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The Role of the Village Government in the Development of Tourism Objects as Economic Potential in Sarani Matani Village

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ABSTRACT

The issue in this study is the village government's involvement in supervising the development of dam tourist objects. The purpose of this research is to assess the village government's participation in establishing dam tourist objects as an economic potential in Sarani Matani Village. This study used a qualitative descriptive technique to collect data through interviews, observation, and recording. According to the findings, adding tourism objects and amenities such as parking lots, enhancing infrastructure and public facilities, adding facilities and infrastructure such as water bicycles, etc., restaurants or cafés, and offering souvenirs/souvenirs are all beneficial. whereas the village government's activities include: developing the potential of tourism assets held by the community, promoting these tourist objects through electronic and print media, or from one individual to another, construct all of the amenities required by visitors on activity vacations, and increase the capacity of human resources (HR) to provide good service to tourists.

Keywords: *Role, Village Government, Development, Attractions, Economic Potential*

1. INTRODUCTION

In this day and age of globalization, the tourist sector is an activity that the government may exploit to assist improve the national economy [1]. This industry can absorb manpower [2] and promote investment development in addition to being a reliable source of foreign cash [3]. The government is working hard to design policies and roles that will aid in the growth of this business [4]. One strategy is to research and develop existing tourism assets as tourist attractions [5].

Several of the area's natural, social [6], and cultural resources have the potential to become tourism destinations. Mountains, waterfalls, beaches, lakes, dams or reservoirs, and other fascinating places can be promoted and organized as tourism attractions [7]. The development of this dam tourist area's potential can generate foreign exchange, create jobs, and form dynamic community attitudes and behavior [8].

Efforts to raise people's income and wellbeing must, of course, be supported by the presence of potential

tourist objects [9]. Not only is natural tourism used, but the function and development of infrastructure required to meet the demand for the development of tourist [10] items is also taken into account [11]. All current components, both natural and man-made, contribute to the success of tourist growth [12].

As an authorized official, the government must pay more attention to tourism objects that have the potential to generate revenue [13] and direct this sector as a profitable investment in the future, as well as provide profitable assumptions for tourists in the ease of binding process for tourist objects [14]. However, it is not only money to the government that is important; it is also assistance for individuals who live near tourist attractions [15].

Minahasa Regency [16] is one of the regencies in North Sulawesi Province having a number of tourist-friendly natural and cultural attractions. Minahasa Regency is one of the tourist destinations in North Sulawesi Province with a high potential for natural and cultural tourism. Mountains, lakes, waterfalls, hot

springs, caverns, and a variety of modern excursions are a few examples. Of course, visitor trips to Minahasa Regency tourism sites can contribute to increased regional income.

A dam that will be erected by the local government in Sarani Matani District, Tombariri District, is one of the most important tourist attractions in Minahasa Regency. This dam gives the sense of natural beauty and calm air due to the thick trees that surround it. This dam is accessible by walking for 7/10 minutes or using a two-wheeled vehicle for 3/5 minutes from Sarani Matani Village in Tombariri District.

In this case, the solution pertains to the purpose of the Dam tourist attraction in its growth so that it may compete in drawing tourists. Sarani Matani's village administration must make efforts to construct and safeguard the tourist area, which would contribute to the expansion of the Bendungan tourism region.

Because of these numerous challenges, the Sarani Matani Village Government made the first step in expanding Dam tourism by promoting its potential, particularly as a tourism village, using community funds. Because Law No. 6 of 2014 and its accompanying rules compel the village government to be more autonomous in managing the government and natural resources it possesses, including the administration of village-owned finances and assets such as the dam in Sarani Matani Village. According to the aforesaid strategy, the management of rural natural resources in Sarani Matani Village may include people in the management and usage of natural resources.

As a result, it is envisaged that the government would play a role in researching, developing, and maximizing the dam tourist item in Sarani Matani Village. The village administration is critical to the development of dam tourism attractions, particularly in terms of information dissemination. because the village administration must also play a role and have excellent communication skills in order for information to be supplied and understood by the residents, particularly in the development of the dam as a new tourist destination in Sarani Matani. As a result, the government should encourage everyone to pay attention to the minor elements that might draw tourists. To begin, be courteous to guests by not littering.

