

EFEKTIFITAS KEBIJAKAN PENGELOLAAN DAN PENGEMBANGAN DESA WISATA TERHADAP PEMBANGUNAN PARIWISATA DI DESA MEKARLAKSANA

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Abstract

The development of tourism villages has an important role in tourism development in Indonesia, especially along with the implementation of programs from the Ministry of Tourism and Creative Economy that open up employment opportunities. This research aims to look at and analyze Perda No. 7 of 2020 in order to achieve tourism development goals in Mekarlaksana Tourism Village. This research uses a descriptive qualitative approach, with a case study in Mekarlaksana Village. The data in this study were obtained through observation and in-depth interviews with the Pokdarwis and the people of Mekarlaksana Village. The results show that Perda No. 7 of 2020 is quite effective in achieving the objectives of regional tourism development, especially in improving the regional economy and community welfare in Mekarlaksana Village. In the form of the existence of MSMEs from the community, the formation of homestays from community houses and community services that are utilized for tourism development in Mekarlaksana Village. The local regulation provides a strong legal basis for the development of the tourism sector, establishes clear regulations and guidelines, thus creating legal certainty for business actors and the community, and provides a basis for the management of tourism destinations in a planned manner.

Keywords: Tourism Village; Policy Analysis; Village Development; Tourism Village

INTRODUCTION

Tourism village development has an important role in tourism development in Indonesia. In essence, the focal point of responsible tourism development is the realization of sustainable tourism development, one of which is with

community-based tourism or commonly known as Community Based Tourism (CBT) (Rahmafitria, 2018), especially along with the implementation of programs from the Ministry of Tourism and Creative Economy. The program emphasizes that tourism villages that are superior are able to create 1.1

million jobs for the people in the village. Village tourism as a form of rural tourism provides great benefits in developing resources in rural areas (Rara Sugiarti, 2008).

Tourism villages provide economic opportunities for the local community. Community income is obtained through food, handicrafts, services and homestays provided for tourists. The management and development of tourist villages has been regulated in Regional Regulation No. 7/2020 of Bandung Regency. Tourism villages not only create economic opportunities through the food, handicrafts, services and homestay MSME sectors for tourists, but also contribute to village management and development. This is clearly regulated in Regional Regulation (Perda) No. 7 of 2020 of Bandung Regency. This regulation serves as a legal basis that aims to firstly, improve the welfare of village communities by opening up opportunities for tourism.

Based on the Perda described earlier, its role as a reference is the main criterion in assessing the success of implementation in Mekarlaksana Tourism Village. There are still several aspects that require serious attention, including inadequate accessibility and tourism awareness that still needs to be improved by the local community. As Saarinen (2010) explains, government policy

has highlighted the role of community-based tourism in particular, a policy tool that aims to ensure that local communities can actively participate in tourism and have a high degree of control over tourism development and practices. The government plays an important role in making communities aware of existing tourism. One of the roles performed is to see to what extent the effectiveness of laws and regulations that have been designed.

Research on tourism through local regulations has been conducted previously. Research by (Hidayat et al., 2019) discusses the Implementation of Halal Tourism Policy in NTB based on NTB Province Regional Regulation No.2 of 2016 concerning Halal Tourism. Then the research by (Faizal et al., 2023) analyzed the implementation of the Regional Regulation of Batu Bara Regency Number 9 of 2014 concerning the Regional Tourism Development Master Plan 2014-2029 and the obstacles faced in the development of community-based historical beach tourism to increase income as a result of the development of tourism.

Furthermore, research by (Rahmadian, 2019) aims to find out the extent to which the implementation of Temanggung Regency Regional Regulation Number 7 of 2017 concerning the Implementation of Tourism in Tlahab Tourism Village and the

strategies of stakeholders in Tlahab Tourism Village in increasing the village's potential as a tourist village. From previous research, there is a gap in further research on the effectiveness of Regional Regulation No. 7 of 2020 on Mekarlaksana Tourism Village.

