

## **Development of Kampoeng Bamboo Tourism Village Based on Community Participation, Maros Regency**



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**ABSTRACT:** This research departs from the phenomenon of the development of the Kampoeng Bambu tourist village as an alternative tourist destination that has its own uniqueness. Aims to know the participatory-based village government program in the development of the Kampoeng Bambu Tourism Village in a participatory manner. This article uses a qualitative research type with a sociological approach as a scientific approach to analyze the social facts of a tourist village, with five informants, methods for collecting data and information during the research. Observations, interviews, and documentation are the data collected are primary and secondary data. Data analysis was carried out in stages; data reduction, data presentation, and conclusion drawing.

The results showed that the development of tourism villages participated by the community through: (a) Preparation of the RPJMDes which included the development of the participatory Kampoeng Bambu tourist village, (b) Preparation of Village Regulations regarding the participatory Kampoeng Bambu tourist village, (c) Improvement of road access for the Kampoeng Bambu tourist village. in a participatory manner, (d) the village government accommodates the wishes of the founders of the Kampoeng Bambu tourist village

The implications of the research are that the commitment and consistency of the village government's strategic policies are needed in developing the Kampoeng Bambu tourist village so that the tourist destination can become a potential source for increasing village income and improving the welfare of the community around the tourist area.

**KEYWORDS:** Participation, Village Development, Tourism, Community.

### **A. BACKGROUND**

Indonesia certainly has a lot of potential for natural wealth which is very abundant, almost every place has enormous potential to be an attractive tourist attraction and can be useful for the community and can bring benefits to the country. The potential for natural and cultural tourism that has its own charm for visiting tourists, among these natural potentials are natural beauty, mountains, seas, lakes, waterfalls and others. The potential of Indonesia's natural wealth that can be used as a tourist attraction should receive attention or can be managed wisely and in a sustainable development. In realizing the development goals, all natural potentials must be explored, developed, and utilized as well as possible as stated in the Law of the Republic of Indonesia Number 9 of 1990 article 3, which is essentially the purpose of the implementation of tourism. One form of tourism development is the development of tourist villages. The tourism village itself has the meaning of a village that has uniqueness or tourism potential so that it has a distinctive tourist attraction, both in the form of environmental and rural physical characteristics as well as social and cultural life of the community which is managed and packaged in an attractive and natural way with the development of tourism support facilities, in a governance system. harmonious environment, good and planned management so that it is ready to receive and mobilize tourist visits to the village, as well as being able to drive tourism economic activities that can improve the welfare and empowerment of local communities. (Prasetyo Hadi Atmoko, 2014).

Based on the Village Law No. 6 of 2014 states that the village has the right of origin and traditional rights in regulating and managing the interests of the local community and plays a role in realizing the ideals of independence based on the 1945 Constitution of the Republic of Indonesia, that in the course of the administration of the Republic of Indonesia, Villages have developed in various forms so that they need to be protected and empowered to be strong, advanced, independent, and democratic so that they can create a strong foundation in implementing governance and development towards a just, prosperous and prosperous society. (Village Law No. 6 of 2014). But in reality, there are still many villages that are far and behind from technological progress, even with a minimal level of education so that guarantees are needed to create a prosperous village. In realizing the Village Law No. 6 of 2014 as one of the concrete steps that can be taken is to take advantage of the natural potential and the potential of human resources in the village, for example making the village a tourism destination. The prospect of the Indonesian tourism industry is

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very large and encouraging considering that tourism is considered a savior of foreign exchange earners for the country. In addition, the growth of the tourism sector reaches 15 percent annually, so that tourism is able to accelerate the distribution of regional development, create jobs, increase artistic and cultural products, and expand the small product market to the international world. (Oka A Yati, 2008).

Participatory development is a process that is actively involved in all substantial decisions relating to life, the positive side of participation is that the program that is run will be more responsive to real basic needs. The reasons why community participation has an important nature are; participation is a tool to obtain information about the situation and condition of the needs and attitudes of the local community without the involvement of the development program or project, the community trusts the development program or project if they are involved in the preparation and planning process because they know the ins and outs of the project.

