	<ul style="list-style-type: none"> There is no foreign investment that has entered the Mengesta village
	I Ketut Suarta	The Head of the Farmers Group (Subak) of Mengesta Village	<ul style="list-style-type: none"> There are no outside investors who have entered the village of mengesta to collaborate with the village to develop the village of Mengesta as a tourist village The development of the Mengesta tourist village is ongoing so there are no international facilities, all of them are still using facilities with local wisdom
	I Nengah Merta Darmawan	Head of Tourism Awareness Group Mengesta Luwih	<ul style="list-style-type: none"> In this new normal era, the artificial attractions developed by Pokdarwis are still in the process of being developed, so there are no artificial attractions developed yet.
Consolidation	I Nyoman Maryadi	Manager of Mengesta Village Business Entity	<ul style="list-style-type: none"> Until now, the area and the community's economy are still managed independently by the village community
	I Nengah Merta Darmawan	Chairperson of the Tourism Awareness Group Chair Mengesta Luwih	<ul style="list-style-type: none"> Since the establishment of Mengesta village as a tourist village in 2016 the level of tourist visits has continued to increase but has never increased by a significant amount
	I Gede Nyoman Astawa Wijaya		<ul style="list-style-type: none"> Village facilities used for tourism activities are still using existing facilities

		Deputy Chairperson of the Penebel District Community Security and Order Section	
Stagnation	I Gusti Komang Rai Sukarya	Head of Section for Public Order and Security in Penebel District	<ul style="list-style-type: none"> The capacity of the facilities used for tourism activities is still appropriate and even exceeds In this new normal era, there are not many industries that have grown in Mengesta village
	I Nengah Merta Darmawan	Head of Tourism Awareness Group Mengesta Luwih	<ul style="list-style-type: none"> There are no artificial attractions that have developed in the tourist village of Mengesta There is no attached image of a tourist village, Pokdarwis Mengesta Luwih has just designed a tourism image that will exist in Mengesta village
Decline	I Wayan Eka Suprianta	Mengesta Village Workshop	<ul style="list-style-type: none"> Tourists still come to the Mengesta tourist village, especially to the Belulang Hot Springs, but they only come to that object It's not that tourism facilities have switched functions into non-tourism activities, on the contrary, that is, utilizing existing facilities for tourism activities.
	I Nengah Merta Darmawan	Head of Tourism Awareness Group Mengesta Luwih	<ul style="list-style-type: none"> Mengesta Tourism Village will not become a low-class tourist destination, even if it is a classy destination
Rejuvenation	I Nengah Merta Darmawan	Head of Tourism Awareness Group Mengesta Luwih	<ul style="list-style-type: none"> Currently Mengesta village is building a new tourist village by building new tourist attractions and images so it is not appropriate to say it is a rejuvenation effort.
	I Made Mendra Astawa, S.Tr.Par.	Chairman of the Bali Province Tourism Village Communication Forum	<ul style="list-style-type: none"> As a newly developed tourist village, there are still many natural, cultural and even entertainment resources that can be easily developed in Mengesta village

(Sumber: Data diolah, 2022)

From the results of interviews conducted by researchers with several informants in order to obtain accurate data in finding the existence of Mengesta village as a tourist village in the new normal era based on the tourism area life cycle proposed by Butler (1980) and after participatory observation by researchers at Mengesta tourist village, then the results can be made a check list of the results of observations and interviews as outlined in Table 2.

Table 2 Check List of Results of Observations and Interviews of Mengesta Tourism Village

Phase	Characteristic features	Observation Results	
		In accordance	It is not in accordance with
1. Exploration	<ul style="list-style-type: none"> Mengesta Village is a place that is used as a new tourism potential found both by tourists 		√
	<ul style="list-style-type: none"> The location is difficult to reach but it is in demand by a small number of tourists who actually become interested because it is too crowded 		√

	<ul style="list-style-type: none"> • Tourists are attracted to areas that are bustling with tourists 	
2. Involvement	<ul style="list-style-type: none"> • There is control from the local community • There is an initiative from the local community to develop their area • An area becomes a tourist destination which is marked by the start of promotion • An increase in the number of tourists 	<p>√</p> <p>√</p> <p>√</p> <p>√</p>
3. Development	<ul style="list-style-type: none"> • Investment from outside is starting to come in • The area is getting more physically open • Local facilities have been abandoned or replaced by international standard facilities • Artificial attractions have begun to develop to add to the original natural attractions 	<p>√</p> <p>√</p> <p>√</p> <p>√</p>
4. Consolidation	<ul style="list-style-type: none"> • Regional and economic dominance are held by international networks • The number of tourist arrivals is still rising but at a lower rate • Facilities are starting to be abandoned 	<p>√</p> <p>√</p> <p>√</p>
5. Stagnation	<ul style="list-style-type: none"> • The capacity of various factors has exceeded the carrying capacity, causing economic, social and environmental problems • The industry has started to work hard to fulfill the capacity of the facilities owned, especially by expecting repeater guests or convention/business tours • Artificial attractions have dominated natural native attractions (both cultural and natural) • The initial image has started to fade and the destination is no longer popular 	<p>√</p> <p>√</p> <p>√</p> <p>√</p>
6. Decline	<ul style="list-style-type: none"> • Tourists have switched to new or installed tourist destinations and what remains is just “in vain” • Many tourism facilities have been switched or repurposed for non-tourism activities, so destinations are becoming increasingly unattractive to tourists • Destinations can develop into low-class destinations (a tourism slum) or completely lose their identity as a tourist destination 	<p>√</p> <p>√</p> <p>√</p>
7. Rejuvenation	<ul style="list-style-type: none"> • Dramatic changes can occur (as a result of the efforts of various parties) towards upgrading or rejuvenation • Reduced innovation in the development of new products and exploring or utilizing previously untapped natural and cultural resources 	<p>√</p> <p>√</p>

(Source: Suryaningsih & Suryawan (2016) processed, 2022)

Based on the check list of observations and interviews conducted by researchers with seven informants in Mengesta Tourism Village, it can be identified that Mengesta village as a tourist village in the new normal era is in the involvement phase. These results are obtained because Mengesta village as a tourist village in the new normal era fulfills the characteristics that exist in the involvement phase according to the tourism area life cycle theory, namely the control of the local community, the existence of initiatives from the local community to develop their area, an area become a tourist destination marked by the start of promotions and an increase in the number of tourists.

Conclusion

Based on the results of the research "Strategy for Developing Mengesta Village as a Tourism Village in the New Normal Era" it can be concluded that. The current position of Mengesta village as a tourist village is in accordance with the theory proposed by Butler (1980) which is in the involment phase which has several characteristics, including:

- a. The existence of control or involvement of the local community in managing Mengesta, this can be seen from the formation of the Tourism Awareness Group (Pokdarwis) Mengesta Luwih.
- b. There is an increase in the number of tourists every year and in this new normal era it has started to increase again after the closure of the Mengesta tourist attraction during the Covid-19 pandemic.
- c. Mengesta Village has become a tourist destination which is marked by the start of promotions both conventionally and modernly, such as the presence of signposts to go to tourist attractions in the Mengesta tourist village and the existence of promotional videos uploaded on social media.
- d. The initiative of the Mengesta village community to develop their area by looking at the opportunities that exist so that the Mengesta tourist village is formed.

Acknowledgment

On this auspicious occasion the author would like to express his deepest respect and gratitude to:

1. Prof. Dr. I Putu Astawa, SE., MM as Examiner III who has provided many inputs in improving the results of this research.
2. Drs. Gede Ginaya, M.Si. as Examiner IV who has provided many inputs in perfecting the results of this study.

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