

CHAPTER III

DISCUSSION

A. Description of Research Analysis

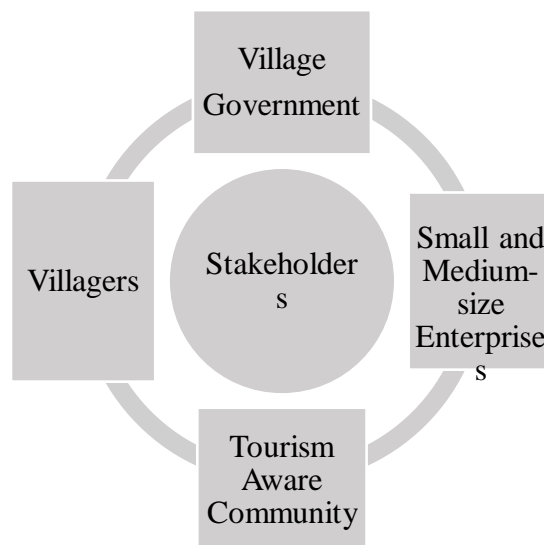
Ngeposari village is a developing village that in the process of transition from an agricultural village to a tourism one. A tourism village is a village area offering original village, society, culture, custom, infrastructure, natural environment, and other potencies capable developing into tourism 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.

Chart 3.1: Stakeholders of Ngeposari village development



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.

Related to the research title, “The roles of the villagers and the village government in development of the tourism potency in Ngeposari village 2018,” the-researcher would like to provide the results of research through explaining the role and the efforts carried out by the village government and its villagers in 2018.

Besides the village government and the villagers, the researcher also explain the roles and the efforts of the SME industry owner and the Sedyo Makmur community as the stakeholder of Ngeposari village. In addition, the researcher described some factors curbing the development of tourism potency at Ngeposari village in accordance with the research question. Since the method used in this research was qualitative, the research results of this thesis were derived from interview with those concerned and from the village archives. The data from the interview was delivered with direct quotes from the participants and the conclusion of the interviews in points of the roles and effort made by the participants.

B. The Results of the Data Analysis

1. 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.

a. The roles and efforts

The government has authorities upon an existing development in its administrative area. All developments executed by the government are an attempt to make society prosperous. A stable economy, public service, security and infrastructure which are various forms of attempt are done by the village government to achieve communal prosperity or welfare. In this research, the government of Ngeposari village do numerous roles and efforts in developing the village. Among them are empowerment to realize the vision and mission of the village, i.e. communal prosperity/welfare.

After interviewing Mr. Ciptadi as the head of the village government about the roles and the efforts which are carried out by the village government, he said:

“Pertama menyiapkan regulasi sebagai dasar hukum di Desa Ngeposari. Kedua, kita mengkaji potensi apa saja yang bisa dikembangkan, ketiga kita menjaga dan melestarikan budaya, keempat mengembangkan industry lokal, kelima kita memberikan pelatihan dan fasilitas yang menunjang kegiatan masyarakat” (Ciptadi, Kepala Desa Ngeposari, wawancara 15 Februari 2019)

“First we are preparing the regulation, as the legal basis of Ngeposari village. Second, we examining the potentials that can be developed. Third we maintain and preserve our culture. Fourth we develop local industry. Fifth we provide training and provide facility to support villagers’ activity” (Ciptadi, the head of the village, interview February 15, 2019).

From the statement of Mr. Ciptadi, it was concluded that the roles and efforts which taken by the government of Ngeposari village, were revealed as follows:

1) As a regulators

The first role acted by the village government was as a regulator. In Cambridge Dictionary, regulator means a person or organization that works to regulate activities, process, or business running according to the official rules or regulation (Cambridge Dictionary, 2019). It means that the village government of Ngeposari village 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:

- a) To become the legal basis of the village.
- b) To prevent conflicts upon claiming right to the land, or area.

- c) 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.

2) As a facilitator

The second role of the village government was as a facilitator. A facilitator is the one who helps someone or organization as to do something more easily (Cambridge Dictionary, 2019). The finding showed that the village government is the party who helps to the villagers and the village community to facilitate 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 were stated as follows:

- 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.

Pictures 3.1: Village government discussion with the village institutions



Source: <https://ngeposari-semanu.desa.id>

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 village government should have already stretched the concept of tourism village to every villagers in every hamlet at Ngeposari village. Because if Ngeposari villagers already had the knowledge and skills about tourism, then one of the obstacle factor faced by the village government could be overcome. If Ngeposari village had become a tourism village, the villagers will be the party that interact directly with the tourists.

