

COMMUNITY EMPOWERMENT IN TOURISM DEVELOPMENT DURING THE DIGITAL ERA IN NORTH BADUNG

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ABSTRACT

In the era of globalization, people are demanded to be fast and versatile in interpreting change. This study aims to examine community empowerment in the development of tourism in the digital era in North Badung, Badung Regency. The research method used is descriptive description and the source of this research is primary through interviews and secondary through literature studies and previous research. The results of this study are: Community empowerment in the development of the agricultural sector as a leading sector has been carried out, but has not provided optimal results, given the traditional mindset of society. The agricultural sector that supports tourism cannot be fully developed in North Badung, Badung Regency. Community empowerment in the development of tourism in the digital era in Badung Utara Badung Regency cannot be done fully considering the quality of human resources has not been able to capture opportunities in the digital era in the tourism sector.

Keywords: Community Empowerment, Digital Era, Tourism, Bali

INTRODUCTION

Versatility in change are one of the things needed in facing globalization. Speed and alertness have not managed in answering how a society is empowered. The process of community empowerment goes through 3 stages: awareness, capacity building, and empowerment. Whereas the form of community empowerment can be through community participation which begins by getting involved in planning, implementation and evaluation (Andriyani, 2017). The community that participates and is involved in development enables the community or groups of individuals to maximize their potential and talents, and is expected to increase their output and performance (Priyatna, 2007). Community participation in tourism activities will maintain the sustainability of tourism, because people will better appreciate the culture, environment and local wisdom available, so there are efforts to protect, preserve and preserve their potential. Badung Regency as one of the destinations that are in demand by tourists, is still increasing the number of tourist visits from year to year. Along with the development of tourists in Badung, the Badung Regency government is making various efforts to develop tourism in North Badung.

Table 1 Number of Tourist Visits at Tourist Destinations in Badung Regency 2013-2018

No.	Tourist attraction	Number of visits (people)					
		2013	2014	2015	2016	2017	2018
1	Uluwatu	884.084	1.195.150	1.548.100	1.743.747	2.180.362	2.465.058
2	Taman Ayun	281.901	329.473	2.716	372.896	429.278	421.893
3	Sangeh	78.530	85.445	82.401	103.641	116.876	140.263
4	Air terjun Nungnung	10.699	7.519	11.680	22.154	37.425	53.632
	Badung regency	1.255.214	1.617.587	1.644.897	2.242.438	2.763.941	3.080.846

Source: Tourism Office, Badung Regency, 2019

Table 1 shows that the number of tourist arrivals at the Nungnung Waterfall DTW located in North Badung is still very low compared to other DTWs, although there has been an increase in the number of visits from year to year, but the number of tourist visits has not increased significantly compared to other DTWs. One DTW Manager said that the lack of tourist visits to North Badung was due to the absence of tour packages that included visits to Nungnung Waterfall and the tourists who visited were mostly individuals or non-travel individuals. The role of travel as a promotional agent is very important so DTW in North Badung needs to cooperate with travel in addition to promotions conducted by the Badung Regency Government. The need for awareness through community empowerment politically, economically, socially and psychologically that the community can be empowered if the community has the ability or bargaining power that can influence the government as the ruler in regional development in North Badung. Based on this community empowerment becomes an important point in the development of tourism in the digital era in North Badung, so that empowerment is carried out in accordance with the changing times and is able to make the community more empowered.

LITERATURE REVIEW

According to Ismayanti (2010), tourism is a dynamic activity that involves many people and enlivens various fields of business. Tourism is an overall activity related to tourism and is multidimensional and multidisciplinary in nature which emerges as a manifestation of the needs of each person and country as well as interactions between tourists and the local community, fellow tourists, the government, local governments and entrepreneurs. Ife (1995) states that empowerment is a process of helping

disadvantaged groups and individuals to compete more effectively with other interests, by helping them to learn and use in lobbying, using the media, engaging in political action, understanding how to 'work the system,' and so on. Based on these definitions, it can be said that the concept of empowerment is an effort to provide autonomy, authority, and trust to every individual in an organization, and encourage to be creative in order to complete their tasks as best they can. Paul (1987), said that empowerment means the equitable distribution of power so as to increase political awareness and power in weak groups and increase their influence on the development process and outcomes. In the digital era, there is information disclosure, so that everyone can access information that causes significant changes in people's lives. There is no monopoly on information by one party so that everyone gets information without restrictions (Prisgunanto, 2018)

RESULT AND DISCUSSION

Community Empowerment in the Development of the Agricultural Sector as the Leading Sector that supports Tourism in North Badung, Badung Regency

Referring to the National Development Planning Pattern (PPNSB) of Badung Regency, the substance of the 2016-2021 Badung Regency Planning Universe is to focus more on achieving the 5 (five) priority areas including: 1). Food, clothing and shelter; 2). Education and health; 3). Customs, religion and culture; 4) The field of social security and employment; and 5) tourism sector. The five priority areas are supported by development in the fields of Infrastructure, Legislation and Budget. The agriculture sector is one of the priority areas of Badung Regency to become the basis or guideline for the implementation of programs / activities of the regional government.