This research aims to look at and analyze the effectiveness of Regional Regulation No. 7 of 2020 on Mekarlaksana Tourism Village based on several categories: first, the achievement of tourism village development goals; second, the level of recognition achieved by tourism villages and the role of the community in tourism village development. So that it is beneficial for the development of the potential of nature, culture and human resources in tourist villages.

METHOD

This research used a descriptive qualitative approach. This research was conducted in Mekarlaksana Tourism Village, Bandung Regency. The data in this study were obtained through observation and in-depth interviews with the management of Mekarlaksana Tourism Village who are members of POKDARWIS. This research discusses the improvement of human resources in Mekarlaksana Tourism Village. This research discusses the effectiveness of

Regional Regulation No. 7 of 2020 of Bandung Regency on Mekarlaksana Tourism Village. Factors studied in terms of the achievement of tourist village development objectives, which include natural and cultural attractions, accessibility, facilities and empowerment of human resources. Furthermore, the achievement factor achieved by the tourist village and the role of the community in developing the potential that exists in the tourist village.

This research uses Dunn (1994) version of the analysis method. The research stage begins with observing the study area directly coming to the research location. Then read the literature study to understand the topic being researched. After that, collecting primary data by means of observation and interviews, secondary data from the Mekarlaksana Village website. Furthermore, analyze the data that has been collected to make discussions, conclusions and suggestions.

The procedures that must be passed in a policy analysis process according to Dunn's (1994) theory:

Table 1. Policy analysis procedure according to Dunn's theory

Definition	Generate information on the conditions that give rise to the policy problem.
Prediction	Provides information on the future consequences of

	implementation of policy alternatives, including if something is done.
Prescription	Provides information on the value of future policy consequences future.
Description	Description Generates information about the present and past consequences of implementing policy alternatives.
Evaluation	Evaluation of the usefulness of policy alternatives in solving problems.

From table 1, it can be seen that the policy analysis procedure according to Dunn's theory (1994), the process starts from producing information about the conditions that cause policy problems. Then provide information about the future consequences of implementing policy alternatives, including if you do something. After that, provide information about the value of future policy consequences. Then provide information on the future value of policy consequences. Then produce information about the present and past consequences of implementing policy alternatives. Then the usefulness of policy alternatives in solving problems.

RESEARCH FINDING AND DISCUSSION

Research Finding

A. Overview of the Location and Development of Mekarlaksana Tourism Village

Mekarlaksana Tourism Village is located in Cikanjung District, Bandung Regency, West Java Province, Indonesia. Mekarlaksana Tourism Village is 2 hours away from the center of Bandung City. Mekarlaksana Tourism Village is directly bordered by Garut Regency. Mekarlaksana Tourism Village has an altitude of approximately 1,200-1,500 meters above sea level, the flora that grows in this village is coffee, tobacco and pine forests, for the fauna there are cows, goats, birds and wild animals in the forest. Mekarlaksan village is directly bordered on the west by Cililuk village, Cikancung sub-district, Bandung district, on the east by Rancasalak village and Jangkurang village, Leles sub-district, Garut district, on the north by Cihanyir village and Cikancung village, on the south by Srirahayu village, Cikancung sub-district and Drawati village, Paseh sub-district, Bandung district. Mekarlaksana Village is divided into several areas consisting of 4 hamlets, 9 neighborhood associations (RW) and 34 neighborhood associations (RT). Each hamlet is bordered by beautiful hills.

Table 2. Total Population of Mekarlaksana Village Community in 2020.

No	Gender	Total Population
1	Male	4982 People
2	Female	4591 People
	Total	9573 People

Source: <https://mekarlaksana>

[cikancung.desa.id](https://mekarlaksana)

In 2020 Mekarlaksana Tourism Village began to pioneer community empowerment to become a tourist village, at that time there were still many people who had not accepted or realized about tourist villages. However, the village government or the Pokdarwis group tried to make the community aware of the tourist village. Mekarlaksana Tourism Village was officially appointed as a tourist village on December 22, 2022. At this time Mekarlaksana Tourism Village is still a pioneering tourist village category.

