

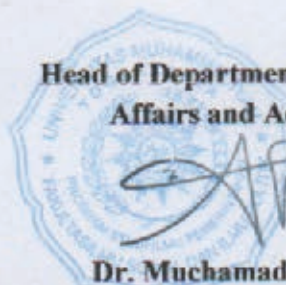
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**THE ROLES OF THE VILLAGERS AND THE VILLAGE
GOVERNMENT IN DEVELOPMENT OF TOURISM POTENCY IN
NGEPOSARI VILLAGE 2018**



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The Roles of The Villagers and The Village Government in Development of Tourism Potency in Ngeposari Village 2018

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Abstract

The purpose of this research is to know the roles of the villagers and the village government in development of tourism potency in Ngeposari village 2018. This research used a qualitative method with descriptive approach, which the data sources in this research using primary data from interview and observation, also secondary data from library research. The results of this research showed that the village government have roles as a regulator, as a facilitator, and as a communicator. Whereas the villagers' have role as supporting factor for the government. As supporting factor the villagers participating in development of tourism potency through socializing, mutual cooperation works, and maintaining the culture and the environmental of Ngeposari village.

Keywords: Tourism potency, village government, villagers, roles and effect, tourism village.

INTRODUCTION

In the era of autonomy every region has authority to develop its region, as well as to manage its natural resources in accordance with the existing potential for improving the well-being of the community in the area. The law number 23 year 2014 about the local government explains that local governments are directed to expedite the welfare of the community by managing the wealth of the area that meets the conditions, characteristics, and potential areas. To manage and build on their respective regions, the regional government runs a design development. The construction has a role as a tool to encourage and to control the development process faster and more directional (Sjafrijal, 2015). Each area has its own development planning with the sector varies based on its potential and natural resources which are available in the area, one of them is tourism.

In some countries, tourism is one of the important sectors. Tourism is one of the sources of the country's income which is used for the regional economical increment, development and prosperity of the society. The development of tourism sector in each region will trigger other sectors to be developed, because the products in other sectors will be used to support the tourism sector. Utilization and management of tourist attractions could optimally boost economic development in the region. For attracting the attention of foreign tourists as well as local tourist, the tourist attractions must have supporting infrastructures or facilities so that the tourists will be satisfied with places or attractions that they encounter.

The Law number 10 year 2009 about tourism explains that tourism is a great variety of tourism activities that supporting wide range of facilities and services provided by the public, and the

government. Knowing from the law, the management of tourism facilities is not only the responsibility of the central government and the regional government, but also it is the responsibility of the public who has a role to develop and manage tourism attractions. The management and development of tourist attractions also should carried out to maximize the potential of tourism so tourists will increasingly come to visit. Each region has an obligation to manage its region, to utilize and to preserve some existing potential for improving the income of the region.

A villagers is a group of people who reside in the same geographic area and makes use of local natural resources that exist in the surroundings (Subadra, 2007). The villagers is instrumental in the development of tourism because the tourism development is essentially is the interaction of social, economic and industrial sectors. A role of villagers in the development of tourism is very relative to knowledge, experience, and expertise of the villagers. The villagers can act as a provider of public facilities, selling typical regional products, as well as a provider of information about tourism objects which aims to increase tourism potential and economical increment for the villagers and region. The development of tourism potential is included in development planning that is essentially economic planning which aims to improve the welfare of entire villagers. To improve the optimization of the role of the villagers in the development planning, the government should involve the villagers in activities of the development planning discussion which involves some relevant figures and leaders of the villagers to participate (Sjafrijal, 2015).

Special region of Yogyakarta has many tourism attractions, such as the well-known temples of Borobudur and

Parangtritis beach. However, there are still many tourism attraction which unknown by the tourists and they are not managed properly which it happens in Ngeposari village, Semanu, of Gunungkidul regency. Ngeposari village have many tourism potency that can be develop, also some of the tourism spot already known by the public but it still lack of facilities. One of the tourism spot that already known by the public is Ngereneng spring which is located in the village of Wediutah, of Ngeposari. However, to get to the location the tourists must step down to derivative that is filled with slippery rocks, so the location is difficult to be reached by older people or children.