Given that agriculture is one of the priority areas of Badung Regency, the blood government is more focused on achieving it. Judging from the main livelihood sources of the population in North Badung 53.4 percent are engaged in the agricultural sector and 67.02 percent of the total area is used for agriculture / plantations. Based on these data it can be said that the leading sector in North Badung is the agricultural sector, with agricultural / plantation products in the form of rice, peanuts, sweet potatoes, asparagus, coffee and cloves. Constraints faced in community empowerment relate to efforts to maintain the culture and customs of the current modernization, community attitudes, limited human resources and the availability of tourist accommodation and the lack of promotional activities (Andriyani, 2017). Community empowerment in the agricultural sector is done to change the mindset of farmers who still use traditional farming patterns by improving farming techniques and managing cropping patterns. The Government of Badung Regency, Bali, made various efforts to advance the agricultural sector and protect the interests of farmers from upstream to downstream and the protection was carried out starting at the upstream, Badung farmers will get the help of superior seeds, fertilizer assistance, processing technology assistance and cultivation to produce products that quality. Agricultural applications aimed at cutting the speculators who have been detrimental to farmers. Through this application, farmers have direct access to markets without speculators, with the application the selling price received by farmers is certainly higher and the welfare of farmers increases. Community empowerment in the agricultural sector through the Agricultural Culture Festival in the Tukad Bangkung Bridge area, which aims to maintain the agricultural image of the North Badung region, explore the spirit of agricultural culture and create a market for agricultural products that directly conduct transactions with local farmers. The agricultural culture festival is expected to initiate the growth of agricultural and tourism synergies, as well as to pioneer the growth of a creative economy and competitiveness based on the agricultural sector (Nurmansyah, 2018).

One community empowerment program in the agricultural sector, the One Village One Product (OVOP) program, has been implemented in Pelaga village, one of the villages in North Badung, which changed the mindset of traditional farmers to switch to agriculture with superior asparagus products. The obstacle faced is that the community is still pessimistic about the program considering that many previous programs have failed, so there is a need for efforts and hard work from the government to motivate and rebuild public trust (Pratiwi, 2016). Tourism provides the largest revenue contribution compared to other sectors. Tourism has an important role in efforts to increase community income, so tourism that can be developed in North Badung is based on agricultural tourism, in the sense that the development of tourism in North Badung by continuing to pay attention to sustainability, both the environment, local wisdom, local culture and the potential of the community. the. Agriculture-based tourism establishes community empowerment where people are invited to be involved and participate directly in tourism activities, starting from planning, implementation and supervision. Direct community involvement in tourism activities and foster a sense of ownership and motivate the community to protect and preserve their environment as an asset that can attract tourist visits.

Agro-tourism is part of a tourist attraction that utilizes agribusiness as a tourist attraction. The aim is to expand knowledge, recreational experience, and business relationships in agriculture. Through the development of agrotourism that emphasizes local culture in utilizing land, we can increase farmers' income while preserving land resources, as well as maintaining local culture and technology (indigenous knowledge) which are generally in accordance with the conditions of their natural environment (Rai Utama, 2011). Agaga Pelaga Tourism offers tourism activities in which agriculture as an object starts from the process of seeding, planting, care to picking or harvesting. There are also types of plants including various flowers, vegetables, and fruits. Tourist attractions that are displayed in addition to the agricultural process, Agaga Pelaga tourism also has beautiful natural scenery and is also equipped with other tourist facilities.

According to one of the Kelian Dinas as well as the Chairperson of the Tourism Awareness Group (Pokdarwis) in Badung Regency, community empowerment in the tourism sector has not been able to be carried out to the fullest, bearing in mind the community mindset is still fixated on the old pattern and the existence of unsustainable government programs that do not provide benefits or even results, causing people to be more apathetic about the programs implemented by the government. Likewise with community empowerment carried out by the government, the community still considers that it is only to spend the budget

without results or benefits for the community. The tendency of the community to get results instantly, is an obstacle for community empowerment. The people in Badung Regency will not be unemployed, because the opportunity to work in the tourism sector is wide open, but the community employment opportunities are not followed by the educational qualifications that are owned by the community, so that community involvement in the community sector cannot be fully implemented.

According to Trunajaya (2016), the Local Government of Badung Regency has tried to implement a community-based and sustainable paradigm in every aspect of development, including tourism development. Local community-based tourism development has not yet materialized, and this is reflected in various top-down programs that have resulted in a lack of response, enthusiasm, and community involvement in the management and development of tourism assets in their region. This is reflected in the government program implemented, namely community empowerment through the Tourism Awareness Group (Pokdarwis) training in the form of training of tour guides and English which is not yet optimal, due to the lack of training participants.