The existence of dam tourist artifacts allows local locals to supplement their income by working or starting their own businesses, such as restaurants or water bike rentals. The majority of the community strongly supports the development of a dam tourism object because the community may establish a firm with this tourist attraction to boost the family's livelihood. It is believed that the growth of dam tourist objects has led to an increase in people's income.

The researcher is interested in performing study with the title "The Role of the Village Government in the Development of Dam Tourism Objects as Economic Potential in Sarani Matani Village, Minahasa Regency" based on the description of the problem's backdrop above.

2. RESEARCH METHOD

The descriptive research method was utilized, using a qualitative approach. According to Sugiyono [17], the qualitative descriptive technique is a research approach based on the notion of postpositivism that is utilized to conduct research on natural object conditions. The researcher picked the qualitative research approach because the data produced by this method is a descriptive informant derived from documented information from the information investigated, making it simpler for researchers to dig up information that can be used for research goals. In this project, I will gather data through observation and interviews.

Miles and Huberman [18] state that "the most serious and basic challenge in using qualitative data is that the method of analysis is not calculated precisely." Because the analytical methodologies are not followed correctly, qualitative data analysis is difficult and time-consuming.

a. Data Reduction

Field data is abundant and must be collected carefully; the larger and more complicated the environment, the longer the space for the researcher. This involves generalizations in data reduction to pick the important ones, focus on what is useful, reject what is not needed, and uncover themes and patterns. As a consequence, less information will give a clear mirror for researchers, making it easier for them to collect data and run searches as needed.

b. Data Visualization

Qualitative research allows you to perform qualitative research in the form of explanations, extracts, graphs, correlations between kinds, information presentation, and so on to acquire a more in-depth understanding of what happened and to conduct more research based on that understanding.

c. Conclusion

According to Miles and Huberman, the third phase of informant analysis involves inference and validation. If preliminary findings are discovered, they will be amended as strong evidence to warrant the following information collection session discovered. If the results of the first session are confirmed by reliable facts, they will remain unchanged until a credible conclusion is achieved. When researchers return to collect data in the field.

3. RESULTS AND DISCUSSION

3.1. The Village Government's Role in the Development of Dam Tourism Objects

The involvement of local government in the creation of tourism items is critical. The village government's role in developing tourism destinations is to provide infrastructure or facilities at the dam while also increasing the village's economic income. Researchers draw conclusions about the role of village governments in the development of dam tourism objects based on interviews with several local communities and the village government, namely that the village government has not built facilities to support the development of tourist attractions, such as a lack of public facilities to support activities.

According to the findings of an interview with Mrs. TP, a resident of the Sarani Matani village community,

"...the village government has not been active in facilitating the supporting facilities for dam tourism objects."

According to the findings of an interview with Mr. R, a member of the Sarani Matani village government,

"...the village government has not developed this "reservoir" properly because there is no supporting infrastructure for "reservoir" tourist objects."

According to the findings of an interview with Mrs. YG, a resident of the hamlet of Sarani Matani,

"...the village government has not developed this "reservoir" properly" since there are no suitable amenities."

According to the findings of an interview with Mr. GP, the head of the village of Sarani Matani,

"...of course here we are more familiar with dam tourism objects in other words "reservoirs" so our role for the village government here for the development of these attractions is that we are also still bound by village rules or regulations or old legal decisions so that in the future the development of these tourist objects will get better".

The provincial tourist office has never visited or personally inspected the "reservoir" for the district culture and tourism office. Because we, the village administration, have not been sinored, which means that we have not interacted with the Culture and Tourism Office of the Minahasa Regency, also known as the Provincial Tourism Office. Because the "reservoir" matters are still being finalized, the "reservoir" remains under the jurisdiction of ownership or management, and it remains at the river hall. So, what is the reason for the "reservoir" not working properly until now? Because of what was indicated before, the village administration has not used the meaning of engaging or cooperating

with the Minahasa district tourist office or the provincial tourism office.

So, based on the study data mentioned above, the following data may be analyzed:

According to the findings of interviews with several communities and village heads, the village government played no role/was not yet active in the process of developing this "reservoir" tourist attraction because there was still a lack of infrastructure and inadequate infrastructure to support this tourist attraction. There are no lighting fixtures, water rides, retail stalls, parking areas, or other amenities. Of course, the work of the village administration here is still constrained by previous legal laws or choices, such as the building of the "embung" dam tourist attraction.