Ngeposari village has a vision which is the realization of Ngeposari village as a village-based nature and culture, supported by strong industrial and agricultural sectors in the frame of life of rural pancasilais, prosper, and peaceful. For improving the tourism sector, the use of funds mostly allocated on village development areas of the village. Ngeposari village budget is set in the village regulations 2 year 2017. To realize the vision of Ngeposari village the village government should be able to optimize the roles of the villagers in the development of tourism potency and to increase the awareness of the importance of tourism among the villagers. Seeing the background, the researcher conduct a research about the roles of the villagers and the village government in development of tourism potency in Ngeposari village 2018.

RESEARCH METHODOLOGY

A qualitative research is the kind of research which the research data cannot be retrieved through the statistics and procedures has the purpose to reveal symptoms in holistic-contextually through collection of data from natural

background with utilizing key researchers, (Sugiarto, 2017). A qualitative research is research that is aimed to try to figure out the meaning of an event or events by interacting with people in the situation/the phenomenon, (Yusuf, 2014). A qualitative research data can be obtained from the results of the interviews, notes, photographs, video tape, personal documentation, and field notes.

According to (Moleong, 2005) the main data sources in qualitative research is the words and actions; the rest is additional data such as documents and others. The types of research are distinguished based on the type of data required is generally divided into two, namely primary, and secondary research (Bungin, 2015). A primary research is a research that the data or information are obtained through interview and observation. Secondary research used materials that are not derived from the primary research to obtain data or information to answer the problems examined. The secondary research data was obtained from library study such as books, journals, thesis, newspaper, and website articles.

In a qualitative research, data collection techniques that most effectively applied are interviews, observation, and documentation. An interview is a conversation that has the purpose of obtaining a construction on a person, organization, activities, events, feelings, motivation, and recognition, (Suwendra, 2018). Observation is a method of data collection done by way of observing and noting the systematically investigated symptoms. Observation is essentially an activity that uses the senses in order to obtain the information required to answer the problems of research (Fitrah and Lutfiyah, 2017). The documentation is a fact in the form of letters, archive, and photo, the result of

the meeting, souvenirs, and journal activities (Fitrah and Lutfiyah, 2017).

The research location was where the research was conducted. The determination of the location of the research was an important stage in the qualitative research. The determination of the location of the research makes easy the researcher because the object and purpose had been set. The research location in this study took place in Ngeposari village, Semanu district, Gunungkidul Regency, Special Region of Yogyakarta. The participant is a person, the individual or group to get the variables in question and attaching to research.

The participant is a very important position in research. Informants should be selected before the researcher was ready to collect data. When the participant is a society or a group of individuals, the researcher should blend in with the community. The approach aimed to be able to hear, see, or feel the experiences endured by the informant. In this study, the participant are the villagers, the village government, as well as villager leaders, or other parties of Ngeposari village.

The data analysis in qualitative research was done before doing the research, at the time of research, as well as once data collection was complete. The methods of analysis used data tailored to the circumstances of the data, the nature of the data, the purpose, as well as the formulation of research problem, (Suwendra, 2018). The data analysis method that used in this study was qualitative analysis, which the data analysis method was done by way of constructing the data that had been collected systematically, so the researcher gained an idea of the issues that were examined. The method of thinking used in deduction was method of inductive thinking.

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RESULTS AND DISCUSSION

Ngeposari village is a developing village, that in the process of transition from an agricultural village to a tourism one. A tourism village is a village area offering original village, society, culture, custom, infrastructure, natural environment, and other potencies capable developing into tourism attractions. Ngeposari village is a village that has a number of developing potencies into tourism attractions, especially its natural potentials. It is said potential since the objects of natural tourism have actually been known to public. However, since it does not have accessibility and infrastructures supporting them, the existing natural objects of tourism have not been visited yet properly. Consequently, the government of the village has made efforts to develop its potentials, and to make Ngeposari become tourism village.