In pioneering a tourist village, it is necessary to do equitable development so that the community can feel it. The experience of the pioneer tourist community involves village development (village landscape, active atmosphere, and their own imagination) (Rickly-Boyd, 2012). The development is in the form of infrastructure, economy and improvement of human resources.

Infrastructure in Mekarlaksana Tourism Village that has been done by the village is as follows:

1. Cimugeyon Concrete Road The construction of the concrete road is located in Cimugeyon Gorowek Village with a length of 311 meters through the settlement of Rt. 01, 02, Rw 03 Mekarlaksana Village, Cikancung Subdistrict and in Ciheuleut Village through the settlement of Rt. 01, 02, Rw 09 Mekarlaksana Village, Cikancung Subdistrict.



Figure 1. Improvement of the Mekarlaksana Village cast road

Source: <https://mekarlaksana>
[cikancung.desa.id/?cari=infrastruktur](https://mekarlaksana)

2. Widening of Village Sports Field Facilities. The Mekarlaksana Village Government in Cikancung Subdistrict realized the construction of a soccer field using the village fund (DD) budget allocation for phase three this year. The field is a public facility to support sports needs and tourism activities.



Figure 2. Mekarlaksana Village sports field

Source: <https://mekarlaksana-cikancung.desa.id/?cari=infrastruktur>

This infrastructure development is carried out to support the community's economy to increase. The Mekarlaksana Tourism Village community has a variety of jobs ranging from farmers, civil servants, students, etc. The following is data on the occupation of the Mekarlaksana Tourism Village Community.

Table 3. Occupation Data of the Mekarlaksana Village Community

No	Jobs	Total	Male	Female	(%)
1	Not Working	3362	2076	1286	35 %
2	Civil	49	38	11	1 %
3	Farmers	2291	1922	369	24 %
4	Student	916	513	403	10 %
5	Entrepreneurship	423	395	28	4 %
6	Housekeeping/ Retired	2532	38	2494	26 %
	Total	9573	4982	4591	100%

Source: <https://mekarlaksanacikancung.desa.id/first/statistik/1>

From table 3 it can be concluded that there are still many people who have not worked or are unemployed, so there is a need for job opportunities provided by the government. One of them opens up job

opportunities in the tourism sector by increasing human resources about tourism.

The government must carry out a tourism village development program such as coaching MSMEs, tour guide training, marketing products and services. This can improve human resources so that it has the opportunity to improve the economy as well.

B. Tourism Village Potential Based on Tourism Village Criteria

Mekarlaksana Tourism Village Manager began to focus on developing product innovations and tour packages by utilizing the potential that exists in our village. The activity packages we offer start from farming, making food preparations and practicing Pencak Silat (art), watching Calung art performances, learning coffee processing, traveling around the village. The following potential exists in Mekarlaksana Tourism Village based on the criteria of a tourist village.

1. Natural Potential

A tourist village should have natural beauty, such as attractive mountains, lakes, rivers, or beaches. Then the diversity of unique plants and animals can be a special attraction. Furthermore, the availability of activities such as hiking, bird watching, or other outdoor activities. Tourism villages not

only have natural potential but also cultural potential. The following are the potential tourist attractions of Mekarlaksana Village, such as Camping Ground (sunset spots, terraces, landscape) It has a beautiful view, landscape diversity and has a direct view of the mountains and hills, Camping tourist attractions, sunset spots and various kinds of natural activities can be enjoyed while in Mekarlaksana Village. Then the potential of rivers and springs located in the highlands makes Mekarlaksana Village has an abundance of mineral resources. Such as stunning waterfall and spring spots.

