



Mengesta: The Existence of Tourism Village in the New Normal Era

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Sejarah Artikel

Diterima pada
23 Juni 2020

Direvisi pada
26 Juni 2020

Disetujui pada
27 Juni 2020

Abstrak

Tujuan: Kajian ini dilakukan untuk mengetahui posisi Desa Wisata Mengesta sebagai desa wisata di era new normal yang dapat dijadikan pedoman untuk menemukan strategi baru dalam mengembangkan Desa Wisata Mengesta.

Metode penelitian: Penelitian ini menggunakan teknik analisis kualitatif untuk menganalisis keberadaan Desa Mengesta sebagai desa wisata di era new normal. Data primer diperoleh melalui metode observasi terlibat dan wawancara mendalam sedangkan data sekunder diperoleh melalui dokumen desa, jurnal, buku, artikel, dan website. Teori yang digunakan adalah teori Tourism Area Life Cycle (TALC).

Hasil dan pembahasan: Keberadaan Desa Mengesta sebagai desa wisata di era new normal merupakan tempat wisata yang sudah lama ditemukan wisatawan. Terdapat kontrol masyarakat lokal terhadap pariwisata di desa tersebut dan adanya inovasi yang dilakukan oleh masyarakat yang tergabung dalam kelompok sadar wisata masyarakat Desa Mengesta. Selain itu desa wisata Mengesta juga melakukan promosi secara konvensional melalui pengarahannya ke desa wisata dan ada juga yang menggunakan media digital seperti foto dan video yang diunggah di media sosial sehingga terjadi peningkatan kunjungan wisatawan.

Implikasi: Belum ada investasi dari luar yang masuk ke desa dan atraksi buatan belum berkembang dengan baik. Sehingga keberadaan Desa Mengesta sebagai desa wisata di era new normal berdasarkan teori Tourism Area Life Cycle (TALC) yang berada pada tahap keterlibatan.

Kata kunci: desa wisata, pandemi Covid-19, TALC.

Abstract

Purpose: This study was conducted to determine the position of Mengesta Tourism Village as a tourism village in the new normal era, which can be used as a guide to find new strategies in developing Mengesta Tourism Village.

Research methods: This study uses qualitative analysis techniques to analyse the existence of Mengesta Village as a tourism village in the new normal era. Primary data were obtained through the involved observation method and in-depth interviews while secondary data was obtained through village documents, journals, books, articles, and websites. The theory used is the Tourism Area Life cycle (TALC) theory.

Results and discussion: The existence of Mengesta Village as a tourism village in the new normal era is a tourist place that tourists have long discovered. There is control from local communities on tourism in the village and there are innovations carried out by the community who are members of the community Mengesta Tourism Village awareness group. In addition, Mengesta Tourism Village has also carried out conventional promotions through directions to tourism villages and some have used digital media such as photos and videos uploaded on social media so that there is an increase in tourist visits.

Implication: No outside investment has entered the village and artificial attractions have not developed well. So that the existence of Mengesta Village as a tourism

village in the new normal era based on the Tourism Area Life cycle (TALC) theory which is in the involvement phase.

Keywords: tourism village, Covid-19 pandemic, new normal, tourism area life cycle.

INTRODUCTION

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

To overcome the slump in Indonesian tourism, Minister of Tourism and Creative Economy Sandiaga Salahuddin Uno sees the potential of every tourism village in the country that has strong local wisdom, nature and culture (Evryastuti et al., 2022; Hasan et al., 2022; Putra et al, 2021; Trsinawati et al, 2022; Udhyanı et al., 2022). The Ministry of Tourism and Creative Economy takes advantage of this to revive the economy, especially in the tourism sector and the creative economy. In a press release Kemenparekraf/Baparekraf Sandiaga Uno (2021) said, "tourism villages are potentials that need to be developed and empowered to improve the welfare of rural communities so that they have competitiveness and can become a locomotive for economic revival in the tourism sector and the creative economy in the midst of pandemic" (Rahayu, 2021).

A tourism village is a certain area with the potential for unique tourist attractions that are unique to the community and their traditions that are able to create a mix of various tourist attractions and supporting facilities to attract tourists. The competitiveness of tourism villages is also inseparable from the role of the government in providing excellent, complete service, and active participation to the community. Tourism villages can be said to be tourism that applies the concept of green tourism. Green tourism is used to show eco-friendly tourism to tourists (Furqan, 2010).

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

With the support from the ministry of tourism and the creative economy to develop tourism villages, many areas are starting to improve to develop their potential into tourism village objects. One area that is currently improving in tourism through tourism villages is the province of Bali. By having a very strong image and potential for tourism, Balinese people, especially in rural areas, are starting to have an interest in developing the potential of the village where they live to become a tourism village. Isi artikel meliputi riset, pengkajian, pengembangan, penerapan, invensi, dan inovasi pembangunan daerah terkait upaya peningkatan dan kemajuan pembangunan, peradaban, dan kesejahteraan masyarakat Provinsi Bali.