Based on the description above, it can be said that the initiative or idea of empowerment must grow and arise from the community members and is a necessity, so that the program that is carried out is sustainable and produces results. Community empowerment is done first in small community groups, so that it is easier to monitor the progress of each group. The success of community empowerment in small groups is able to motivate other communities to follow, and there is a tendency for people to follow when success has been seen. The qualifications of public education must be increased in the tourism sector, by following tourism training and education. During this time if there is training or education carried out by the Badung District Tourism Office, the community is very apathetic so that it is difficult to find training participants, and government programs cannot achieve the desired goals and objectives. Community empowerment becomes important, which is not only the duty of the government, the community and the private sector involved in tourism have the same duties and obligations.

Empowerment that needs to be done includes political empowerment, where the community is involved and invited to participate in tourism planning so that people's aspirations and desires can be voiced. Economic empowerment, namely the community is empowered to be able to capture the opportunities and potential they have to be developed in the tourism sector so that community income can be increased. Social empowerment, the community can maintain the customs, local wisdom and culture, live and develop in a society that is not eroded by the era of globalization. While psychological empowerment, the community needs to grow self-confidence, a sense of belonging and pride in the area. A sense of ownership and a sense of responsibility direct the community to protect and preserve their area.

Community Empowerment in the Development of Tourism in the Digital Era in North Badung Badung Regency

Society's readiness to face the digital era, where society is demanded to be able to use and apply information technology in everyday life. Similarly, in the tourism sector the use of digital age technology information is very influential on the development of tourism. Tourism must also follow the development of information technology, so that tourism marketing and promotion is carried out through digitalization. According to Suyana Utama (2019), the existence of technology will revolutionize virtual tourism as an alternative to In-Real Life tourism, where tourism marketing opportunities can be more open with applications implemented through e-tourism. With e-tourism, which is technology-based tourism, tourists can access information about tourism through the internet or make transactions through the internet. Successful tourism must be able to create a balance between technological and human innovation, tourist experience must be a priority in the development of technology-based tourism. Digitalization in the Tourism Industry is an opportunity and a challenge, because it leads to creativity and innovation in the field of tourism, facilitates increased customization of visitor experience, increases visitor satisfaction, contributes to the configuration of new destinations, inspires new business models, new value chains, new business ecosystems, opens a new role for consumer and producer relations, encouraging a new role for DMO (Destination Marketing Organization) to support SMEs. By achieving a more complete picture of travelers, companies can not only improve the experience of travelers and get greater loyalty, but they benefit financially from increasing customer centricity.

Research shows that smart tourism with high effective personal information services based on tourist needs and digital tourist footprint compiled from big data, results from the merging of tourism management, tourism services and tourism marketing, changing strategies and decision making of tourism businesses and organizations. Anticipating the development of the digital era, the Badung Regency Government has anticipated it by releasing applications that make it easy for tourists to get tourism information. One of the applications Geographic Information System (GIS), makes it easy for tourists to find accommodation or tourism facilities or transportation based on geography, with this application can meet the needs of tourists for digital tourism information incorporated in the Tourism Information System (SITA) which includes websites, portals and Tourism industry data in Badung Regency. With digital information facilities that have been prepared by the government, it is hoped that they can be utilized to the maximum extent by tourism actors, the public and tourists. At this time e-ticketing is being applied to the tourist attraction in Badung Regency, so tourists can get DTW entrance tickets via the internet. The use of e-ticketing at DTW is still at the beginning, but this is a breakthrough in marketing, so the number of visits can be increased.

Related to the digital era in tourism, the community is demanded to be able to follow the development of information technology, so that community empowerment is directed at the mental and physical readiness to face opportunities and challenges in the digital era. Community empowerment through improving the quality of the community with education and training and applying digitalization in everyday life. At this time the public must be literate with information technology so that it does not lag in achieving progress.

CONCLUSION AND SUGGESTION

Conclusion

Based on the description above it can be concluded as follows: community empowerment in the development of the agricultural sector as a superior sector has been implemented, but has not yet provided optimal results, given the mindset of the community. The agricultural sector that supports tourism cannot yet be fully developed in North Badung, Badung Regency, considering that government programs are not sustainable and have not provided benefits and the community is not directly involved in planning, implementing supervision or evaluation of tourism activities is an obstacle in community empowerment. Community empowerment in the development of tourism in the digital era in North Badung Badung Regency has not been able to be fully carried out considering the quality of human resources has not been able to capture opportunities in the digital era in the tourism sector, so that whatever digital tourism applications that have been prepared by the government cannot be accepted and utilized by the community optimally.

Suggestion

From the conclusions above, the following suggestions can be given is the government in implementing programs / activities in the community at least the programs / activities are in accordance with the needs of the community, sustainable and provide benefits and the need for a meeting point between the government and the community. Community empowerment needs to be considered on a small scale, because the community has been neglected long enough so that to restore people's trust it takes time and commitment from the government. The quality of the community needs to be improved through community empowerment with education and training in accordance with the needs of the digital era.

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