

"GREEN VILLAGE DESTINATION" DEVELOPMENT STRATEGY BASED ON ECGO BIKE IN PELAGA DISTRICT PETANG BADUNG BALI INDONESIA

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ABSTRACT

In this era, there are many attractive tourist destinations, one of them is special interest tourism which is favored by tourists, one of them is Ecgo Bike-based tourism village in Pelaga Village, Petang District, Denpasar Bali. There are several tourism potentials, namely Agro Tourism, Bangkok Tukad Bridge, Nungnung Waterfall, Asparagus Culture and Coffee Plantation. Most of the tourism potential offered is green tourism, but tourist visits have not increased, so the solution taken is to implement environmentally friendly transportation. The purpose of this study is to photograph the strategies undertaken by tourist destination managers in Pelaga Village as Ecgo-based Green Village Destinations Bike. The method used is a Mix Method with data collection techniques in the form of observation, interviews, questionnaires and document studies.

The results of this study indicate that Ecgo Bike-based tourism development strategies are expected to be able to maintain and preserve the economic, socio-cultural life of the community and the environment in the Village. Another important thing is the realization of activities that lead to the improvement of the welfare of the local community, for example through the application of Ecko-bike facilities to establish an active role of the community with tourists, so that the community is able to improve its economic level.

Keywords: Development Strategy, Green Village Destination, Ecgo Bike

INTRODUCTION

In Indonesia, the tourism industry is one of the country's biggest foreign exchange earners. On the other hand, tourism business is an entity that can increase the income of a region without requiring large capital such as the macro industry. Thus, tourism has contributed to the development of a country's economy, because tourism can impact on providing employment in order to increase income and quality of life of the people (Nuruddin *et al.*, 2020).

During the previous eight years, the quantity of visits has increased. Referring to BPS data (2019), the number of foreign tourist arrivals in 2011 reached 7,649,731 people and in 2019 experienced a significant increase of 16,106,954 visitors coming from overseas (BPS, 2019). The high number of foreign tourists visiting Indonesia, is inseparable from the diversity of tourist attractions that rely heavily on natural beauty, historical heritage and cultural diversity.

Since the Dutch colonial era, tourism in Bali has been known internationally and has become one of the tourist destinations. A note in Bemmelen's travel guide

book that dates to 1896 states that at that time Bali was a place to see temples and study community organizations. But a massive promotion of Bali tourism took place in the period 1920-1930, both in Dutch and in French and German (Sunjayadi, 2019).

Until now, one of the main tourist attractions in Bali is the natural beauty and cultural diversity. The mushrooming of cultural tourism in Bali is inseparable from the enactment of Regional Regulation No. 3 of 1974 concerning Cultural Tourism. But along with the emergence of RI Law No. 9 of 1990 concerning Tourism, then in 1991 the Provincial Government of Bali replaced it with Perda No. 3 of 1991 concerning Bali Cultural Tourism (Oka, 1991).

As the issuance of RI Law No. 10 Regarding Tourism in 2009 (Yudhoyono, 2009), the Bali Provincial Regulation No. 3 of 1991 was replaced again by Bali Regulation No. 2 of 2012 concerning Bali Cultural Tourism (Pastika, 2012). In 2012, the distribution of tourist destinations in several regencies or cities in the Province of Bali was very even. Each regency or city has at least fifteen kinds of tourist attractions, namely in Denpasar there are 27 attractions, Badung 35 attractions, Bangli 61 attractions, Buleleng 38 attractions, Gianyar 17

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attractions, Jembrana 15 attractions, Karangasem 38 attractions, Klungkung 24 attractions and in Tabanan there are 15 attractions (Nova Sari Barus, I Putu Eka Nilai Kencana, 2013). Based on the description above, the development of tourism in Badung Regency is very striking, it can be seen from the number of tourist destinations and residential areas where tourists live in the district.

