

THE ROLE OF THE COMMUNITY IN THE PLANNING AND DEVELOPMENT OF THE SETANGGOR TOURISM VILLAGE, WEST PRAJA DISTRICT, CENTRAL LOMBOK REGENCY

Moh.Sazali Rais¹, Prayitno Basuki², Hadi Mahmudi³

^{1,2,3}*Faculty of Economics and Business, Mataram University, Indonesia*

Corresponding Author: Moh. SazaliRais

ABSTRACT : This study aims to determine the role of the community in planning and developing a tourist village, knowing that planning and developing a tourist village can contribute to the village's original income, and knowing that planning and developing a tourist village can improve the welfare of the people of Setanggor Village, West Prayadistrict, Central Lombok Regency. This study uses a qualitative descriptive approach with the research subject of the community involved in the development of the Setanggor tourist village. Data was obtained by conducting interviews with informants who have the ability to provide information related to this research using the snowball sampling technique. The results of the study indicate that the role of the community in the development of the Setanggor tourism village is as the initiator ,implementer, participant , observer,and beneficiary. Planning and development of the Setanggor tourist village also contributes to village original incomeand has an impact on improving the welfare of the Setanggor village community, West Praya District, Central Lombok Regency.

Keywords: *Community, Planning, Development, Tourism Village*

I. INTRODUCTION

1.1. Background

Indonesia is a country consisting of many tribes, cultures, religions, beliefs, and customs that are used every day, such as in traditional ceremonies, traditional houses, traditional clothes, regional songs and dances, musical instruments, and special foods. This wealth can be used as a source of state income in the tourism sector.

Indonesia is a country that is starting to step into the world of tourism. This is evident in every area where there are new destinations that are being built or renewed. Developments in the tourism sector prove that the interest of domestic and foreign tourists is increasing from year to year, and the desire of people to open up business opportunities in the tourism sector is also increasing. Indonesia makes tourism the leading sector of state income. This is because tourism has a good impact on the provision of employment. Support from the Indonesian government in tourism development has been regulated in Law Number 10 of 2009 concerning tourism as a tangible form that Indonesia is developing the tourism industry.

In the context of tourism development, rural areas are seen as quite significant. Experiences in India and the Czech Republic demonstrate the important role of rural tourism in institutional, social, and individual changes in tourism destinations. The development of tourism in rural areas is considered quite important for the welfare of the community because rural tourism is able to increase the participation of the poor, rural tourism is one of the few media that is able to divert or distribute economic opportunities from urban areas to rural areas, and rural tourism is one of the few other options for accelerating rural economic development.

Village development as an alternative to the basic drivers of the people's economy must continue to be driven. A village that develops automatically will provide significant benefits to the community and will slowly advance the area where the village is located. Local wisdom found in the village can be used as a superior product to make the village progress. The creation of new jobs for the village community can make the village economy increase.

The 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. Tourist villages usually have a tendency to rural areas that have uniqueness and attractiveness as a tourist destination (Sabara, 2017). The development of tourist villages is a trend in many villages in Indonesia today. This is a positive energy for the development of local tourism because it can improve the economy, especially the villages that develop it. Local tourists are the main target for tourism development in the village. In addition, another benefit is to make the village environment beautiful and organized and become the main attraction for the village to be visited by local and foreign tourists.

The potential of nature, culture, and life in Setanggor Village is to be a rural tourist attraction and is able to bring tourists to visit. Not only will you be pampered with the natural scenery of the green countryside with rice and secondary crops, but the art displays and cultural viscosities in Setanggor village are also a special attraction, such as traditional musical instruments, art studios, dance groups, hundreds of year-old gong instruments, gamelan groups, which are played by children to adults, and the tradition of reading the script (lontar) at certain times.

Village life as a tourist destination is the village itself as an object as well as a tourist subject. It is said as an object, which means that rural life is the main goal for tourism activities, while it is said as a subject that the village has all the social and cultural activities it has and what is produced by these activities will return to the community. The role of the community greatly affects the continuity of rural tourism activities. (Soebago, 1991).

The level of community involvement and awareness in the tourism development process is very necessary because it has a great influence both in terms of the economy and socio-culturally. In addition, organizations engaged in tourism also have a very important role in providing and implementing SaptaPesona in terms of neatness, language, and hospitality. Based on the above background, it is necessary to conduct research related to rural tourism planning and development in Setanggor Village, West Praya District. Proper planning and tourism development in solving problems that occur and making tourism villages contribute to increasing local revenue, opening up new jobs and absorbing the community, improving the quality of human resources in the tourism sector, and helping to alleviate poverty around the Setanggor Village area in West Praya District.

1.2. Research Problems

Based on the background above, the problems that can be formulated are:

1. What is the role of the community in planning and developing the Setanggor tourist village, West Praya District?
2. How is the planning and development of a tourist village so that it can contribute to the PADes of Setanggor Village, West Praya District?
3. Can the planning and development of a tourist village improve the welfare of the Setanggor village community?

1.3. Research Purposes

Based on the problems stated above, this research aims to:

1. This study aims to determine the role of the community in the planning and development of the Setanggor tourist village, West Praya District.
2. To find out whether the planning and development of tourist villages can contribute to the village's original income of Setanggor Village, West Praya District.
3. To find out whether the planning and development of a tourist village can improve the welfare of the Setanggor village community.