3) As a communicator

Pictures 3.2: Ngeposari village website



Source: <http://ngeposari-semanu.desa.id/first>

The third role and the last role acted Ngeposari village government is a communicator. A communication can be defined as information transferred by the communicator as the sender of information to the recipient, (Suprpto, 2009). Related to the definition, it means that 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.

b. Supporting Factors

In order to the process of development in the village Ngeposari running to its full potential, it took the factors that supported the village government to perform its task. Supporting factors relate to facilitating aspects of making the event successful (Saayman, 2012). The researcher found the supporting factors in the village government for developing the tourism potency at Ngeposari village, those factors were:

- 1) Encouraging the villagers, SME, and Pokdarwis community participations.
- 2) Supporting from the Tourism Department of Gunungkidul Regency.
- 3) Supporting from the outside parties such as college students, and local tourist.

c. Obstacle Factors

The stage of the village development is required for long time. In addition, from all the roles and efforts of the village government, it does not mean that the village government did not find a problem that impeded the village development. From the interview, Mr. Ciptadi said:

“Saat ini dua hal yang menjadi kendala bagi kami. Yang pertama, kami mengalami kesulitan untuk merubah mindset masyarakat. Kedua, kami memiliki keterbatasan dana, karena itu perkembangan di Desa Ngeposari sedikit terhambat” (Ciptadi, Kepala Desa Ngeposari, wawancara 15 Februari 2019).

“Currently, there are two things that become our obstacles. First, we have difficulty in changing the villager’s mindset. Second, we have limited funds, so the development in Ngeposari Village is slightly hampered” (Ciptadi, the head of the village, interview February 15, 2019).

From what Mr. Ciptadi said, the obstacle factors faced by Ngeposari village government were explained as follows:

1) Finance

Finance is the main factor in the development project of an area. The cost for material needs, labor and other needs of the development are really influenced by the budget possessed by the area. The government does financial administration to enable it to compare the amount of budget to the need of the area in giving priority to the most critical needs. Related to this research, the first obstacle factor faced by the village government was the lack of budget. Based on table 2.9 in chapter 2 about the finance data of Ngeposari village, year 2017, the revenue of Ngeposari village was IDR. 2.138.703.400,00 while the use was IDR. 2.209.438.938,00.

In the financial table, the budget also was allocated for the needs of governmental sectors of the village to run their functions. In the table, the biggest budget was used for the development sector of the village, which was IDR. 1.027.443.000,00. The budget was used for building infrastructure in the village, one of which was given for the mutual cooperation activities of development done by the village community. The budget has been spent for refinement of roads, building small streets and village hall.

The budget allocation of Ngeposari village were mostly used by the development sector. In the village budget and expenditure report of 2018 which listed in the table of finance in chapter II, Ngeposari village government did not list the village budget allocation on the development of tourism potency. According to Mr. Ciptadi the development of tourism potency in Ngeposari village have been included in village development sector. 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.

2) Condition of the villagers

Recently, Ngeposari village was still in the phase of transition toward tourism village. Previously, the village was an agricultural village whose land was agriculture, plantation and forestry. In general, the villagers of Ngeposari lived as farmer inherited from generation to generation. Based on profession data on table 2.7 in chapter 2 the number of villagers working as farmers is 3323 people. In the period of transition towards tourism village the communal participation is among the crucial supporting factors for the development acceleration by the government. Nevertheless, it will be materialized only if the villagers is mentally prepared and has a correct mindset toward the change that will happen to its life.

During the transition most of Ngeposari villagers still depends on farmland. Not many villagers has already understand the concept of tourism village. The villagers' participation related to tourism mostly undertaken unconsciously. Participation done by the villagers is usually a cultural activity that is considered as a tradition. A small part of Ngeposari villagers who already

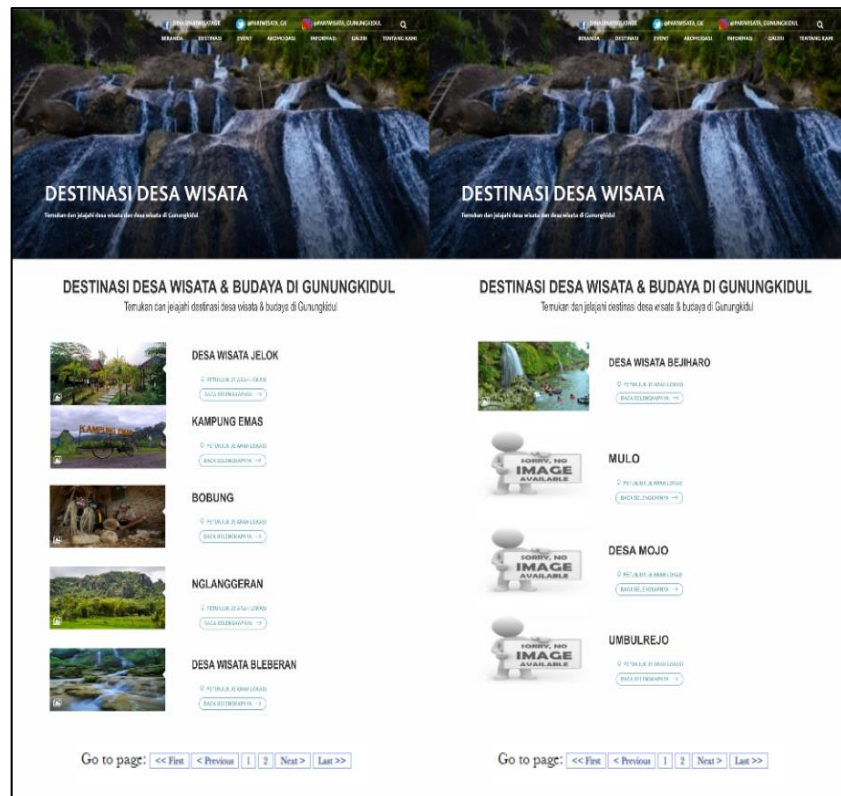
understand the concept of tourism village participated by opening an SME (Small and Medium-enterprises) business or joining a community of Pokdarwis (Tourism Aware Community).