To develop fully Ngeposari village into tourism village the village government has formulated the vision and mission aiming to develop all existing potentials at Ngeposari village. To achieve the objectives of the vision

and mission, the Ngeposari village government has given crucial roles to be carried out. Those roles of the government of Ngeposari village is the embodiment of the all efforts done by the village government to realize the village vision and mission through developing all existing potentials which the village has. Nevertheless, to maximize the fruit of these efforts, it needs supporting factors thereof, one of which is the participation of community. If the community could participate in every activity of the village development, the process of the development will increase significantly.

The village community has important roles to play in the process of the village development. It has an important roles because the village community knows the potential objects well. Besides that, the village community will receive greater impacts if this development is accomplished. However, the maximum participation of the community will be achieved only if the community has mental readiness, the correct mindset, and full support from the village government. In all types of development activities at Ngeposari village, the village government has prepared institution and department taking care of all development matters, i.e. "*Badan Usaha Milik Desa*" (BUMDES). However, since this department has not been active, all types of development efforts have been administered directly by the village government- involving the participation of its community.

In the development of tourism potency in Ngeposari village the party which act as stakeholders consists of four parties which they are the village government, the villagers, SME industry owners, and pokdarwis community Sedyo Makmur. In this research the researcher collecting the data by interviews. Participants in this research

are the four stakeholders in the development of tourism potency in Ngeposari village. The participants who had been interviewed are selected by the researcher before the interview. Participants who have been interviewed by researchers are the head of Ngeposari village, the villager, owner of one of SME in Ngeposari village, and the leader of Sedyo Makmur community.

The Village Government

The village government of Ngeposari has the authority to build and develop its village as the effort to provide prosperity for the villagers. In 2016, Ngeposari village government has changed the direction of the village from the agricultural village into the tourism village. The new direction are made because Ngeposari village has a lot of tourism potency. To realize Ngeposari village as the tourism village, the village government has various roles and efforts. To find out the roles which carried out by the village government, the researcher had conducted an interview with the head of the village government as the executor of the tourism village program.

1. The roles and efforts

The first role acted by the village government was as a regulator. It means that the village government acted as the rule maker in all kinds of activities, process and affairs happening at Ngeposari village. Authority posed by the village government was a sort of responsibility of the village government as the administrator of the area. Therefore, the village government issued a regulation called as village regulation which aimed to become the legal basis of the village; to prevent conflicts upon claiming right to the land, or area; to give a legal protection to the stakeholder having the investment or distributing fund for village development.

Currently Ngeposari village government had only published one village regulation which is the village regulation number 2 year 2017 about village budget in 2017. Had the role as a regulator the performance of Ngeposari village government is not good enough. Because the village government had been published only one regulation that discusses only the village budget. There was no village regulation that covering the function of the regulator which was mentioned by Mr. Ciptadi. The purpose of a regulator which was mentioned by Mr. Ciptadi had not implemented yet.

The second role of the village government was as a facilitator. The village government provide facility for the villagers and the village community to support their activities. Apart from the villagers and the community, the village government also should help other related parties. The role of the facilitator was to provide facilities and services to the community of Ngeposari village. The roles of village government as facilitator was are:

- a. To guide and give direction to village's institutions or organizations;
- b. To provide education, awareness, and guidance to the community regarding tourism in general and village tourism in particular;
- c. To provide facilities in forms of infrastructure that is used for daily activities of the villagers;
- d. To give public service needed by the villagers.

As a facilitator, the performance of Ngeposari village government was not maximized. The village government only be able to provide facilities through socialization and training for the villagers. Villagers training was not carried out evenly in every hamlet at Ngeposari village. In addition, the village government was not been able to provide

financial support related to the development of tourism potency for some communities in Ngeposari village.