II. LITERATURE REVIEW

2.1. Community Concept

Society is a group of people who live together in an area and form a semi-open or semi-closed system where the interactions that occur in it are between the individuals in the group. Etymologically, the word "community" comes from the Arabic language, namely "musyarak", which means "relationship" (interaction). So the definition of society is a group of people who live together in one place and interact with each other in an orderly community. (Wikipedia.org)

According to Horton (1993), society is a group of humans who are relatively independent, live together for a relatively long time, inhabit a certain area, have the same culture, and carry out most of the activities in that human group. Meanwhile, Linton (1991), in his book "The Study of Man", says "society is a group of human beings who live and work together long enough so that they can organize themselves and consider themselves as a social unit with clearly defined boundaries."

2.2. Community Characteristics

A society can be identified by the characteristics that exist in it. The characteristics of society according to Hikam (1999) are as follows:

1. Volunteering. That is, a civil society is not a society of coercion or indoctrination. Membership of civil society is membership of free individuals, voluntarily forming a common life, and therefore having a very large commitment to realizing common goals.
2. Self-sufficiency. Each member has high self-esteem, who believes in his own abilities and even tries to help people who are in need. Confident members are members who are responsible for themselves and society.
3. High independence towards the State. For civil society, the state is a mutual agreement, so that the responsibilities that arise from the agreement are also the demands and responsibilities of each member, this state is the people's sovereignty.
4. Links to mutually agreed legal values. This means that a civil society is a society based on law and not a state of power. The rule of law can be realized by a law-abiding society as well.

2.3. Kinds of Society

In the context of sociology, Ibn Khaldun divides society into three levels:

1. Primitive societies where they do not know civilization, live nomadic lifestyles and live wildly.
2. Rural people, live sedentary lives, although still simple. Their livelihood is derived from agriculture and animal husbandry. In terms of economic class, they are divided into three, namely: farmers; cattle and goat herders; and camel herders.
3. City people. According to him, this society is a civilized society, where the livelihood is from trade and industry. The level of the economy and culture is quite high, able to meet not only basic needs, but also secondary and luxury needs.

2.4. Society participation

In simple terms, the concept of participation is related to "the involvement of a party in activities carried out by another party". According to Tikson (2001), participation is a process in which the community, as *stakeholders*, is involved in influencing and controlling development in their respective places. Communities actively participate in initiating their lives through decision-making processes and in the acquisition of resources and their use.

So far, the development of community-based tourism has used a *community-based tourism approach*, where the community has a very important role in supporting tourism development. Thus, the involvement of the government and the private sector is only limited to facilitating and motivating the community as the main actors in the development of tourist villages to be able to understand more about natural and cultural phenomena, as well as determine the quality of tourism products in their tourist villages.

In connection with the above, the involvement of the government, the private sector, and the community in the development of tourist villages will bring demands for community participation. of course, needs to be fostered by the same understanding or perception of the relevant *stakeholders* and to provide the widest possible space for the community as the main actors in the development of tourist villages.

2.5. Welfare Concept

Welfare has four meanings. In economics, prosperity is associated with material gain. Prosperity has a special official or technical meaning (see welfare economics), as in the term social welfare function. In social policy, social welfare refers to the range of services to meet the needs of the community. According to Law No. 11 of 2009, social welfare is the condition of meeting the material, spiritual, and social needs of citizens so that they can live properly and be able to develop themselves so that they can carry out their social functions. The concept of welfare, according to Nasikun (1993), can be formulated as the equivalent meaning of the concept of human dignity, which can be seen from four indicators, namely:

1. Sense of security
2. Well-being
3. Freedom
4. Identity

The Indonesian Central Bureau of Statistics (2000) explains that in order to see the level of household welfare in a region, there are several indicators that can be used as measurements, including:

1. Family income level.
2. Composition of household expenditure by comparing expenditure on food and non-food
3. The family education level
4. Family health level.
5. Housing conditions and facilities owned by the household.

According to Kollé (1974) in Bintarto (1989), welfare can be measured by several aspects of life, including:

1. By looking at the quality of life in terms of material things, such as the quality of the house, food, and so on,
2. By looking at the quality of life from a physical point of view, such as body health, the natural environment, and so on
3. By looking at the quality of life from a mental point of view, such as educational facilities, cultural environment, and so on,
4. By looking at the quality of life from a spiritual point of view, such as morals, ethics, compatibility of adjustments, and so on.

2.6. Planning Theory and Concepts

According to Hudson in Tanner (1981), planning includes, among others; synoptic, incremental, transactive, advocacy, and radical. Furthermore, it was developed by Tanner (1981) under the name SITAR theory as an amalgamation of Hudson's taxonomy.

1. Synoptic Theory

Also called system planning, rational system approach, rational comprehensive planning. Using a systems thinking model in planning means that the object of planning is seen as a unified whole, with one goal called the vision. The steps in this planning include; (a) identification of the problem; (b) estimating the scope of the problem; (c) classifying possible solutions; (d) investigating the problem; (e) predicting alternatives; (f) evaluating progress on a specific solution.

2. Incremental Theory

based on institutional capabilities and personal performance. It is decentralized and not suitable for the long term. So this planning emphasizes planning in the short term only. What is meant by decentralization in this theory is that the planner, in planning certain objects in educational institutions, always considers environmental factors.