And for the "reservoir" concerns, it is still in final settlement, so the "reservoir" is still in ownership or administration, and tourist development must still require active engagement from the Minahasa district cultural office and local inhabitants. There is still a lack of cooperation between the Sarani Matani Village Government and other organizations. The function of the Sarani Matani village administration here is still constrained by previous legislative laws or choices, such as the development of "Embung" Dam Tourism Objects.

Sarani Matani Village's local government must play a part in the development of dam tourism objects so that they are more well-known and attract more tourists, as follows:

- a. Including Tourist Attractions and Facilities
 - 1) Make parking available
 - 2) Improve public infrastructure and facilities
 - 3) Include amenities and infrastructure such as water bikes, etc.
 - 4) Establish a restaurant or café
- b. Make available gifts / souvenirs

A strategies role such as those of the village administration or local government can produce positive effects in promoting tourist items in the village and increasing visitors to come view and tour dam tourism objects.

3.2. Village Government Efforts to Develop Tourism Attractions

He said, based on an interview with Mr. GP, one of the village leaders,

"...of course, we the government will take steps to cooperate with related agencies, such as the tourism service from the district, province, or center,

and of course, we from the village government will try to develop tourist objects, because the village government recognizes that in order to develop tourist objects, we must work together or have relationships with certain parties." Because the development of tourism artifacts necessitates a substantial budget, but we, the village government, may also budget through the Village Fund, but this is restricted to utilizing local finances, thus the village government wishes to form ties with associated organizations."

The amenities and infrastructure included in the development of this dam tourism item are insufficient. This dam is intended to be used as a tourist attraction, but the "reservoir" is still said to be Zero, which means that the management has not been managed, there is no lighting or other facilities, and there are no facilities that support or support the management of the "reservoir" tourist motorcycle taxi.

So, based on the study data mentioned above, the following data may be analyzed:

According to the village head, Sarani Matani, the first difficulty is the site of the dam, which is still held by the river hall, as well as restricted cash or budget, which means that the construction of dam tourist items cannot be carried out in phases. Tourism items must be given more attention by the village authority in order to realize their full potential. The potential of the village, one of which is in the sphere of tourism, must be cultivated by the village. Efforts and tactics in boosting visitors to Dam tourism include the Sarani Matani Village Government seeing and improving amenities and infrastructure, both to enhance facilities such as installing lights, water parks, and carrying out tourism marketing.

The following are the efforts undertaken in the management of tourism items by the government and the surrounding community:

- a. Increasing the potential of village tourism items for tourist promotion in the Minahasa Regency region, particularly in Sarani Matani Village.
- b. Use electronic media, print media, or word-of-mouth to promote these tourism attractions.
- c. Construct all of the amenities required by guests for holiday activities so that visitors feel safe, comfortable, and eager to return.
- d. Human Resources (HR) ability and understanding in giving superior service to visitors.

3.3. The consequences of creating tourism items for the community and local government

According to Mr. GP, one of the village leaders,

"...yes, of course, we're here for definite positive impacts such as: 1, impact on people's income, 2, opportunities and benefits or work benefits." The community is also permitted to try, which means they may sell here, in the tourist area, to complement their family's revenue.

So, based on the study data presented above, the following data may be analyzed:

Because of the impact of the pandemic in the last two years, the community's income has also decreased; however, with the presence of a tourist attraction in Sarani Village, the impact on the development of a tourist attraction for the community and the village government is enormous. It becomes a source of money for the community to be able to sell in the region surrounding tourist objects and also add to their family's income as a beneficial economic influence for the community. The influence of the government, Sarani Matani Village, Improved Village Infrastructure Development, and more attention to Development will be greater. However, now that tourism has resumed, the presence of a dam tourism item might boost the village's economic potential in Sarani Matani.

3.4. Community Involvement in Dam Tourism Object Development

According to Mr. GP, one of the village heads,

"...it must be positive because the community really responds to what else is the dam tourist object "reservoir" indeed many people want the development of dam tourism objects so that they can quickly manage them to become tourist objects meaning that they can be used by the village for the community's benefit as well."