One area in Badung Regency that has tourism potential and supports tourism in the surrounding area is Pelaga Tourism Village, Petang District, Badung Regency. One of the pioneers of the emergence of a tourist village in Bali is Penglipuran Tourism Village (Kintamani.id, 2020). One of the tourist attractions based on a tourist village near Badung Regency is the Bongan Tabanan Tourism Village in Bali which relies on nature, history and cultural heritage. These tourism objects are managed by local people, by relying on tourism awareness groups (S.S Nuruddin, W Ardika, Y Kristianto, G.A.O Mahagangga, I.B Suryawan, 2020).

The development of tourism villages is generally motivated by the saturation of modern tourism patterns that have mushroomed in various countries. Postmodernity discourse is also one of the factors driving the emergence of a desire for back to nature. Thus, the foundation then presents the concept of tourism that focuses on activities in life in rural nature. The concept is also equipped with natural processes of village life, such as tourism that involves direct interaction with the community and social and cultural activities, so that the economic life and welfare of the community increases (Andriyani, 2017).

Pelaga Village is a village that is still in the northern area of Badung Regency. The village is located in a hilly terraced area and is only 45 kilometers from downtown Denpasar. The village of Pelaga has a panoramic view of the still green and natural landscape and in the form of mountains that have very fresh air (Observation, 05 Janurai 2020). Pelaga village has a uniqueness that is not owned by other villages, because in it there is an annual event in the form of the Asparagus Festival and the Agriculture Culture Festival. The festival is held once a year which aims to disseminate to the public about the benefits of Asparagus in Pelaga Village. The main objective of the two festivals is to increase empathy and community participation in local culture, so as to foster community arts and agricultural knowledge (I Gusti Lanang Umbara, interview 01-01-2020).

The plan to develop a tourist village in Pelaga Village, Petang District, Badung Regency has been initiated since 2005, along with the leadership period of the Regent of Badung, Anak Agung Gede Agung. The village has been planned as one of the developing villages in the Second Level Region of Badung Regency. The decision was then contained in the Badung Regent Decree No. 47 of 2010 concerning the Establishment of a Tourism Village in the Badung Regency (Agung, 2010).

The objects offered by the tourist village are Bangkuk Tukad Bridge, Nungnung Waterfall, modern agro-tourism, Puncak Mangu Temple and asparagus and white pare cultivation. However, the main tourism potential that is the focus of development and offered to tourists is green tourism. One alternative tour that is being offered in the village is the development of green

tourism in collaboration with arts and cultural narratives in Pelaga Village, Petang Badung District (I Made Sukayasa, interview 09-01-2020).

In addition, they also offer the concept of a combination of applied technology in the form of environmentally friendly transportation with electric motor technology as a tourist attraction. The combination of these technologies is expected to make it easier for tourists to get around to various corners of the tourist village. The emergence of this idea is inseparable from the bottleneck of motorized transportation in the Denpasar area, so that electric motors are considered a real and practical solution (I Ketut Sugiarta, interview January 8, 2020).

Based on the description above, it is necessary to do research related to the tourism object development plan in the form of an electric motor in supporting the development of Pelaga Tourism Village, Petang District, Badung Regency. Literature review This study focuses on the development strategy of an ego bike-based green village destination in Pelaga Tourism Village, Petung Sub-district, Badung Regency. Strategy can be interpreted as a tool to achieve company goals in relation to long-term goals, so that it becomes a follow-up program and priority allocation of resources (Fredy, 2003).

Porter (1985) explains that strategy is a very important tool for achieving competitive advantage (Porter, 1985). Thus the concept of strategy in managing something can determine the success of the goals, vision, and mission of an organization or activity. Tourism development can be interpreted as a series of efforts to create the realization of integration in the use of various tourism resources and to integrate all forms of aspects outside tourism that are directly or indirectly related to supporting the sustainable development of the tourism industry (Swarbrooke, 1996). In this study, the strategy is interpreted as an effort or a way to develop all the potential that already exists in order to become a more productive tourist destination, so that it has a positive impact on the community and the environment around the object.