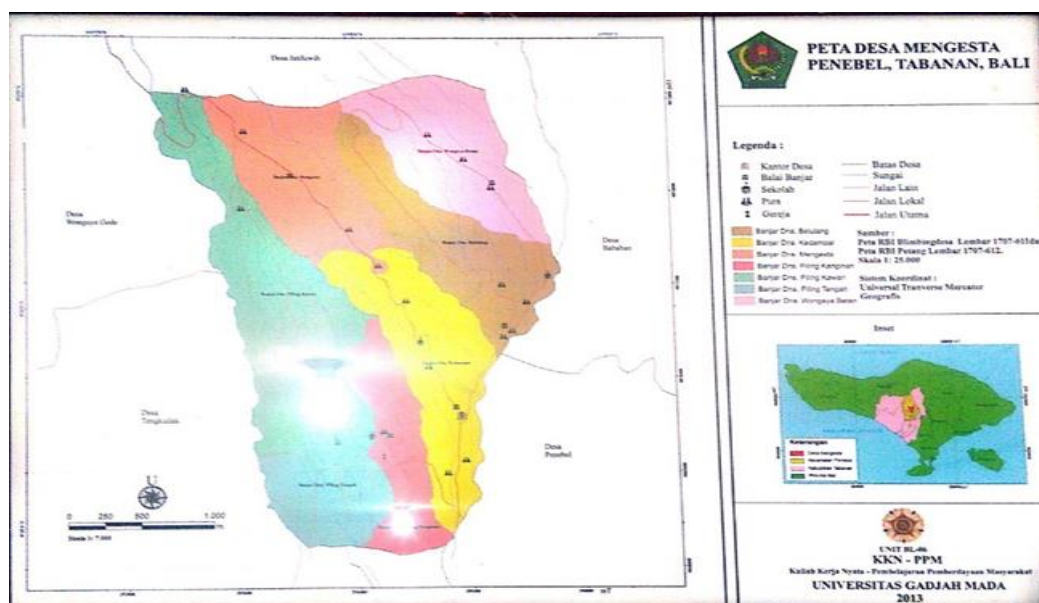


Figure 1. Map of Mengesta Tourism Village
(Source: Putra, 2022)

One of the tourism awareness groups who want to explore and know the position of the village as a tourism village is Mengesta Village Tourism Awareness Group (Pokdarwis of Mengesta Village). Mengesta village has several unique potentials, namely nature tourism in the form of cycling and jogging tracks on rice fields, adventure tourism, cultural tourism and local food and drinks. After the

determination of Mengesta Village as a Tourism Village in 2016, until now there has been no research on the position of Mengesta Tourism Village, so managers find it difficult to innovate to make Mengesta Village more advanced. Based on these problems, this research is aimed at determining the position of Mengesta Village as a Tourism Village in the New Normal Era with the Tourism Area Life Cycle (TALC) theory.

RESEARCH METHODS

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

RESULT AND DISCUSSION

To find out the existence of Mengesta Village as a tourism village in the new normal era, researchers used the Tourism Area Life Cycle (TALC) analysis theory proposed by Butler (1980). There are seven phases to determine the existence of a

tourist destination, namely the exploration, involvement, development, consolidation, stagnation, decline and rejuvenation phases.



Figure 2. Interviews with Head of Mengesta Village (left) and Chair of the Bali Province Tourism Village Communication Forum (right).

(Source: Putra, 2022)

From the results of in-depth interviews conducted by researchers with seven informants, namely: I Wayan Eka Suprianta as the head of Mengesta Village; I Made Mendra Astawa as Chair of the Bali Province Tourism Village Communication Forum; I Gusti Komang Rai Sukarya as Head of the Community Order and Security Section of Penebel District; I Gede Nyoman Astawa Wijaya as Deputy Head of the Community Order and Security Section of Penebel District; I Ketut Suarta as Chair of the Farmers Group (subak) in Mengesta Village; I Nyoman Maryadi as Manager of Mengesta Village Business Entity; and I Nengah Merta Darmawan as Chair of Mengesta Village Tourism Awareness Group who are stakeholders in the development of Mengesta village as a tourism village can be summarized as listed in Table 1.