According to the findings of an interview with Mrs. TP, a member of the Sarani Matani village community,

"...expanding employment, increasing business opportunities, improving the community's economy, and the presence of this dam can save a large potential hazard that can threaten people's lives during the rainy season."

According to the findings of an interview with Mr. R, a member of the Sarani Matani village community,

"...the existence of a dam tourist attraction allows the community to sell and raise revenue."

According to the findings of an interview with Mrs. YG, a resident of Sarani Matani village,

"...it's good because with the dam tourism object, the community can sell around the dam tourist attraction, and it's very helpful, especially for those who sell at home."

Sarani Matani explained in an interview with Mrs. LP, a member of the village community,

"...the existence of a dam tourism object is very beneficial for the community because this dam can control flood water so that it does not overflow excessively, which could endanger the community."

According to the findings of an interview with Ka R.N, a member of the Sarani Matani village community, he explained:

"...my response is about the government's dam tourism development program." I feel very happy and look forward to this Dam tourism object being realized quickly "if it can be done quickly" because if this tourist spot has become a local community there will be an opportunity to open a small business through this tourist spot, Because for our village there are many people who want to open businesses but are hindered by a lack of space."

As a result, the community is eagerly awaiting the opening of the embung tourist attractions since they are permitted to sell at tourist attractions or other enterprises, such as:

- a. Selling fried foods
- b. Beverages with various flavors
- c. Food
- d. Parking area for gentlemen who want to work

Hopefully, with this tourist spot, those of us who are doing small business can get more income, because if you only sell it, it's only around the house, sometimes there are those who buy, sometimes none at all. To quickly realize this tourist spot, the community supports the government and is ready to help complete this government program "Ready to Power".

So, based on the study data presented above, the following data may be analyzed: The community is eagerly anticipating and responding positively; additionally, with the presence of a "reservoir" Dam tourist attraction in Sarani Matani Village, many people want the development of a Dam tourism object to be realized, and community participation in supporting the development of this dam tourism object is very high. This is evident from the findings of interviews with members of various groups.

Proud of the dam's existence so that it can become a tourist object, which is of course useful for the people in Sarani Matani Village, it can be profitable for the people around it to be able to sell food and drinks, it is very useful for the community because this dam can control flood water so that it doesn't overflow in abundance, which can endanger the community especially during the rainy season, building a small business feels very happy and rewarding.

3.5. Tourism Object Development Decision in the Village

According to Mr. GP, the village head of Sarani Matani,

"...village decisions are of course for today's world, of course there needs to be community support, and one that can make our village different from other villages." The "reservoir" is the tourism object in Sarani Matani Village, thus in the future, we, the village administration, will make a community decision to make the greatest use of the reservoir object."

Indeed, this pond will have to be surgically removed in the future. If it has been converted into a tourist attraction, it is here to pay for tickets or recreational areas, such as water rides. As a result, the government must create a future strategy for this reservoir tourism item in order to improve the village's original revenue. And then there are the admission prices, parking lots, entertainment areas, and water rides.

Wait for BUMDes to handle it because BUMDes is the wrong business entity that owns the village; of course, they are more positive that it is part of BUMDes because we, the village government, can't possibly take care of it anymore, especially when it comes to ticket fees, parking lots, recreation areas and water rides, or object management. Tourism, of course, will be handled by Bumdes in the future, well, of course, the Village Government here is merely attempting to mean facilitation in terms of management in the future, of course, it will undoubtedly be carried out by village-owned firms (BUMDES).

So, based on the study data presented above, the following data may be analyzed:

The Village Government [19], in collaboration with BUMDes, must design a policy and take an active role in the development of Dam Tourism Objects [20] in Sarani Matani Village, including the management of admission tickets, parking, rides, and other amenities to promote tourism growth in the Village.

4. CONCLUSION

According to the findings of this study on the role of the village government in developing tourism objects as an economic potential in Sarani Matani Village, adding tourist objects and facilities such as parking lots, improving infrastructure and public facilities, adding facilities and infrastructure such as water bicycles, etc., restaurants or cafes, and providing souvenirs / souvenirs. while the village government's efforts include: developing the potential of tourist objects owned by the village, promoting these tourist objects through electronic media, print media, or from individual to individual, constructing all facilities required by tourists during their activities vacations, and

improving the ability of human resources (HR) in terms of providing good service to tourists.

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