According to The International Ecotourism Society in Arismayanti (2015), what is meant by green tourism is an organization of responsible tourism activities to natural places and supporting efforts to preserve the environment (natural and cultural) and provide an increase in the welfare of the local community. UNWTO states green tourism is a trip to a destination with a sustainable environment where flora, fauna and cultural heritage are the main attractions and there are minimal environmental impacts (Arismayanti, 2015).

Some of the similar studies that have been carried out are as follows. The results of Markayasa's (2015) research entitled Utilization of the Bukit Payang Area as a Nature Tourism Attraction in the Kintamani District of Bangli Regency, explained that the potential of Bukit Payang in efforts to support the development of natural tourism consists of natural landscape objects, agricultural products and flora and fauna. The focus of tourism development carried out is on natural tourism in the form of "Jogging Track" in the form of a cycling area and a photography area for tourists (Markayasa, 2015)

I Ketut Antara Research Results (2011), entitled Alternative Tourism Development Strategies in Pelaga

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Village, Petang District, Badung Regency, explained that tourism in Pelaga Village was seen from the potential aspects supported by road facilities, public parking, public toilets and water from the mountains. However, the weakness of the tourism object is that it cannot be used as a standard tourist attraction, even though the tour is already beneficial in absorbing labor and community income (Antara, 2011).

Ni Ketut Arismayanti et al (2014) 's research results, entitled Community Based Tourism Village Development Strategy in Penglipuran Bangli Indigenous Village, explained that with the existence of a tourism village, Penglipuran Indigenous Village community has a very good socioeconomic impact. In addition, most people already have income from the opening of the tourist village. Another important finding is that the local community also helped preserve the cultural system, such as arts and local wisdom through the village tourism media (Sari Adnyani, 2014).

RESEARCH METHODS

This research is a descriptive analysis with a qualitative description. The things done are direct observation, interviews, document studies and questionnaires. Qualitative research is a process of research conducted naturally and naturally in accordance with objective conditions in the field without any manipulation, as well as the type of data collected, especially qualitative data (Arifin, 2011).

In addition, the use of descriptive analysis method aims to analyze by describing more deeply related to the object of research, so as to produce authentic and intersubjective research. Based on the concept above, the researcher directly observes the related object, interviews the informant, links it to the document, and examines according to the indicators through a questionnaire created by the author. The author then analyzes all data and formulates appropriate strategies for developing tourist destinations.

The research location used in this study is Pelaga Tourism Village, Petang District, Badung Regency, Bali Province. Pelaga Tourism Village was chosen as the research location because this village is a real example of the development of tourism villages that have been carried out by the Badung Regency government in an effort to develop North Badung tourism. In addition, the target population is also used to determine the level of success of a tourist village. It is targeting the tourists, so that what is meant here is the population that is the goal of applying research results within a certain period of time (Notoatmodjo, 2017).

This study uses a purposive method, namely the determination of samples based on specific objectives and certain considerations by researchers. Based on this method, respondents taken from tourists are determined using accidental sampling, which is a method of sampling based on accident (accidental), ie anyone who happens to meet with researchers can be used as a sample, provided that the description is able to be understood by related objects. This sample is divided into two categories. First, a sample of 10 tourists was taken, to answer questions related to internal factors, namely indicators of satisfaction of visits to Pelaga Village. The second one respondent used to look at external factors in developing

Pelaga Village as a tourist village. This was represented by the village head of Pelaga.

Data collected from interviews, observations, questionnaires and data from literature sources, were analyzed using several analyzes. The analysis carried out aims to solve research problems and obtain answers to the problems studied. The problems in this study will be analyzed with three analytical techniques namely descriptive analysis, internal & external environmental factor analysis and SWOT analysis. With the approach of the research method and data analysis above, the following research results are obtained.