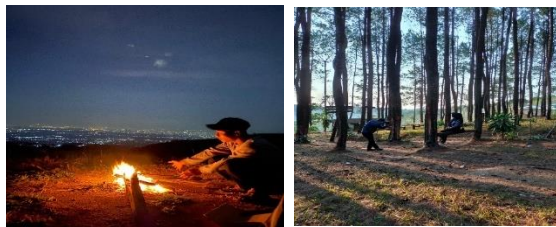


Figure 3. Camping ground and pine forest in Mekarlaksana Village
Source: Personal document

2. Cultural Potential

Cultural potential in Mekarlaksana Tourism Village is very interesting and varied. Starting from cultural tourism (Pencak Silat, Kuda Lumping) Cultural attractions in Mekarlaksana Village have begun to be well organized. In accordance with the appearance calendar. Both from determining days that are in accordance with

Sundanese culture and crucial times that have been determined.

Pencak Silat performances, for example, are carried out every Thursday afternoon before Friday night which is a sacred time based on community beliefs. Or the attractions of Kuda Lumping, Wayang, and so on. Not only art culture, but culinary culture such as drinking coffee is also an interesting tour. From the process of planting seeds to harvesting, coffee cultivation is one of the destinations for coffee lovers and learners. The natural products of Mekarlaksana Village coffee are already famous outside the village, and have even been distributed to Bandung City.



Figure 4. Photo of Coffee MSMEs and Kuda Lumping Cultural Arts
Source: Personal documentation

3. Infrastructure and Accessibility

The infrastructure of a tourist village should include the availability of facilities such as accommodation, restaurants, and recreational facilities. Then the ease of access to the tourist village through roads, public transportation, or hiking trails, this must be considered for the convenience of tourists.

The accessibility of Mekarlaksana Village still has a lot of development to do, especially for the quality of roads connecting the village. Although several RWs have built concrete roads, there are still many roads that are not suitable.



Figure 5. Mekarlaksana Village Road
Source: Personal documentation

4. Tourism Facilities

Tourism villages must provide accommodation. Availability of places to stay, ranging from homestays to hotels for visiting tourists. For tourist villages, the accommodation is dominated by homestay houses. Then provide restaurants or stalls that serve local food or typical village cuisine. Mekarlaksana Village has several homestays that remind of the warm atmosphere of the village.



Figure 6. Mekarlaksana Village Homestay
Source: Personal Documentation

C. Effectiveness of Local Regulation No.7 of 2020

According to Perda No.7 of 2020 chapter IV - chapter X, concerning the establishment, management, development, budgeting, guidance and awards of tourist villages, there are several indicators that must be compared with the facts on the ground regarding the effectiveness of Perda No.7 of 2020 with Mekarlaksana Tourism Village.

Based on the results of surveys and in-depth interviews with the Village and POKDARWIS, the results show that the determination of Tourism Village criteria with indicators of (1) Attractions, (2) Accessibility, (3) Amenities, (4) Institutions as follows:

- 1) Attractions in Mekarlaksana Village already have diversity and good time management. This can be seen from the determination of the schedule and the types of attractions displayed.
- 2) Accessibility in Mekarlaksana Village has begun to be worked towards a better direction. Such as the construction of asphalt and concrete roads in several RWs and repairing damaged roads to support transportation facilities.
- 3) Amenity in Mekarlaksana Village has begun to be developed. This can be seen

from the construction of home stays although it is still not massive.

- 4) Institutionalization has formed a tourism awareness group although it still has to be developed in human resource management.

In Chapter V on Tourism Village Management, a POKDARWIS has been formed to coordinate directly with the village. However, this POKDARWIS must be approached and trained to develop human resources. Because there are still many members and communities who do not realize the potential of Mekarlaksana Village tourism.

Chapter VI related to the development of tourism villages still has no supervision or training from the local government for Mekarlaksana Village. The Village and POKDARWIS really hope for a direct approach from the Regional Government or Academics who want to help develop the Mekarlaksana Tourism Village.

Chapter VII on Tourism Village Budgeting has been budgeted directly by the Regional Government, but the transparency of the budget allocation has not been provided or explained in detail.