3. Transactive Theory

focusing on the dignity of the individual who upholds personal interests and is decentralized, a transactive decentralization that develops from individual to individual as a whole. This means that its adherents also emphasize individual development in the ability to plan.

4. Advocacy Theory

In emphasizing generality, individual and regional differences are ignored. The basis of planning is not based on empirical observations but on rational, logical, and valuable arguments (advocacy = defending with arguments). The goodness of this theory is in the national public interest. Because it promotes national cooperation, tolerance, humanity, protection of minorities, emphasizes equal rights, and improves the general welfare. Planning using this theory is appropriate and should be carried out by the government or central agency.

5. Radical Theory

This theory emphasizes the importance of the freedom of local institutions or organizations to carry out their own planning, with the aim of being able to quickly change the state of the institution to suit their needs.

This planning is decentralized with maximum participation from individuals and a minimum from the central government/highest manager, which can be seen as correct planning. Participation here also refers to the importance of cooperation between personnel. In other words, radical theory wants educational institutions to be able to independently handle their institutions. Likewise, regional education can independently handle its education.

6. SITAR theory

It is a combination of the five theories above, so it is also called the complementary planning process. This theory combines the advantages of the above theories so that it is more complete. Because this theory pays attention to the situation and condition of the community or institution where the planning will be applied, this theory becomes SITARS, namely the last S is the initial letter of the situational theory. This means that, apart from combining existing theories, the merger itself has a basis in adapting to the situation and conditions of educational institutions and society. So we can conclude that the above theories have similarities and differences.

2.7. Planning Strategy

Bryson (2007) suggests eight stages of *strategic planning for public and nonprofit organizations* that must be considered are as follows:

1. Initiate and agree on the strategic planning process. The purpose of the first step is to negotiate agreements with key internal (and possibly external) *decision makers* or *opinion leaders about all strategic planning efforts and the most important planning steps*. One of the tasks of the proponent is to

determine exactly who is classified as the important decision-makers. The next task is to determine which people, groups, units, or organizations should be involved in planning.

2. Clarify the organization's mandate. The formal and informal mandates placed on the organization are "musts" faced by the organization.
3. Clarify the mission and values of the organization. For companies, government agencies, or for nonprofits, this means the organization must seek to meet identifiable social and political needs. But setting a mission is more than just confirming the existence of an organization. Clarifying intent can reduce a lot of unnecessary conflict within an organization and can help channel discussions and activities productively.
4. Assess the external environment. The planning team must explore the environment outside the organization to identify opportunities and threats facing it. In fact, "inside" factors are factors controlled by the organization, and "outside" factors are factors that are not controlled by the organization (Pfeffer and Salancik, 1978).
5. Assess the internal environment. In order to identify internal strengths and weaknesses, organizations must monitor resources (*inputs*), current strategy (*processes*), and performance (*outputs*).
6. Identify strategic issues facing the organization. Typically, planning is a critical issue to ensure that strategic issues are addressed in the best and most effective way if the organization is to survive and succeed. Organizations that do not respond to strategic issues can face unintended consequences from threats, missed opportunities, or both.
7. Formulate strategies for managing issues. Strategy is defined as a pattern of goals, policies, programs, how the organization is, what the organization does, and why the organization should do it. Strategies may vary by level, function, and time frame.
8. Creating an effective organizational vision for the future In the final step in the planning process, the organization develops a description of how it should be so that it can successfully implement its strategy and achieve its full potential.

2.8. Tourism Concept

Tourism is travel, individual or group, with the aim of having fun and not to settle down to stay somewhere and not to get paid. The Concept of Tourism Destinations According to Law No. 10 of 2009 concerning tourism in Chapter I, Article 1, it is explained that tourism destinations similar to tourist destinations are defined as geographic areas located in one or more autonomous regions which include tourist attractions, facilities for public tourism, accessibility, and communities that complement each other for the realization of established tourism.

Destinations have also been considered as a combination of locally provided tourism products, services, and experiences (Buhalis, 2000; Cooper et al., 1998) or as a unit of action in which various stakeholders, such as the private sector and public organizations, interact (Saraniemi&Kylänen, 2011; Bregoli and Del Chiappa, 2013; Tuohino&Konu, 2014). From a marketing management perspective (Kotler et al., 1999), a destination is considered a traditional commodity product and, therefore, an agglomeration of facilities and services designed to meet the needs of tourists is needed (Cooper et al., 2005; Saraniemi and Kylänen, 2011; Tuohino&Konu, 2014).

2.9. Types of Tourist Destinations:

There are several types of tourist destinations

1. **Exploration**, tourist destinations that have just begun to be discovered and visited on a limited and sporadic basis, especially by adventurous tourists
2. **Involvement**, with the increasing number of visits, local communities have begun to provide various facilities that are specifically intended for tourists.
3. **Development**, the entry of investment and the emergence of the tourism market systematically. The area is getting more physically open and promotions are getting more intensive.
4. **Consolidation**, tourism becomes the dominant structure in the regional economy.
5. **Stagnation**, The capacity of various factors has gone beyond giving rise to social and environmental problems. Dominate convention/business tourism. Artificial attractions dominate the original or natural attractions. The initial image faded and the destination was no longer popular.