PORTRAIT OF TOURISM "PELAGA TOURISM VILLAGE"

According to Law No.6 of 1979, "Village" is interpreted as a legal community unit that has territorial boundaries that are authorized to regulate and manage government affairs, the interests of local communities based on community initiatives, rights of origin, and / not traditional rights that are recognized and respected in government system of the Unitary Republic of Indonesia. The "Tourism Village" is defined as a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that integrates with the prevailing procedures and traditions (Wiendu, 1993).

According to Law No. 10/2009 concerning Tourism, tourism destinations are geographical areas within one or more administrative regions in which there are attractions, public facilities, tourism facilities, accessibility and communities that complement each other in the realization of tourism. Thus, the Village Destination can be defined as a geographical area that has a legal community unity in which there are attractions, public facilities, tourism facilities, and accessibility that complement each other in the realization of tourism (Kemenpar, 2009).

Badung Regency has a huge tourism potential, especially in the tourism village sector. This was evidenced by the Bali Province Disparda Circular Letter Number 556/317 / I / DISPAR regarding the Development of 100 2014-2018 Tourism Villages and Badung Regent Regulation Number 47 of 2010 concerning "Determination of Tourism Village Areas in Badung Regency. Badung Regency there are 11 tourist villages located in Central Badung and North Badung which include Bongkasa Pertiwi Village, Abiansemal District, Sangeh Village, Abiansemal Village, Pangsang Village, Petang District, Kerta Village Petang District, Pelaga Village Petang District, Belok Village Petang Village, Carangsari Village Evening, Baha Mengwi Village, Kapal Village Mengwi District, Mengwi Village Mengwi District and Munggu Village Mengwi District.

One of the interesting villages to be developed is Pelaga Village in Petang Subdistrict which has hilly nature, terraced rice terraces and a very strategic location. Pelaga Village has an area of 3,545,204 hectares and consists of nine hamlets / banjars such as Nungnung, Kiadan, Pelaga, Bukian, Tinggan, Tihangan, Semanik, Auman and Bukit Munduk Tiyang. Pelaga Village offers very attractive agro-tourism because of its very high ecological value. Pelaga village has several types of

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plants such as vanilla, coffee, corn, asparagus and others. Pelaga Village is one of the villages in the ecotourism village network that has a government order from generation to generation (awig-awig) such as adat, dinas and subak.



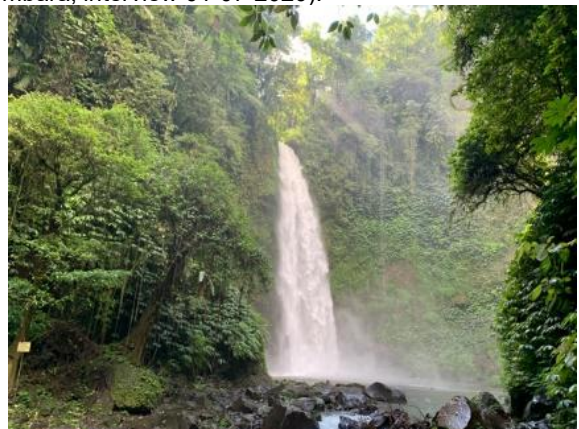
Rice terraces (Asparagus Cultivation) in Pelaga Village
Photo: Eka Wirawan, 2020

The several tourist attractions developed in the Village of Pelaga can be described as follows: 1). Hiking, which is an activity to explore all forms of beauty in the village of Pelaga, both natural landscapes and plantation beauty; 2). The tour visited several cultural tourism attractions; 3). Cycling, which is around Pelaga Village; 4). See and enjoy the beauty of various types of birds.



Ecgo Bike activity in Pelaga Tourism Village
Photo: Eka Wirawan, 2020

The development of the Pelaga Tourism Village can be realized in accordance with the available natural conditions. Community expectations are very large in participating in the implementation of the Pelaga Tourism Village development program. More than 50% of the speakers stated that they already knew and supported the development of Pelaga Tourism Village. This is caused by the community being aware of the ecological potential of the village. The Badung regency government program in Pelaga Village will be focused on becoming a new tourism area to go to tourist villages based on the natural potential that exists in the region. The tourist attraction that will be developed further is Nungnung Waterfall. The Badung Regency Government will also open a new waterfall tour in Banjar Bukian. Other support related to the potential of Pelaga Tourism Village is also seen from the agricultural base that has taken root in the livelihoods of the local community (I Gusti Lanang Umbara, interview 01-07-2020).