Chapter VIII on Guidance, Supervision, and Reporting. Coordination from the regional government still does not

exist in a structured and scheduled manner. Guidance and consultation have also not been implemented. For education, training and apprenticeship, there is also no direct approach from the local government.

Chapter IX on Awards, awards from the regional government for various categories have been given at routine events of the Bandung Regency Regional Government. Mekarlaksana Village achieved a proud achievement as the best homestay category award in the BEDAS event in the "Cultural Tourism and Creative Economy Award 2022" event.

Chapter X Community Participation in Mekarlaksana Village is still lacking in contribution to the Tourism Village. This can be seen from our observations and interviews in the village. The Mekarlaksana Village community, especially the younger generation, is less concerned about the various activities held directly by the Village. Therefore, it is important for related parties to provide education and approach to the Mekarlaksana Village community. The following data on the effectiveness of Perda No.7 of 2020 based on field condition.

Discussion

1. Achievement of tourism village development objectives

Tourism villages have great potential to become attractive and sustainable tourism destinations. Tourism village criteria include important aspects such as natural and cultural attractions, accessibility, amenity, and institutional support. Natural and cultural attractions are key elements in attracting tourists. Villages that have natural beauty, such as hills, forests, waterfalls, as well as cultural uniqueness such as traditional performances, have a high attraction for visitors. In addition, good accessibility through good roads and transport facilities can increase the competitiveness of villages as tourist destinations. This is in line with research by Jubaedah and Fajarianto (2021), which revealed that the criteria for tourist villages include (1) attractiveness, (2) ease of accessibility, (3) public infrastructure and tourist support facilities, (4) community empowerment, and (5) promotion and marketing activities.

Then the amenity available in the tourist village is also a determining factor. there are various kinds of supporting facilities (amenity) to increase tourist comfort (Hermawati, 2020). The existence of facilities such as cafes, stalls, accommodation, and other supporting infrastructure can provide comfort for visitors. Homestays, as a form of local

accommodation, can be a special attraction and provide a unique experience to tourists. Amenity in this case also includes accommodation or lodging services needed by tourists. Some of the amenities located in tourist destinations include accommodation or lodging facilities (hotels, villas, homestays, and so on), restaurants, souvenir stalls, tourist information centres (TICs), shopping places, and so on (Hermawati, 2020). Support from local institutions, such as village governments, community groups, and farmers' groups, also plays an important role in the development of tourism villages. Synergy between the government and local communities can create a favourable environment for tourism development.

The importance of assessing tourism village criteria in evaluating the potential of an area. Through the use of these criteria, governments and community groups can identify the strengths and weaknesses of tourist villages. This evaluation can be the basis for designing more effective development strategies, including efforts to improve amenity, attraction promotion, and sustainable management. By understanding the potential of a tourism village based on certain criteria, appropriate steps can be taken to improve its competitiveness in the tourism

market and provide economic and social benefits to local communities.

2. Level of awards achieved by the tourism village

Mekarlaksana Tourism Village has a number of important aspects that are the main criteria in being recognised as a tourism village. First, natural and cultural attractions are key elements in attracting visitors (Fentri, 2018). The village boasts a diversity of natural attractions, including camping grounds, pine forests, coffee farms, tobacco farms, and waterfalls. In addition, cultural attractions such as pencak silat performances, ngegogo, hajat lembur, and kuda lumping add to the village's appeal as a tourist destination.

Then the accessibility aspect is an important concern. Although the road access to the village is still under renovation or repair, this improvement shows a commitment to improving ease of access for visitors. Advances in transport infrastructure can support tourism growth and provide travellers with a better travel experience.

The amenity available at Mekarlaksana Tourism Village is a highlight. Places such as coffee cafés, mosques, warungs, and especially homestay accommodation become an integral part of the tourism experience in this village. Homestays, as a form of local

accommodation, provide a sense of togetherness with the local community, creating a unique experience for visitors.