2.10. Tourism Village Development

According to Pitana and Diarta (2009:134), a tourism development strategy must be able to combine supporting aspects of tourism success. Those aspects are aspects of transportation and marketing channels; aspects of tourism infrastructure; social interaction and linkages with other sectors; resilience to tourism impacts; local community resistance; etc. According to Spillane (1994: 63–72), said that in the development of a

tourist attraction as a tourist destination, one must pay attention to the five elements important so that tourists can feel satisfied in enjoying the trip. The five elements These tourist destinations include:

1. tourist attractions and tourist attractions that are able to attract visitors.
2. Facilities that can support the needs of tourists
3. Basic infrastructure is available for tourist needs.
4. Transport supports and supports tourist mobilization.
5. The hospitality of the local community to travelers

2.11. Rural Tourism

The current tourism trend is for tourists to blend in with the local community and nature, much like life in the village area as a tourist destination. The village as an object as well as a subject of tourism. The impact on tourist attractions and life in the countryside is that the village becomes a destination for tourism activities, while as a subject, the village, with all its socio-cultural activities and what is produced by these activities, will be enjoyed by the community directly. The active role of society will determine the continuity of rural tourism activities (Soebagjo, 1991).

The Organization for Economic Cooperation and Development (OECD: 1994) argues that rural areas that have little population have about 9,000 inhabitants. The majority of the area is controlled by land for agriculture, forestry, and natural areas. People's lives tend to be traditional, and cultural life in the past was still thick and sticky. Therefore, the village's tourism is located in a rural area.

A tourist village can be defined as a rural area that has the potential for uniqueness and a distinctive tourist attraction, both in the form of the physical character of the rural natural environment and the socio-cultural life of the community, which is managed and packaged in an attractive and natural way with the development of tourism support facilities. Furthermore, the tourist village is a form of integration between attractions, accommodation, and facilities. Supporters are presented in a structure of community life that is integrated with the prevailing procedures and traditions (Nuryanti, 1993).

Referring to the concept of developing a tourist village from the Ministry of Culture and Tourism (2001), the pattern of developing a tourist village is expected to contain the following principles:

1. It does not conflict with the customs or culture of the community.

In a village whose procedures and customs still dominate the pattern of community life, in its development as a tourist attraction, it must be adjusted to the procedures applicable in the village.

2. Physical development to improve the quality of the village environment

Tourism development in a village essentially does not change what is already in the village, but rather an effort to change what is in the village and then package it in such a way that it is attractive to be a tourist attraction. Physical development carried out in the context of village development, such as adding footpaths, providing toilets, providing clean water and sanitation facilities and infrastructure, is aimed at improving the quality of the existing environment so that the village can be visited and enjoyed by tourists.

3. Pay attention to local elements and authenticity.

Building architecture, landscape patterns, and materials used in construction must highlight the characteristics of the village, reflect the locality, and authenticate the local area.

4. Empowering the tourism village community

An important element in the development of a tourist village is the involvement of the village community in every aspect of tourism in the village. The development of a tourist village as an embodiment of the concept of *People's Core Tourism* implies that the village community gets the maximum benefit from tourism development. The community is directly involved in tourism activities in the form of providing services and services, the results of which can increase people's income outside of their daily activities.

5. Paying attention to carrying capacity and environmental insight

The principles of sustainable tourism (*sustainable tourism*) must underlie the development of tourist villages. Development that exceeds the carrying capacity will have a major impact not only on the natural environment but also on the socio-cultural life of the community, which in turn will reduce the attractiveness of the village. Some forms of community involvement are the provision of accommodation facilities in the form of homes (*home stay*), provision of tourist consumption needs, tour guides, provision of local transportation, art performances, and others.

2.12. Tourism Village Development Model

Developing a tourist village is very important to do with the aim of getting a tourism village development model as a follow-up recommendation from planning a tourist village development area. In connection with the above, it is necessary to carry out the stages of a tourism village development model that is expected to be implemented in a conservation area buffer zone, including:

1. In terms of the development of tourism village institutions, the need for proper initial planning in determining program proposals or activities, especially for tourism-aware groups, in order to be able to improve community knowledge and skills through the implementation of tourism village development training programs, such as: training for tourism-aware groups; culinary and homestay arrangements; making souvenirs; training *guides or* tour guides, including the skills to become an *outbound instructor*.
2. In terms of developing tourist objects and attractions, there is a need for early planning from the community to be good hosts for tourists and be able to bring in tourists from various potentials owned by the community, as well as the need for socialization from relevant agencies in order to promote *SaptaPesona* and integrated tourism village packages.
3. In terms of developing tourism infrastructure, the initial planning from the government needs to be directed to the development of new tourist infrastructure, such as: *outbound equipment*, construction of gates, special buildings for tourist village managers, local specialties, and restaurants with natural rural nuances. Therefore, in its implementation, it is necessary to establish partnerships with the government and entrepreneurs/private parties.