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Nungnung Waterfall Pelaga Village
Photo: Eka Wirawan, 2020

The development of tourism in the village of Pelaga was welcomed by the local community. Because it is considered to have a positive impact on their lives, it has an impact on: increasing the quality and quantity of their agricultural and livestock products; small industries are more developed; places and culture as well as tourist objects in the North Badung area are more easily accessible to the wider community (I Gusti Lanang Umbara, interview 01-07-2020).

Economically, the development of tourism in Pelaga Village can also have an influence on the community's economy, including: community employment can be well provided, through community involvement in tourism activities; the level of income in Pelaga Village will also increase, because of the large number of jobs that provide more income than before; the level of education is more developed, due to the increasing amount of community income, so that people get facilities to access information related to capabilities and knowledge in the management and updating of tourism and the potential for the advancement of the village of Pelaga (I Ketut Sugiarta, interview January 8, 2020)

In addition, the development of tourism in the Village of Pelaga has an influence on the socio-cultural conditions, namely: the level of community social inequality will be reduced, through optimization of human and natural resources related to accessibility in equitable facilities and means to support community welfare; the occurrence of social changes, such as ways of communicating, dressing and people's lifestyles; and resettlement can be avoided, due to changes in land use and rearrangement, so that labor needs are needed (I Ketut Sugiarta, interview January 8, 2020)

**TOURISM VILLAGE DEVELOPMENT STRATEGY
IFAS AND EFAS ANALYSIS**

Internal aspects of tourism potential in Pelaga tourism villages can be seen as strengths and weaknesses explained in the internal environmental factor matrix, can be seen in Table 1. The external aspects can be seen as opportunities and threats in the development of Pelaga Tourism Villages as Village Destinations which can be explained in Table 2

Tabel 1. Internal Factors

No	Internal Factors	Weight	Ranking	Score
1	Strength			
A	Pelaga Village offers agro-tourism	0.20	4	0.80
B	Pelaga Village is one of the villages in the Village Ecotourism Network that divides the governmental structure (awig-awig) such as adat, dinas, and subak.	0.20	3	0.60

C	Pelaga Village has Hiking, Tour, Cycling and poultry tours	0.20	4	0.80
2	Weakness			
A	Clean water in the Tourism Village is difficult to obtain	0.15	1	0.15
B	Utility or sanitation systems are not very good	0.10	1	0.20
C	Lack of community involvement in the development of tourist villages	0.15	1	0.15
Total		1		2.70

Table 2. External Factors

No	External Factors	Weight	Ranking	Score
1	Opportunity			
A	The development of tourism resulted in agriculture, animal husbandry and small industries growing well	0.20	2	0.40
B	Issuance of Bali Province Kadisparda circular number 556/317 / I / DISPAR concerning the Development of 100 Tourism Villages 2014-2018 and Badung Regent Regulation Number 47 of 2010 concerning the Establishment of Tourism Village Areas in Badung Regency	0.10	2	0.20
C	The existence of Law No. 23 of 2014 concerning Regional Government	0.10	2	0.20
2	Threat			
A	An increase in carbon emissions due to tourism	0.20	3	0.60
B	Resource Exploitation	0.20	3	0.60
C	Rubbish	0.20	3	0.60
Total		1		2.40

SWOT ANALYSIS

Based on the results of weighting and rating calculations obtained from internal and external analysis, it can be explained as follows:

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- a. Total Strength Score = 2.20
- b. Total Weakness Score = 0.50
- c. Total Opportunity Score = 0.80
- d. Total Threat Score = 1.80

To determine the coordinates, it can be determined in the following way:

- a. Internal Analysis Coordinate
(Total Strength Score - Total Weakness Score): $2 = (2.20 - 0.50)$: $2 = 0.85$
- b. External Analysis Coordinates
(Total Opportunity Score - Total Threat Score): $2 = (0.80 - 1.80)$: $2 = -0.50$

So the coordinates are located at the point 0.85; -0.50, which is in quadrant 4. The following results are the coordinates, presented in the SWOT matrix diagram to determine its position.

enjoy the tourist posts offered by the Village of Pelaga (I Made Sukayasa, interview 01-09-2020).