Maros Regency, which is one of the regencies in South Sulawesi Province, which is located in the western part of South Sulawesi between 40045'-50007' South Latitude and 1090205'-129012' East Longitude, borders with Pangkep Regency in the north, Makassar City and Gowa Regency in the south, Bone Regency in the east and Makassar Strait in the west. The area of Maros Regency is 1,619.12 Km<sup>2</sup> which administratively consists of 14 sub-districts and 103 villages/kelurahan. Maros Regency is located + 30 kilometers north of Makassar City, the capital city of South Sulawesi Province.

Bamboo Village Tourism Village Toddopulia Village is one of the villages located in the Tanralili District, Maros Regency, South Sulawesi Province, which is about 30 KM from the center of Makassar City. valuable work items that can be resold, so the concept that is carried out in the development of tourist villages is to involve the active participation of the local community to support the running of the tourist village, both as craftsmen, tour guide, and those who are directly involved in the initiation of the tourist village. Based on the background, the problem formulation is a participatory-based government program model in the development of the Kampong Bambu Tourism Village in Toddopulia Village.

## **LITERATURE REVIEW**

### **Society participation**

In the language of participation is participation, participation in an activity, active or proactive participation in an activity. Participation in the Dictionary of Sociology "Social Participation" can be interpreted as a condition where a person feels together with others as a result of social interaction. (Suharto drs & Tata Iryanto, 1996) From a sociological perspective, participation is a process of communication or joint activity in a particular social situation. In this regard, Soerjono Soekanto divides public participation into two types, namely social participation and political participation. (Soerjono Soekanto and Budi Sulistyowati; 1990)

Participation according to Keith Devis, is a person's mental and emotional towards achieving goals and taking responsibility for them. Or in general, participation is the participation of a person or group of community members in an activity. (Raharjo, Dawam 1978). Participation is more about the involvement of a person or group in an activity that is carried out with self-awareness, with the involvement of a person or group, it can be said that the person or group is participating in participation. In terms of terminology, community participation can be interpreted as a way of interacting between two groups, namely the group that has been making decisions. (Totok Mardikanto, 2015). Understanding Participation is always associated or synonymous with participation. According to R.A Santoso Sastropetro, that participation is mental involvement, thoughts, morals, feelings in group situations that encourage them to be able to contribute to the group in an effort to achieve common goals and take responsibility for the business concerned. There are also several opinions regarding the definition of participation according to FAO as follows: community involvement in the development of themselves, their lives, and their environment. (Britha Mikkelsen, 2021. Verhangen stated that, participation is a special form of interaction and communication related to the distribution of authority, responsibility, and benefits. The growth of such interaction and communication is based on the awareness that the person concerned has about self-confidence that can provide useful donations for the activities concerned (Aprilia Theresia, 2015)

Thus, participation can be seen in the activities carried out by a person or community group in activities or programs with their participation, there are those who participate through ideas or based on their thoughts, there are also those who participate by using their energy in the program being run, or who participate by donating materials that can be in the form of money or tools needed for these activities so that they are able to make the program that is being run successful.

### **Encouraging and Inhibiting Factors for Participation**

There are three main reasons why community participation is very important, according to Conyers in Syerly that community participation is a tool to obtain information about the conditions, needs and attitudes of local communities without which development programs and projects will fail. Communities will trust a development project if they feel involved in the preparation and planning process because they will know more about the ins and outs of the project and will have a sense of ownership of the project. It is one of the democratic rights when people are involved in their own development. (M. Syerly, 2003)

According to Khairuddin in Nurdjati in terms of motivation, the participation of community members occurs because of fear or being forced to motivate people to actively participate. Go along because of the encouragement of a high sense of solidarity between

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fellow members of the community. Awareness, usually will arise from the internal drive of the community members to participate. (Nurdjati, 1996). Meanwhile, according to Nurdjati, the factor that hinders community participation is "low community participation", according to some experts, it is also due to the limited capabilities they have, such as the opportunity to get information and low education. The limitations in question can be in the form of material, energy, knowledge, awareness and others.