III. RESEARCH METHODS

This study uses a qualitative method, because it examines reality, phenomena, or symptoms that are holistic or whole, complex, dynamic, and full of meaning. According to Sugiyono (2011), qualitative research methods are research methods based on post-positivist philosophy, used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument, sampling of data sources is done purposively and snowball, collection techniques with tri-angulation (combined), data analysis is inductive or qualitative, and qualitative research results emphasize meaning rather than generalization. In this study, researchers conducted research in Setanggor Village, West Praya District, Central Lombok Regency. The subjects of this research are the people who are involved in the planning and development of the Setanggor tourist village, West Praya district. Meanwhile, to collect research data using interviews, observation, and documentation studies. Qualitative data analysis was carried out during data collection or during the field and after completion of data collection within a certain period (Sugiono 2012).

IV. RESULTS AND DISCUSSION

4.1. THE ROLE OF THE COMMUNITY IN SETANGGOR TOURISM VILLAGE PLANNING AND DEVELOPMENT

A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside, both in socio-economic life and in socio-culture, customs, daily life and so on. Thus, the development of participatory tourist villages is an absolute must, considering that there are many elements in a village and all of them are interrelated with one another. The reasons why tourist villages need to be developed with a participatory approach, namely: First, the community is the main target of village development, so all activities contained within it must be oriented and aimed at improving the welfare of the community. Second, the community is an integral part of the village itself, so it is not possible to have village development policies, including tourism development, without community involvement. Third, the community has ownership of the history of the village, so that the community is much more aware of the weaknesses and potentials of the village compared to outside parties, and so that in the process of developing a tourist village, the community's experience and knowledge in tourism development is needed. From the understanding above, it can be said that the community is central in the development of community-based tourism. The success of developing community-based tourism villages lies in the extent to which the community is involved and contributes to the tourism development process that will be and has been implemented.

A village in the process of being developed into a tourist village requires support from various parties, both the village government, the community, and the private sector. In this case, investors must synergize with each other. The three parties must have the same preferences regarding the development of the potential possessed by the village in question, along with all the implications if it is developed into a tourist village. The village government, as the party given the authority to implement village-level development, must not only be able to synergize various development policies with existing tourism development, but also be able to accommodate the development of the tourist village as a means to improve the community's economy and encourage the acceleration of village development.

The process of transitioning a village into a tourist village in practice does not just happen, but is based on several underlying reasons. Several reasons encourage the development of tourist villages, namely: First, part of preserving traditional or cultural values. Second, part of the potential development of natural resources, cultural values, and human resources. Third, policies to create job opportunities. Fourth, encourage the acceleration of village development. Fifth, there are external incentives, such as the high interest of the community in seeing the uniqueness of the tourist objects in the village concerned. The process of developing a village into a tourist

village can bring many changes to the village, and the role of the community in the development of community-based tourism villages makes the difference between tourist villages and other villages.

Role, according to Wulansari (2009), is defined as a concept of what individuals in society should do. In line with this understanding, Paul and Chester (1993) define role as the expected behavior of someone who has status. From this understanding, a person's role is essentially a person's actions that are carried out in relation to his position in a social structure.

As associated with society, the role of the community has the meaning of actions taken by a group of people that reflect the similarity of behavior as a communal entity related to certain social structures. From the understanding above, the role of the community has the following characteristics:

1. The behavior of a group of people is defined by the actions carried out jointly by individuals in a group.
2. There is a division of roles for each group member.
3. There is a similarity in behavior among the group, which includes patterns of thought and patterns of action.
4. This behavior is a manifestation of the characteristics or will of the group.
5. Done in a certain social structure.

Furthermore, regarding the form of the community's role in tourism development, at least it can be divided into three, namely: first, the role of the community as the initiator, in which the community is the first to identify and explore tourism potential; Second, the role of the community as executor, in which the community is the party that initiates the implementation and development of tourism until the realization of a tourist attraction; Third, the role of the community as a participant, in which the community participates in the tourism development process, but not as a party that has the authority in tourism development, but also participates as one of the actors or actors in tourism development. Fourth, the role of the community as observers, in which the community is not the party that develops tourism but supervises the process and impact of tourism development. Fifth, the community acts as a beneficiary when the community is not involved in tourism development but receives benefits from tourism development. The various roles of the community are essentially intended to support tourism development, but with different intensities and interests.

The following is carried out by the Setanggor Village Government for the Setanggor Village community, among others:

1. inviting the community to maintain and preserve the existing village potential.
2. Empowering communities involved in tourist village objects to serve tourists who come to Setanggor Tourism Village.
3. Providing English language learning to the people of Setanggor Village who are involved in Setanggor Tourism Village activities so that they can interact with various tourists, both domestic and foreign, to support better services (Utami et al., 2020).
4. They provide training in the form of packaging design for products and sewing.

The development of a tourist village can be interpreted as the process of making the village a tourist attraction, where the village includes natural resources, society, culture, and all the potential that exists in it related to one another. Thus, the development of participatory tourist villages is an absolute must, considering that there are many elements in a village and all of them are interrelated with one another. There are other reasons why tourist villages need to be developed with a participatory approach, namely:

First, the community is the main target of village development, so all the activities contained therein must be oriented and aimed at improving the welfare of the community. Second, the community is an integral part of the village itself, so it is not possible to have village development policies, including tourism development, without community involvement. Third, the community has ownership of the history of the village, so that the community is much more aware of the weaknesses and potentials of the village compared to outside parties, and so that in the process of developing a tourist village, the community's experience and knowledge in tourism development is needed. From the understanding above, it can be said that the community is central in the development of community-based tourism. The success of developing community-based tourism villages lies in the extent to which the community is involved and contributes to the tourism development process that will be and has been implemented.