Mekarlaksana Village's success in the best homestay category at the 2022 Cultural Tourism and Creative Economy Award marks recognition of their efforts in developing local tourism. The award also reflects the support and recognition from the local government, especially the Regent, who has made the award event an empowerment tool for cultural arts, tourism, and creative industry players in Bandung Regency. Through this award, Mekarlaksana Village has become a role model for other villages in achieving the vision of Economic, Digital, Religious, and Prosperous (BEDAS) that Bandung Regency aspires to. This achievement is also a spirit for other villages in their efforts to develop and promote sustainable tourism. The community is expected to be more creative in innovating and utilising crops and the creativity of the typical Ciburial Village community so that Ciburial Tourism Village can be chosen because it has distinctive characteristics and can have a positive impact on the community (Juwita et al., 2018).

3. The role of the community in the development of tourism villages

The process of developing tourism villages in practice faces various problems, in general, the problems that occur are not optimised the role of the community, so that the community not only feels a lack of pride in tourism in the village, but also the community does not benefit from the existence of tourism activities in the village (Herdiana, 2019).

The role of the community is central to the development of tourism villages, which collectively can have a positive impact on the development and sustainability of local tourism destinations. Active community participation in the planning and management of tourism villages is the key to success (Kirana & Artisa, 2020). Local communities have in-depth knowledge of the cultural heritage, natural wealth, and local attractions that are the main foundation for attracting tourists. Involving them in the decision-making process can ensure that the development of tourism villages is in line with local needs and values, avoid potential conflicts, and ensure long-term sustainability.

Then the role of the community is seen in the provision of accommodation services, such as homestays. Communities that provide homestays not only contribute to increasing their own personal income but also create an authentic experience for tourists (Ira & Muhamad, 2020). It allows guests to experience the daily life of local people,

understand the local culture, and enrich the interaction between tourists and the community. By supporting homestays, communities can act as hospitable hosts, creating a positive relationship between visitors and the community.

In addition, the role of the community can be seen in environmental conservation efforts. Local communities have a direct interest in maintaining the sustainability of their natural resources and environment. By recognising the environmental value of the village, the community can pioneer environmentally friendly practices, such as waste management, nature conservation, and environmental education (Siregar, 2023). Community awareness of the importance of sustainability not only supports the local environment but also increases the attractiveness of tourism villages as ecologically responsible destinations. Through this active role, the community is not only the beneficiary but also the bearer of responsibility for the success and sustainability of the tourism village.

CLOSING

Perda No. 7/2020 in achieving the objectives of regional tourism development, especially in improving the regional

economy and community welfare, can be described in several aspects. First, the regulation provides a strong legal basis for the development of the tourism sector, establishing clear regulations and guidelines. This can create legal certainty for businesses and communities, as well as provide a basis for the planned management of tourism destinations.

In terms of the regional economy, Perda No. 7/2020 can be measured by the increase in local revenue through the tourism sector. Its effectiveness can be reflected in the growth in the number of tourists, increased investment in the tourism sector, and the contribution of the tourism sector to Regional Original Income (PAD). Economic impact analysis can provide an overview of the extent to which the Perda has made a real contribution to regional economic growth, including related sectors such as trade, services, and creative industries.

In an effort to improve community welfare, evaluation of the effectiveness of local regulations needs to consider social and cultural impacts. An increase in the number of tourist visits can provide opportunities for increased employment, skills training for local communities, and preservation of cultural heritage. However, this aspect must also be balanced with the management of

negative impacts such as development imbalance, socio-cultural change, and local community empowerment. Thus, the evaluation of the effectiveness of local regulations is not only related to statistical figures but also to the real impact on the social and cultural welfare of local communities.

Overall, the conclusion on the effectiveness of Perda No. 70/2020 in achieving regional tourism development goals can be drawn from the extent to which the Perda is able to direct tourism development in a sustainable manner, optimise local potential, and provide balanced benefits between economic, social, and cultural aspects. A thorough evaluation needs to be carried out periodically to assess achievements, identify obstacles, and formulate strategic improvements to increase the contribution of tourism to regional development and community welfare.

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