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

Tourism Area Life Cycle Fase Phase	Informant Name	Informant Position	Opinion
Exploration	I Wayan Eka Su prianta	Mengesta Village Workshop	- The potential possessed by Mengesta Village without realizing it has been discovered by tourists from ancient times - For the location of Mengesta Village it's not that hard to find - Facilities and infrastructure to Mengesta village are very good and strategic - In this new normal era, tourists are more interested in finding areas that are quieter by visitors
	I Made Mendra Astawa, S.Tr.Par.	Chairman of the Bali Province Tourism Village Communication Forum	

Involvement	I Nyoman Maryadi I Nengah Merta Darmawan	Manager of Mengesta Village Business Entity Head of Tourism Awareness Group Mengesta Luwih	• Mengesta Village community began to control and develop their potential by forming a Tourism Awareness Group (Pokdarwis) • Initiatives from the community have greatly improved in this new normal era, seeing the opportunity to develop the potential of the village into a tourism village is so great • Promoting objects in the village, starting from the community, tourists themselves, and installing directional signs and digital media • In this new normal era, the level of tourist visits has started to increase, although it is not too significant
Development	I Wayan Eka Suprianta I Ketut Suarta I Nengah Merta Darmawan	Mengesta Village Workshop The Head of the Farmers Group (Subak) of Mengesta Village Head of Tourism Awareness Group Mengesta Luwih	• There is no foreign investment that has entered Mengesta village • There are no outside investors who have entered the village of Mengesta to collaborate with the village to develop the village of Mengesta as a tourism village • The development of Mengesta tourism village is ongoing so there are no international facilities, all of them are still using facilities with local wisdom • In this new normal era, the artificial attractions developed by Pokdarwis are still in the process of being developed, so there are no artificial attractions developed yet.
Consolidation	I Nyoman Maryadi I Nengah Merta Darmawan I Gede Nyoman Astawa Wijaya	Manager of Mengesta Village Business Entity Chairperson of the Tourism Awareness Group Chair Mengesta Luwih	• Until now, the area and the community's economy are still managed independently by the village community • Since the establishment of Mengesta village as a tourism village in 2016 the level of tourist visits has continued to increase but has never increased by a significant amount • Village facilities used for tourism activities are still using existing facilities

(Sumber: Data diolah, 2022)

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

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

Phase	Characteristic features	Observation Results	
		In accordance	Not in accordance with
1. Exploration	• Mengesta Village is a place that is used as a new tourism potential found both by tourists		√
	• The location is difficult to reach but it is in demand by a small number of tourists who actually become interested because it is too crowded		√
	• Tourists are attracted to areas that are bustling with tourists		√
2. Involvement	• There is control from the local community	√	
	• There is an initiative from the local community to develop their area	√	
	• An area becomes a tourist destination which is marked by the start of promotion	√	
	• An increase in the number of tourists	√	
3. Development	• Investment from outside is starting to come in		√
	• The area is getting more physically open		√
	• Local facilities have been abandoned or replaced by international standard facilities		√
	• Artificial attractions have begun to develop to add to the original natural attractions		√
4. Consolidation	• Regional and economic dominance are held by international networks		√
	• The number of tourist arrivals is still rising but at a low rate		√
	• Facilities are starting to be abandoned		√
5. Stagnation	• The capacity of various factors has exceeded the carrying capacity, causing economic, social and environmental problems		√
	• The industry has started to work hard to fulfill the capacity of the facilities owned, especially by expecting repeater guests or convention/business tours		√
	• Artificial attractions have dominated natural native attractions (both cultural and natural)		√
	• The initial image has started to fade and		√

the destination is no longer popular		
6. Decline	• Tourists have switched to new or installed tourist destinations and what remains is just "in vain"	✓
	• Many tourism facilities have been switched or repurposed for non-tourism activities, so destinations are becoming increasingly unattractive to tourists	✓
	• Destinations can develop into low class destinations (a tourism slum) or completely lose their identity as a tourist destination	✓
7. Rejuvenation	• Dramatic changes can occur (as a result of the efforts of various parties) towards upgrading or rejuvenation	✓
	• Reduced innovation in the development of new products and exploring or utilizing previously untapped natural and cultural resources	✓

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

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

CONCLUSION

The current position of Mengesta village as a tourism village is in accordance with the theory proposed by Butler (1980) which is in the involvement phase which has several characteristics, including: The existence of control or involvement of the local community in managing Mengesta, this can be seen from the formation of Kelompok Sadar Wisata (Pokdarwis) in Mengesta Luwih. There is an increase in the number of tourists every year and in this new normal era it has started to increase again after the closure of Mengesta tourist attraction during the Covid 19 pandemic.

Mengesta Village has become a tourist destination which is marked by the start of promotions both conventionally and modernly, such as the presence of signposts to go to tourist attractions in Mengesta tourism village and the existence of promotional videos uploaded on social media. The initiative of Mengesta village

community to develop their area by looking at the opportunities that exist so that Mengesta tourism village is formed.

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