The process of developing a tourist village is a stage where the potential of a tourist village is planned to be developed into a tourist attraction. In this process, the community is involved as a party that has the right to develop a tourism village development plan, such as setting goals, preparing programs and activity plans, and determining the budget plan. Direct community involvement in the tourism village development process is important for the following reasons:

First, to accommodate the wishes and demands of the community, the development of a tourist village must be based on the desire of the community to develop the potential that exists in their village as a means to improve community welfare, so that community involvement is aimed at ensuring that the development of tourist villages is in accordance with the wishes and demands of the community. Second, building community participation in the village development process where community involvement is aimed at evoking a sense of

community ownership of the potential of the tourism village being developed so that the community has the will to be involved and have a sense of belonging to the development of the tourist village. Third, the means for the community to grow and strengthen existing community institutions. This is because the involvement of the community in developing a tourist village will increase the understanding and ability of the community in developing its potential, so that in the end, it will create strong community institutions.

The implementation of a tourist village is a process to realize the goals of developing a tourist village. In this process, the community is involved both as organizers and as beneficiaries. The role of the community as the organizer is the right of the community to manage the tourist village. The sustainability and sustainability of the tourist village is the right of the community. The role of the community as the beneficiary is aimed at improving the welfare of the community. This is important because the community must be the first to benefit from the development of the tourist village.

The evaluation process for the implementation of a tourist village is important to assess whether the goals that have been set have been achieved or not. The community has the right to assess this success because, from the initial process, the community has been involved, so that in the process of assessing the implementation of a tourist village, the community is much more aware than the general public. the other party. In addition, evaluation of the implementation of tourism villages carried out by the community will increase the capacity of the community and create accountability in the entire process of organizing tourism villages.

From the understanding above, the development of a tourist village that involves the community from the beginning to the end is the answer to the demand to present the community as the potential owner of a tourist village who has the right to manage and receive benefits from the development of a tourist village, so that the existence of a tourist village is able to foster a sense of community. strengthen institutions to improve community welfare.

The community, as the subject and object of village development, must always be involved in the whole process of developing a tourist village, bearing in mind that the purpose of developing a tourist village is not only to develop characteristics, traditional and cultural values into a tourist attraction, but also to improve the welfare of the community, so that the community must play a role and be the beneficiary.

The development of community-based tourism villages is an approach that offers more roles for the community to be involved in the whole process of developing a tourist village. The development of community-based tourism villages also recognizes the existence of the community as an integral part of the village, so that the process carried out is fully aimed at empowering the community and providing the maximum benefit to the community.

4.2. PLANNING AND DEVELOPMENT OF TOURISM VILLAGES SO THAT THEY CAN CONTRIBUTE TO VILLAGE ORIGINAL INCOME (PADes) IN SETANGGOR VILLAGE, PRAYA BARAT DISTRICT

Tourism in each region, if it is able to be managed properly, will bring in its own income for the region concerned. This also applies to tourist villages. Given the very prominent tourism potential in Setanggor Village described above, one of the efforts made by the Setanggor Village government to develop a people's economy is through the tourism sector and creative industries. The sector that is relied upon to increase people's income is through the development of ecotourism (nature tourism). Some creative industries that can grow and develop with the presence of tourist villages include performing arts, culinary arts, crafts, and other creative industries.

The signal for strengthening the practice of village autonomy is very visible in Law No. 6 of 2014 about the Village. With this formalization, the village government, as a legal entity in the administration of the lowest level of government, is given the authority to regulate the life of the village community in accordance with the scope of its authority. Concretely, the village government is given the authority to form village regulations, formulate development plans, and explore/manage sources of village income. formed through the initiative of the village government. Thus, as an autonomous region, the village is required to be able to plan its development systematically. Village development planning as regulated in Article 63 of Government Regulation Number 72 of 2005 concerning villages includes village strategic plans, village medium and long-term plans (RPJMDes) and village development work plans which contain the design concept of village development planning. The plan then becomes the basis for the village government to prepare the Village government Expenditure Budget (APBDes) as described in the Minister of Home Affairs Regulation Number 66 of 2007 concerning Village Development Planning. Article 2 (paragraph 3) states that the RPJMDes contains the direction of village financial policies, development strategies for the village, and village work programs.

An important source of village revenue is Village Original Income (PADes), which means village rights which are recognized as an addition to the value of net assets, including all money receipts, which are village rights within 1 (one) fiscal year that do not need to be repaid by the village. The main sources of village original income can come from:

1. Village Funds Sourced from the Allocation of the State Revenue and Expenditure Budget
2. Tax Profit Sharing

3. Revenue Sharing
4. The Village fund allocation, which is part of the balancing fund received by the Regency or City;
5. Other Provincial, Regency and Village Government Financial Assistance
6. Non-binding grants and donations from third parties;
7. other legitimate village income. Based on the description of the income structure, village income is other than sources from central government fund transfers in the form of Village Fund Allocations (ADD), regional government (Provincial/Regency/City) and other sources.