The third role of Ngeposari village government was as a communicator. The village government provided information to the information recipient in order to provide the information owned by Ngeposari village government. The efforts made by Ngeposari village government as a communicator could be defined also as the information centre of the village. These efforts were conducted by providing information about the village Ngeposari through the website, e-mail, and call centres. There were the efforts made the Government the village as the communicator. The efforts were:

- a. Providing information, news and events at Ngeposari village through the website.
- b. Providing complete information on the profile of the village, and the village government data through the website.
- c. Providing information about tourist attractions at Ngeposari village through the website.
- d. Promoting the venture of village industry through the website.
- e. Providing public information services via e-mail, call centre and on the website.

As a communicator Ngeposari village government performance was good enough. Provision of the news and information in the scope of Ngeposari village had been provided by the village government through the internet media (website). The public could be able to know variety of information about tourist attractions, special culinary, or the daily news of Ngeposari village easily through the website.

2. Obstacle factors

The first obstacle factor faced by the village government was the lack of budget to develop tourism potency. The budget was used for the infrastructure in the village, which was given for the mutual cooperation activities. The budget has been spent for refinement of roads, building small streets and village hall. However, the village budget allocation on the development sector have been used only for the construction of village facilities. Therefore, the development of tourism potency at Ngeposari village is hampered because it does not have sufficient village budget.

The second obstacle factor was the condition of the villagers in transition period toward Tourism village. The condition of the villagers was still in the phase of development. Most of the villagers was not fully understand about the concept of tourism village. Because the thinking pattern of the villagers had not been into the tourism village. As the result, the progress of developing the tourism potency had not run yet as they expected.

The third obstacle factor was unlisted yet as one of the tourism village in Gunungkidul regency. Ngeposari village is a village that has recently transitioned from an agricultural village to tourism village. Most of the tourism destinations in Ngeposari village do not have supporting facilities to be visited operationally. The tourism potency at Ngeposari village is still buried because there is no significant development. Because most of the tourism objects in Ngeposari village cannot be visited operationally, Ngeposari village cannot be declared as a tourism village yet.

The Villagers

1. Roles and participation

Villagers are the part of Ngeposari village which they have an important role

in the process of the village development. The villagers are one of the supporting factors of the village development. To be able to support the village government to make Ngeposari village as the tourism village, the villagers participated in contributing their thoughts, and their energy. There was participation made by Ngeposari villagers in the development of tourism potency. The participation of the villagers to develop tourism potency and as the supporting factor for the government are in socialization between the villagers, participating in mutual cooperation work, and maintaining the culture and environmental of Ngeposari village.

Socialization had done by the villagers in the formal way and informal way. The formal way was usually done by holding a discussion forum discussing about anything related to development in the Ngeposari village. The informal way was done through common conversation, spreading issues, and socializing through social media such as WhatsApp and Facebook personal chatting. However, the results of the socialization cannot be developed further. Because the development of the tourism object is not enforceable, because there are no stakeholders that could support the villagers financially or the material.

The mutual cooperation work was an act of public participation activities by providing energy to build facilities and infrastructure. The mutual cooperation work that had been done jointly by the villagers, were constructing and repairing public roads also constructing facilities that could support the villagers activities such as the village hall, security post, and places of worship. Ngeposari villagers' service work was done routinely every week. The participation of Ngeposari villagers through service work is good enough. Because the facilities that had

been built was very helpful for the daily activities of the villagers.

Maintaining nature, culture, and environment was carried out with the aim to create a tourism package that introduced the wealth owned by the village when Ngeposari village completely became tourism village. Furthermore, maintaining the nature, culture, and environment was one of the villagers' daily activities that have become traditions. One of the forms of maintaining the environment and nature was that the villagers organize some activities, such as managing organic waste into fertilizer and maintaining the cleanliness of the village. Villagers' participation in maintaining the nature, culture and environment of Ngeposari village was very good. The culture of Ngeposari village is a tradition that had been maintained by the villagers of Ngeposari village.

2. Obstacle factors

Alongside with the obstacles faced by the village government, Ngeposari villagers' mindset was still thinking on agricultural. Within the scope of the rural Ngeposari village, the daily life of the community was farming. To accept a new condition, the villagers certainly had difficulties to change mindset and lifestyle. Changing mindsets was not easy and it was required quite a long process. Therefore, it would be good if the village government started education programs for tourism to the younger generation of the village.