Barriers to community participation lie in their readiness to fully participate. The causes are poverty or limited time, funds and energy to attend meetings and pay attention to the environment, level of education and lack of knowledge to preserve cultural heritage areas, weak sense of togetherness or solidarity, especially for those who have just lived in new places, lack of enthusiasm for community participation because there are disappointing experiences in the past, there are differences in interests, there is no awareness that society and individuals have the right to participate, lack of transparency

### **Tourist Village**

Law Number 32 of 2004 states the definition of a village as a legal community unit that has territorial boundaries, which is authorized to regulate and manage the interests of the local community, based on local origins and customs that are recognized and respected in the government system of the Republic of Indonesia. (Law Number 32 of 2004)

The definition of a tourist village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions. (Nuryanti, Wiendu, 1993). Meaning of Attraction: all the daily lives of local residents along with the physical setting of the village location that allows the integration of tourists as active participation such as: dance, language and other specific courses. While the meaning of accommodation: part of the residence of the local population and or units that developed on the concept of residential residents. The point is the adjustment process in people's lives so as to produce a pattern of community life that has a harmonious function, namely by managing everything that includes nature and culture that is produced and created by humans.

A tourist village is a place that has certain characteristics and values that can be a special attraction for tourists with a special interest in rural life. this shows that the main attraction of a tourism village is the unique life of village residents and cannot be found in urban areas. According to the regulation of the Minister of Culture and Tourism Number KM.18/HM.001/MKP/2011 concerning Guidelines for the Independent Community Empowerment Program (PNPM) Mandiri Wisata, it is stated that a tourism village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure. community life that blends with the prevailing procedures and traditions. So a tourist village can be defined as a village that has tourism potential and has supporting facilities that are presented in a structure of community life that unites with tradition. (Regulation of the Minister of Culture and Tourism, 2017)

### **Characteristics of Attractions**

There are 3 main characteristics of a tourist attraction that must be considered in an effort to develop a particular tourist attraction so that it attracts and is visited by many foreign tourists as stated by Oka A. Yoeti that the characteristics must have what is referred to as "something to see". This means that in that place there must be a tourist attraction and tourist attraction that is different from what is owned by other regions. In other words, the area must have a special and unique appeal. The area must have what is known as "something to do". This means that in addition to many places that can be seen, recreational or amusement facilities must also be provided which can make tourists feel at home longer in that place. This means that in that place there must be facilities for shopping, especially souvenir items and folk crafts as souvenirs to take home. (Antonius Seno Hari Prasetyo, 2015)

### **Benefits of Tourism Village Development**

Efforts to maximize the potential of the village through tourism villages are certainly expected to bring great benefits both for the progress of the village, moreover the benefits that can be felt by the community, as for the benefits of developing a tourist village, namely the economic sector; Through tourism villages, it is able to improve the national, regional and local economy. The social sector is able to open employment and business opportunities for the community in the village. Political sector; the ability to be part of the interaction between countries and interactions between people in the country. The education sector is to broaden the horizons and ways of thinking of village people through educating to maintain a clean and healthy environment. Meanwhile, the environmental sector is raising awareness of the environment, making people aware of the importance of maintaining and preserving the environment for human life now and in the future. Based on this, the benefits of developing a tourist village have a lot of impact on the village which does not only have an impact on one thing, but also has an impact that is related to one another, this shows a positive thing in the development of a tourist village so that it is very relevant to realizing community welfare through tourism villages.

## **METHOD**

Referring to the research problem, the type of research used is descriptive qualitative research. Descriptive research is research that is only limited to the researcher's efforts in revealing a problem to be studied and as it is, so that it is only a disclosure of facts by utilizing various scientific methods. Research using qualitative methods aims to understand the phenomena experienced by research subjects such as behavior, perceptions, motivations, actions and others in a holistic and descriptive way using scientific methods.

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(Lexy J. Meleong, 2007). Therefore, researchers use qualitative methods with several considerations because they are flexible, not too detailed in defining a concept, and provide the possibility for change when more basic, interesting, uniquely meaningful facts are found in the field. The research approach used is a sociological approach which is an approach to finding the truth from primary data obtained by conducting interviews with informants, local government, program facilitators or communities involved in developing the Kampong Bamboo tourist village. The data collection technique to obtain the data and information needed by the observation method is a direct observation method to obtain data obtained in the field. (Suliyanto, 2009),