In addition, the village government is allowed to explore and manage funding sources, which are the results of the village's efforts. One of the efforts is to maximize the potential that exists in the village to be developed and become a source of funding for the village. Thus, in the context of village development and village independence, the village has the right and obligation to manage and develop the potential of the village so that it can increase Village Original Income (PADes). Efforts to manage the potential of villages that are able to support village income have long been initiated by the government and the village community of Setanggor, West Praya District, Central Lombok Regency, one of which is through the use of the tourism sector. The tourism sector is one of the potentials that are available to be developed in Setanggor village, because it has quite a lot of tourist attractions. The development of village potential to be packaged as a tourist village cannot be separated from three main characteristics, namely:

1. The scope of development is limited to an area that is limited by the administrative area.
2. Involve village government and community members as owners and managers, and
3. based on the utilization of potential, the natural landscape, and local culture.

Another inherent characteristic is that the development of a tourist village is to have a positive impact on the income of the village community. Thus, apart from being a tourism industry, this development also supports changes for rural communities, especially in terms of increasing community income. Based on this, the empowerment carried out by the Setanggor Village Government to the Setanggor Village community, among others:

1. Opening the perspective of the people of Setanggor Village from those who think that Setanggor Village does not have any potential to become convinced that Setanggor Village is indeed worthy of being a tourist village
2. Straighten people's fears of the negative impact of tourism activities, all of which can be minimized with the concept of halal tourism.
3. We will provide guidance related to how to manage a tourist village.
4. Inviting the community to maintain and preserve the potential of their village that already exists
5. Empowering communities involved in tourist village objects to serve tourists who come to the Setanggor Halal Tourism Village
6. Providing English language learning to the people of Setanggor Village who are involved in the activities of the Setanggor Halal Tourism Village so that they can interact with various tourists, both domestic and foreign, to support better services (Utami et al., 2020).

In addition to highlighting it as a cultural, artistic, and traditional tourist village, Setanggor Village also makes tourist destinations such as Kasapagarda, or plantation, and agricultural tourism more developed. So, by showing the tourist destinations as they are and making these destinations with limited natural supplies, for example, during the corn and watermelon harvest season, that is what is on offer.

It can be concluded that the strategy for developing Setanggor Village as a tourist village is to highlight the potential of tourist destinations in the form of culture, art, traditions, and others found in the tourist village. This is because one type of potential that can strengthen the competitiveness of a tourist village is the cultural potential that exists in the village. The cultural potential that exists in a village can be in the form of a creative industry on a micro and small scale, carried out by the local community. The potential of this culture highlights the activities of exploring ideas, creativity, and talents of local community business actors (Irhandayaningsih et al., 2019).

4.3. TOURISM VILLAGE PLANNING AND DEVELOPMENT CAN IMPROVE THE WELFARE OF THE SETANGGOR VILLAGE COMMUNITY

A people's economy can be interpreted as an economic democracy, which explicitly states that Article 33 of the 1945 Constitution (original) states that a people's economy is an economic system in which production is carried out by all, for all, and under the ownership of community members. Thus, one of the pillars of economic democracy is the participation of all people in production activities.

The objectives to be achieved from strengthening the people's economy are to carry out the constitutional mandate, in particular regarding: (1) the realization of an economic system that is structured as a joint effort based on kinship that guarantees justice and prosperity for all Indonesian people (article 33 paragraph 1); (2) the embodiment of the Trisakti concept (self-reliant in the economic field, sovereign in politics, and personality in the field of culture); (3) the embodiment of production branches that are important to the state and which affect

the livelihood of many people are controlled by the state (article 33 paragraph 2); and (4) the embodiment of the mandate that every citizen has the right to work and a decent living (article 27 paragraph 2). The specific objectives to be achieved are to:

1. Building an Indonesia that is economically independent, politically sovereign, and has a cultured personality.
2. Encouraging sustainable economic growth
3. Encouraging an equitable distribution of people's income
4. Improving the efficiency of the national economy

In an effort to realize a people's economy, there are pillars that must be upheld for the sake of economic democratization. The pillars of the people's economy (Farid, 2021) include:

1. **The Vital Role of the State (Government)** The state, as the authorized party in managing people's lives, plays an important role in regulating the running of the economy. Not only that, the government must also play a role in ensuring the prosperity of the community as well as preventing the oppression of society that may be carried out by a handful of people in power.
2. **Economic Efficiency Based on Equity, Participation, and Sustainability** A people's economic system is by no means an anti-market economic system. In this system, the market must still run, but it is accompanied by efforts to realize justice for market efficiency, community participation, and the sustainability of the market or the system itself.
3. **Allocation Mechanisms Through Government Planning, Market Mechanisms, and cooperatives**, In a people's economic system, an allocation mechanism also takes place, except for production branches that are important to the state and which affect the livelihood of many people. This allocation is still based on market and/or cooperative mechanisms.
4. **Equitable Mastery of Production Factors** The main substance in a populist economic system is how there is an even distribution of control over the factors of production. Therefore, a systematic process is needed to democratize the control of the factors of production or increase the people's economic sovereignty.
5. **Partnership Production Relationship Pattern, Not Labor-Employer** One of the main characteristics of a people's economy or economic democracy can also be seen from the absence of individualistic and capitalistic character in the economic activities of the people. So, in economic activity, what exists is a partnership relationship pattern, not a relationship like a worker and an employer.