The roles of the village government to support the villagers was already exist, but the efforts in managing human resources had not been good enough. The efforts in delivering education and the understanding of tourism had already been done, but it was only limited to socialization. Providing education, referrals, or the understanding about

tourism had not been running intensively because the village government had a very limited budget. Besides, that the efforts were not done by the village Government thorough to all hamlet. Because of that, not all members of the villagers understood about the concept of tourism village.

According to the result of the obstacle factors in the villagers' aspect, it can be said that the main obstacle for the village was changing the mindset of the villagers. If the villagers really understood about tourism, a conducive situation was formed for both the villagers and the village government to start developing Ngeposari village as the tourism village.

Small and medium-sized enterprises owner

In the vision of the village government, Ngeposari village is the village based on nature supported by the industry. Therefore, the industrials sector at Ngeposari village have fundamental role in the development of tourism potential. Based on the results of observation in the location, almost all business industry at Ngeposari village were small and medium-sized enterprises (SME). From the results of the observation, some of industries at Ngeposari village were still in developing stage. The intent still developing was the industry sector at Ngeposari village still having the potential to be developed.

Besides being one of the village supporting factor, SME at Ngeposari village also participated in various things. The participation contributed by the SME was more about the introduction of Ngeposari village to the public, through product marketing. From the results of the field observations, the researcher had found information that was from various types and places of industrial businesses at Ngeposari village; some of them had

already succeeded in marketing their products out of the village, and even some had exported their products abroad. Therefore, the industrial sector had a significant influence in Ngeposari village. The participation of SME owners is good enough, because the contributions given by SMES' are very influential for Ngeposari village, Ngeposari village indirectly could be recognized through its typical products which had been marketed by SME Industry.

However, several places of SME that existed at Ngeposari village, not all of them were legal. In addition, not all culinary products from SME industry at Ngeposari village had halal label. Therefore, not all of them were known widely by public. From the interview result, indicating some of the villagers were interested in the prospect of tourism in the future. Although some of them still did not have permits, certainly the village government continued to strive to help.

Tourism Aware Community (Pokdarwis)

Pokdarwis is a community consisting of a group of villagers who have an awareness and understanding of tourism. This community is open to villagers who want to learn about tourism, to join and also to participate in tourism potential development projects. At Ngeposari village this community is known as Kelompok Tani Hutan Sedyo Makmur which currently has 254 members. Pokdarwis is one of the components in the society that has important role and contribution to the development of tourism at Ngeposari village. The existence of the pokdarwis needs to be supported continuously, so they can participate more effectively in order to realize conducive environment and atmosphere as supporting factor in the development of tourism activities in the location of the tourist destinations.

From the result of this research at this time Sedyo Makmur community was still in the planning stages which had not reached yet the development process. Although Sedyo Makmur community have not currently done the development progress, the effort and the participation of these groups indicated that the village community cared and wanted to help the village government to realize its vision and mission. From the planning result, Sedyo Makmur community discussed the development of tourism attraction that came from forestry which existed in Mojo hamlet. Natural tourism attraction came from the forests developed into tourism destinations for specific interest, such as, hiking, camping, and education. Therefore, developed potency that would be built in the planning is building some facilities and infrastructure supporting the natural springs and Toto cave.

However the construction of the tourism attraction that would be done by Sedyo Makmur community was still in the planning process. Because there were several obstacle factors. One of these obstacle was that the support provided by the village government and the plantation and forestry department was only socialization support. The village government and the plantation and forestry department was not be able yet to provide the funds as well as supporting infrastructure. The process of the development conducted by Sedyo Makmur community were hampered because of insufficient funds.

CONCLUSION

1. The role and the efforts of the village Government :

As a regulators, the village government has the authority to produce policy which is village regulation as the legal basis/law of the village. As a facilitators, becoming a facilitator is one of the efforts of the village government to provide public

services and facilities, and to support villager's activities. Therefore, the village government also provides guidance and education to the villagers in order to develop tourism potential at Ngeposari village. As a communicators, providing various information about Ngeposari village products, and information service through the internet, and call center for the public.