Documentation; collection of data sourced from documents, books or archives, and photos. One of the ways to obtain data from informants is the documentation technique. There are several instruments used by researchers while conducting research in the field in order to obtain clear and accountable data or information, namely: observation guidelines, in conducting structured interviews, researchers have prepared research instruments in the form of questions to be asked to informants or source person. Each resource person will be given the same question then the researcher will collect data and record it on a sheet of paper, while for documentation the researcher needs a cellphone to take pictures of the research object such as a picture of the Kampong Bamboo tourist village, take pictures when researchers conduct interviews in the field, it is needed as evidence that researchers have actually done research and went directly to the field. The author uses qualitative data analysis, as for the things contained in the qualitative analysis, the data will appear in the form of words and not a series of numbers. In this study, researchers used the Miles and Huberman Model data analysis which is famous for interactive analysis. Meanwhile, there are three things in this interactive analysis, namely: data reduction, data presentation, which is a collection of information that is presented in an organized manner and grouped according to similar things into one category in the form of a short description so that it is easy to understand. Drawing conclusions, which is the last step in data analysis techniques. Drawing this conclusion means looking for meaning from the data that has been collected and arranged systematically and produces information that is easy to understand and can answer the formulation of the problem that has been formulated. (Syamsuddin AB; 2017)

### **DISCUSSION**

The development of tourist villages in relation to the economic development of local communities is largely determined by the role of a number of parties, especially stakeholders (stakeholders) in this case the village government and important figures driving village development. This study describes the development of the Kampong Bamboo tourism village based on community participation in Maros Regency as follows:

#### **Preparation of the Participatory RPJMDES for Toddopulia Village**

The most important thing about the preparation of the RPJMDes for Desa Toddopulia is that the implementation process is participatory. Since the beginning, the community has been involved in the process of drafting the document through a wide-ranging process of screening people's aspirations (jaring romance). In this case, the community at all levels is involved through a number of forums organized by the village government for the process of gathering community aspirations, especially aspirations related to the development of Kampong Bambu tourism. The information obtained explains that as a whole, the process of preparing the RPJMDes document is carried out in a participatory manner. the community has been given good access to be directly involved in the village development planning process. His involvement in all stages of the planning process, apart from being intended to hear and find out firsthand what problems he was experiencing, was also intended to ensure that village development planning had actually been implemented as mandated by the constitution regarding the need for community involvement in the planning and implementation process of development in all available levels.

The participatory model was also carried out on the development of the Kampong Bambu tourist village by accommodating and identifying problems related to its development as described previously. Based on the 2016-2022 RPJMDes and the 2022 Toddopulia Village RKP, the Government's Work Plan is dominated by infrastructure development programs and technical training so that the existing programs have not led to the development of the village tourism sector. Thus, it can be said that the Toddopulia Village government has not made the tourism sector a priority sector to be built and developed (toddopulia Village RPJM 2016-2022 document attached). The Village Government is conducting a study and analysis as well as preparing a good concept so that the Kampong Bambu Tourism management system can be carried out properly and is mutually beneficial to both the community and the Village Government.

#### **Preparation of Participatory Kampong Bambu Tourism Village Regulations**

Village regulations in the development of the tourism sector are very necessary, because villages have independent authority to regulate and manage all their potential in realizing community development. This tourism sector certainly has a lot of potential to be developed by the village government as an alternative to village income which has a broad impact on strengthening the development of other sectors. Information gathered, it was obtained information that formally, the Village Regulation regarding the development of the Kampong Bambu tourist village was not final but in the process of drafting, the Village regulation was also implemented in a participatory manner by involving a number of community representatives. The important essence of the interview excerpt above is the consistency of the village government to make the spirit of participation an approach in planning and

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implementing village development. This is reflected in the involvement of the community by the village government by inviting community representatives from various circles.

As already mentioned, the Village Regulation regarding the development of the Kampoeng Bambu tourist village has not been formalized or is still only a draft although the preparation has been participatory. There are two main reasons for this. First, is because the village government has not conducted a comprehensive study of the potential advantages and disadvantages if Kampoeng Bambu is defined as a priority village tourist destination. Second, there has been no in-depth study of the economic and social benefits if Kampoeng Bambu is developed. The most important factor that causes the Village Regulation to have not been defined is that a comprehensive study has not been carried out to analyze the profit and loss calculation related to the presence of a tourist village, so that the village government has not seen promising opportunities in the Kampoeng Bambu tourism development sector. The research findings show that currently the government only focuses on infrastructure development programs and training in the field of community empowerment, especially since there are no skilled human resources in the field of profit and loss calculation analysis for the tourism sector, so this is an obstacle for the government to define Village Regulations. The important point of the Village Government's alignment with the Kampoeng Bambu tourist area is that it is contained in the RPJMDes. This important policy is certainly a space for the government to give its role in developing tourist areas that can be of economic value and at the same time spur the emergence of other economic businesses.