Regarding the rural economic system, where the basic elements mostly refer to the people's economic system, with special emphasis on the scope of rural communities, each of which has specific characteristics. The importance of empowering villages certainly cannot be separated from all the potential of each village. Apart from being a place to live, the village can also be used as a source of income by taking into account the characteristics of the village's advantages. Therefore, all the potential of the village can actually be explored as wisely as possible in order to provide many benefits for the village community. Introducing the village as a tourist destination can actually be done through promotional events. Of course, when the village is managed through the right and optimal promotion strategy, all the potential of the village will be known by the wider community.

The implication is that the village will be visited by many tourists and newcomers to enjoy the tourism potential of each village. Furthermore, rural communities can develop other tourism potential so that they can open up job opportunities widely. The tourism potential of each village is certainly a big enough opportunity for village progress. This is because the attention of outsiders or tourists is quite high on the potential for nature-based tourism. At least if the tourism potential in the village is developed, then the local community can also increase their welfare.

On the other hand, the potential for natural products also deserves to be disseminated or promoted. This is an effort to provide information about the natural wealth in the village. In addition, rural communities must also be ready to manage natural resources so that they have an impact on improving people's economies. Setanggor Tourism Village is the coolest tourist village in Indonesia. One of the strengths in Setanggor Tourism Village is culture.

Local cultural performances are really maintained and even packaged to global standards by involving assistance from professionals. Setanggor Tourism Village is located in Setanggor Village, West Praya District, Central Lombok Regency. The distance, which is only 5 kilometers from Lombok International Airport, is indeed being sought after by tourists (Poerwanto, 2017). Wrapping the concept of cultural and religious tourism with a variety of rural natural potential is the main attraction for this village to attract tourists, both domestic and foreign. The concept of the Setanggor halal tourism village is unique and complete compared to other tourist villages.

It is recorded that there are 14 hamlets in Setanggor Village offering each tourism concept packaged into a number of tour packages. Starting from cultural tourism, educational tourism, agribusiness tourism, culinary

tourism, social tourism, and religious tourism. The tour packages offered include the beauty of rural nature and culture, as well as the traditional culinary delights of the Sasak people on the island of Lombok. Also interesting is religious tourism, reading the Koran in the middle of the rice fields. In addition, tourists are invited to stay overnight in Islamic boarding schools. They will be introduced to the life of a boarding school as well as establish friendships with fellow Muslims. While at the boarding school, tourists will follow the routines of the students. Wake up in the middle of the night to perform the Tahajjud prayer, recite the Koran, and continue with the obligatory prayers.

The tourists are also invited to enjoy a typical rural tour. They were invited to harvest cassava and fruit in the garden, eat in the middle of the rice fields, milk cows and learn to weave. When learning to weave, tourists are accompanied directly by local residents. For the time being, 90 percent of women in Setanggor make a living from weaving (Poerwanto, 2017). to the Head of Setanggor Village, H. Kamaluddin, "the most important thing that we highlight is weaving." This is because "for the time being, we cannot highlight our culinary arts, so for the time being, what we highlight the most is weaving". According to information from business people in the Setanggor Tourism Village, "For weaving, it can reach 500 to 700 to 800 thousand, depending on the motive" (Ahmad, 2021). Given the very prominent tourism potential in Setanggor Village described above, one of the efforts made by the Setanggor Village government to develop a people's economy is through the tourism sector and creative industries. The sector that is relied upon to increase people's income is through the development of ecotourism (nature tourism). Some creative industries that can grow and develop with the presence of tourist villages include performing arts, culinary arts, crafts, and other creative industries. This has an impact on increasing people's welfare because tourism has a dual impact between the creative industry and tourism (Risman et al., 2016).

Direct community involvement in the tourism village development process is important for the following reasons: First, to accommodate the wishes and demands of the community, the development of a tourist village must be based on the desire of the community to develop the potential that exists in their village as a means to improve community welfare, so that community involvement is aimed at ensuring that the development of tourist villages is in accordance with the wishes and demands of the community. Second, building community participation in the village development process where community involvement is aimed at evoking a sense of community ownership of the potential of the tourism village being developed so that the community has the will to be involved and have a sense of belonging to the development of the tourist village. Third, the means for the community to grow and strengthen existing community institutions. This is because the involvement of the community in developing a tourist village will increase the understanding and ability of the community in developing its potential, so that in the end, it will create strong community institutions.

V. CONCLUSION

Fivethe community plays five roles for the community in the development of tourist villages, namely: first, the role of the community as the initiator; second, the role of the community as executor; third, the role of the community as a participant; fourth, the role of the community as observers; and fifth, the community acts as the beneficiary.

In the context of village development and village independence, the village has the right and obligation to manage and develop the potential of the village so that it can increase Village Original Income (PADes). Efforts to manage the potential of villages that are able to support village income have long been initiated by the government and the village community of Setanggor, West Praya District, Central Lombok Regency, one of which is through the use of the tourism sector. The tourism sector is one of the potentials that are available to be developed in Setanggor village, because it has quite a lot of tourist attractions.

Direct community involvement in the tourism village development process is important for the following reasons: First, accommodate the wishes and demands of society. Second, build community participation in the village development process. Third, the means for the community to grow and strengthen existing community institutions. This is because the involvement of the community in developing a tourist village will increase the understanding and ability of the community in developing its potential, so that in the end, it will create strong community institutions.

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