Rental Post at Bagus Agro Pelaga Resort
Photo: Eka Wirawan, 2020

Development of ecgo bike in Pelaga Tourism Village, utilizing the features available in the application that can be downloaded at the tourist mobile playstore. Tourists can choose to use electric vehicles according to tourist needs. Local people can also be directly involved through the use of the Ecgo-bike application as a transportation provider and local guide.

The member system is also applied to the community to facilitate their access to become a tourist guide. In this case, the participation and role of the community is very necessary in the development of rural tourism, so as to provide a positive impact both economic, socio-cultural and environmental. Thus, the function and duty of guides is to spearhead the "liaison" of tourists with tourist attractions (I Made Sukayasa, interview 01-09-2020). The following is a plan and details of the Ecgo-bike development rental.

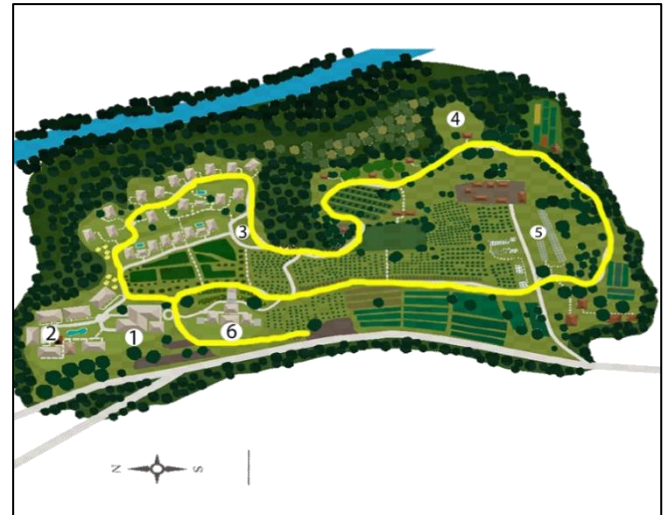
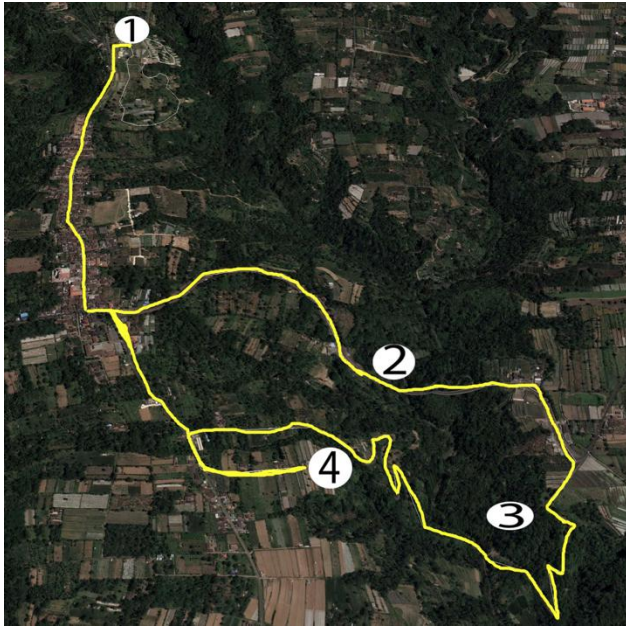
Figure SWOT Analysis Diagram

Based on the weight and rating diagrams, it can be seen that Pelaga Tourism Village is currently in Quadrant 4, which is the Combination Quadrant, so that the general strategy that can be done is to utilize the maximum strength or as much as possible to avoid threats that will occur. The development strategy is to develop Village tourism optimally with a development system that is able to maintain and preserve the economic, socio-cultural life of the community and the environment in the Village, whose development concept is "Green Village Destination based on ecgo bike".