### **Improved access to the Kampoeng Bambu tourist village road in a participatory manner**

Development can actually open up very wide job opportunities so that there will be job opportunities for the community. The development of the tourism sector is one of the developments that is actively carried out by the Regional Government to make it a leading sector in order to be able to become one of the foreign exchange earners, encourage the economy, increase regional income, empower the people's economy, expand employment opportunities and business opportunities and improve people's welfare by fostering national personality, religious values and the preservation of the function and quality of the environment. The development that has been proclaimed by the district government must be carried out collaboratively with the village government so that the development carried out can be sustainable. Based on the results of interviews with informants related to how the village government supports the development of the Kampoeng Bambu Tourism village. The Village Government has played an important role in supporting the development of Kampoeng Bambu tourist sites through infrastructure development to improve access to target locations. In the researcher's perspective, what the Village Government is doing by improving access to and from the Kampoeng Bambu tourist destination is a policy that must be supported by all parties. One of the most important reasons is that the frequency and intensity of visits is directly proportional to the availability of adequate access. In this case, the easier it is to reach visitors, the more people will come to the tourist location.

### **Accommodating the wishes of the founder of the Kampoeng Bambu tourist village**

The historical aspect of the emergence of the Kampoeng Bambu tourist destination is inseparable from the ideas of a number of people who have the same vision in developing villages through tourism. Observations made during the study, especially on the physical environment of Toddopulia Village, showed that this village has very prospective natural potential to be developed and used as a new prima donna as an alternative tourist destination besides the Bantimurung area and the Rammang-Rammang karts area. Toddopulia village has a dense and unique bamboo forest area so it is suitable to be managed as a natural tourism object based on nature conservation. In the last 2 (two) years, there has been a rapid increase in the number of visitors to the Kampoeng Bambu tourist site due to the consistent reporting on social media by the founders of the Kampoeng Bambu tourism object. There is no official data on the cumulative number of visitors each month, but the results of observations show that the number of visitors to the location is quite large, especially on holidays.

The idea of the founder of the Kampoeng Bambu tourist area which is incorporated into the Tourism Awareness Group (Pokdarwis) which is then passed on to the Village Government is an idea that is oriented towards the development of the Kampoeng Bambu tourist area realistically, especially in the aspects of management legality, the concept of profit sharing from management benefits, and improvements. access. The researcher considers that the village government is very open to the existence of community groups (Kampoeng Bamboo Tourism Managers). What the government needs to do at this time is to encourage the POKDARWIS organization to develop more so that people are aware of the management of natural tourism in their area. Thus, it will be easier for the village government and the community to collaborate in accelerating the development and integration of the Kampoeng Bamboo tourism area management system.

## **CONCLUSION**

Based on the discussion and analysis of the research results that have been carried out, the results of the study concluded that the role of the Toddopulia Village government in the development of a participatory-based Kampoeng Bambu tourism village was implemented through: a). Preparation of the RPJMDes which includes the participatory development of the Kampoeng Bambu tourism village, b). Preparation of Village Regulations regarding the participatory Kampoeng Bambu tourist village, c). Improvement of access road to Kampoeng Bambu tourist village in a participatory manner, d). The village government

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accommodates the wishes of the founder of the Kampong Bambu tourist village. While the implications of this article are; 1). commitment and consistency of the strategic policies of the village government are needed in developing the Kampong Bambu tourist village so that this tourist destination can become a potential source for increasing village income and improving the welfare of the community around the tourist area. For a more targeted development, collaboration and partnership with various other development stakeholders are needed, 2). Internal problems in the management of the Kampong Bambu tourist village that have the potential to harm the village government and the community should be resolved through community principles and universal values so that the Kampong Bambu tourist village will always contribute productively to the village government and to society at large.

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