2. The Roles and Participations of the villagers:

Socializations, the participation through the way of socialization is the effort to give information to people about the new vision of Ngeposari village. The socialization through the villagers is communicated in formal way and informal way. In the formal way, the villagers socialize through doing discussion or a meeting. In the informal way, the villagers socialize with small conversation, and share the information through the social media.

Participate in Voluntary Work, the activity of voluntary work is the one of the efforts of villagers' participation to build infrastructure and facilities used by the villagers for their daily life, and also to support all activities related to development of the tourism potential.

Maintaining nature, culture, and environmental, is the villagers' activity that is routinely done by clearing the garbage in the village environment. In addition, the culture of Ngeposari village is a tradition of the villagers that had been maintained and celebrated on certain days.

3. SME (Small and medium-sized enterprises)

SME is an industrial business owned by some of the villagers which generally produces typical food or souvenirs of Ngeposari village. SME at Ngeposari village consists of two types

which is culinary industry and handicraft industry. SME is a business industry that currently supports tourism at Ngeposari village. The participation of SME is very influential for the village. Because indirectly or directly Ngeposari village could be recognized by the public through its typical product which had been marketed by SME.

4. Tourism Aware Community (Pokdarwis) Participation

The active pokdarwis at Ngeposari village is Sedyo Makmur community. The participation of this community is planning the construction of the tourism potential of the forest, springs, and caves that exist at Mojo hamlet. Currently, the participation from Sedyo Makmur is only limited to the planning stage because of insufficient funds. However, the participation of the Sedyo Makmur indicates that the villagers care about the development of tourism villages.

5. Supporting Factors

In the process of development of tourism potential at Ngeposari village, mostly, the supporting factors are from the internal area. Each of the elements in the village including the village Government, the villagers, SME, and pokdarwis are mutually supporting each other. For the supporting factors from the external area of the village are derived by the college students in social service community program, tourism department, and forestry and plantation department of Gunungkidul regency. However, the support that comes from external parties has not been able to help a lot in the development of tourism potential. The support received from the related department is only limited to socialization.

6. Obstacle Factors

The first obstacle factor faced by Ngeposari village is the condition of the villagers. Because Ngeposari village is currently in transition stage, the villagers have not been able to change their mindset related to the vision of the village. Because the understanding of tourism is less, the conditions of the villagers are not sufficiently yet to be able to support Ngeposari village to become tourism village. The second obstacle factor, is that the efforts of the village government have been fullest. The efforts made by the village government are only limited in socializing and doing discussion the new direction of the village, there has not been an intensive educating program for the villagers.

The third obstacle factor is that Ngeposari village does not open for investors. It occurs because Ngeposari village has not yet registered as tourism village clearly. Because Ngeposari village has changed its vision in 2016. Therefore, Ngeposari village is still in the developing stage. The fourth obstacle factor is from SME sectors, which some of the SME industry do not have legality business, and also some of the culinary industrials do not have halal labels.

SUGGESTION

From the occurring problems at Ngeposari village, the village government should have prioritize the process of preparation for the village. The means of the preparation process in this context is where the village government organizes the programs preparing important elements which interact directly to tourism sector. Because Ngeposari village has changed the vision into the tourism village, the village government focused development process.

Considering to the condition faced by Ngeposari village, the village

government should manage the finances to prepare the villagers to be ready for tourism village. Because of Ngeposari village villagers does not fully understand about tourism, it would be better if the village government provides budget on training or providing education to the villagers intensively, as well as to start education program about tourism for the younger generations to change their mindset.

After the preparation process, the village government should starting the promotion program to support the village culture performance and event through social media. The aim of this effort is to make the culture of Ngeposari village widely known by the public. The culture performance and event at Ngeposari village is one of the tourism potency that can be developed as the starter program of tourism village.

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