DEVELOPMENT OF A GREEN VILLAGE DESTINATION BASED ON ECGO BIKE

The development strategy designed is an ecgo bike-based green village destination. The development of potential destinations, facilities and accessibility that makes ecgo bikes workable is part of the technological update to enjoy the natural beauty of Pelaga Village. The ecgo bike operation method is quite simple, tourists only need to come to a rental place located in Bagus Agro Pelaga Resort. Each of the tourist attractions in the Village of Pelaga also provides a post for transportation custody to facilitate the reach of tourists who want to

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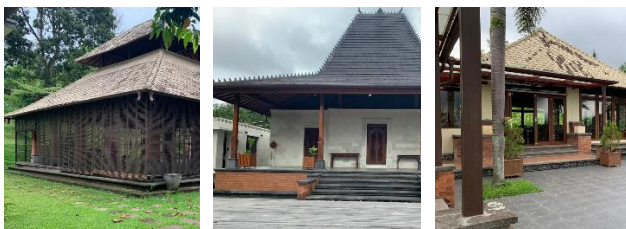
Starting from the rental located in Bagus Agro Tourism, tourists can enjoy the facilities provided such as restaurants, spas, yoga, etc., then head to the Tukad Bangkung Bridge tourists will find a beautiful view of shady trees along the road while enjoying the natural atmosphere that is still beautiful, which has a sensation of calm for the visitors of Nungnung Waterfall (Observation, 02-21-2020).

Tourist activities can be started from the Lobby for ego bike rentals, then a local guide will direct and explain some of the facilities in Bagus Agro Wisata. Along the way tourists can enjoy the beauty of Agro Tourism which is equipped with various kinds of flowers, fruits and vegetables that are processed directly into food served at the restaurant. It is the main attraction that makes ego bike can provide a different experience in Bagus Agro Tourism (Observation, 02-21-2020).

CONCLUSION

Through in-depth observation, in this study it can be concluded that the Pelaga Tourism Attraction Area is part of the Petang Tourism Development Area, located in Petang District, Badung Regency. The Attraction Area of Competitors has great potential. In addition, the development of Pelaga Tourism Villages in general is growing and developing well, but it is still not optimally affected especially on the impact of the development of tourism villages on socio-culture, facilities and the environment.

The tourism development strategy is expected to be able to maintain and preserve the economic, socio-cultural life of the community and the environment in the village. The concept that is tested and measured to develop a tourist village is the concept of "Green Village Destination". Green village Destination is an organization of responsible tourism activities in a geographical area that has a united legal community in which there are attractions, public facilities, tourism facilities and accessibility that complement each other and support environmental conservation efforts. Another important thing is the realization of activities that lead to the improvement of the welfare of the local community, for example through the application of Ecko-bike facilities to establish an active role of the community with tourists, so that the community is able to improve its economic level.



Yoga Spa Restoran

Photo: Eka Wirawan, 2020

Tourist attractions that can be visited next, namely Asparagus Cultivation that is not less interesting with other tourist attractions. Because tourists can see firsthand the process of asparagus cultivation. The use of ego bike is also not less interesting when used in the Bagus Agro Tourism area, because the facilities provided are very complete and the area is quite wide (Observation, 02-02-2020).

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- Dewa Ngakan Made Merta Ekayasa, Head of Pelaga Village Services. Interview on January 7, 2020
- I Ketut Sugiarta, Head of Pelaga Village Welfare. Interview on January 8, 2020.
- I Made Sukayasa, Chairperson of Pelaga Village Pokdarwis. Interview on January 9, 2020

Observation Source:

- Field observations on January 5, 2020
- Field observations on February 7, 2020
- Field observations on February 21, 2020