The second obstacle factor faced by the government of Ngeposari village was the condition of the villagers in the transition period toward Tourism village. It was in line with the village condition which was still in the process of development also the condition of the villagers was still the phase of development. There existed a sort of communal participation in the development of the village. However, the concept of tourism had not been understood fully by people. 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.

3) Unlisted yet as a tourism village.

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. Ngeposari village is a village that has many tourism potency. However, its potency 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.

Picture 3.3: Gunungkidul regency tourism village list



Source: <https://wisata.gunungkidulkab.go.id>

The tourism department of Gunungkidul regency had been provides information about tourism destinations in Gunungkidul regency through the website. One of the tourism destinations that exist on the website is a tourism village. On this website one of the tourism village destinations is Mojo village located at Ngeposari village. On the website Ngeposari village is not directly registered as a tourist village, but is represented by Mojo hamlet. However, although Ngeposari village is not clearly listed as a tourist village, the tourism department of Gunungkidul regency providing they support to Ngeposari village through training and educating about the tourism for Ngeposari villagers'.

Picture 3.4: Tourism department of Gunungkidul regency educating Ngeposari villagers about tourism awareness



Table 3.1: The roles of the village government indicator table

No	Roles	Performances	Descriptions
1	As a Regulator	Not good	Ngeposari village government only made one regulation that cannot be used for the village legal basis
2	As a Facilitator	Not good	Ngeposari village government only be able to provide facility and training in few hamlets not all hamlets in Ngeposari village
3	As a communicator	Good	The information and the village data which provided by the village government is complete.

2. The Villagers

a. The Role 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. To find out what participation has been given by the villagers, the researcher conducted an interview session with one of the villagers' leader at Ngeposari village. As the representative from the villagers' Mr.Suryanta, as the head Ngepos hamlet, had explained various contributions which had been made. Mr. Suryanta said:

"Partisipasi masyarakat secara kelompok atau individu itu ada. Salah satunya sosialisasi melalui diskusi atau melalui media. Lalu, ada juga kerja bakti, membuat sarana dan prasarana masyarakat. Selain itu, kita juga menjaga kebudayaan, seperti reog, lalu ada jatilan, dan pentas wayang kulit" (Suryanta, warga desa, wawancara 22 Februari 2019).

"The participation from the villagers, in groups or individuals already exist. One of them is socialization through the discussion or through the media. Then, there is also mutual cooperation, work to build facilities and infrastructure. Besides, we also preserve the culture, such as reog, jatilan, and wayang kulit show" (Suryanta, villager, interview February 22, 2019).

From the statement above, there was participation and roles made by Ngeposari villagers in the development of tourism potency, they are:

- 1) Socialization between villagers

Picture 3.5: Ngeposari villagers' socialization



Socialization is the attempt to deliver the message in form of announcements, advisories or informations to a person or a group. Socializing was done by the villagers in order to introduce the vision of Ngeposari village as a tourism village to various parties, both internal and external parties. Socialization had done by the villagers in the formal way and informal way. The formal way of socialization was usually done by holding a discussion forum, or the villagers met to discuss about anything related to development in the Ngeposari village. The second way, which is informal way socialization, was done through common conversation, spreading issues, and socialization through social media such as WhatsApp and Facebook personal chatting.

Picture 3.6: Ngeposari village deliberation



Source: <https://ngeposari-semanu.desa.id>

Socialization about tourism village by Ngeposari villagers' are often done. The participation of the villagers through socialization is good enough. However, the results of socialization cannot be developed further. Because the socialization that was usually done by the villagers are related to the discussion about the development of tourism objects. The development of the tourism object is not enforceable, because there are no stakeholders that could support the villagers financially or the material.

2) Participation in mutual cooperation work

The mutual cooperation work is an act of public participation to work together to build some facilities or infrastructure at Ngeposari village. In the context of this participation, the mutual cooperation work was an act of public participation activities by providing energy to build facilities and infrastructure to support Ngeposari village. The finding showed the results of the mutual cooperation work that had been done jointly by the village community, they were:

- a. Constructing and repairing public roads used every day by people in the village.
- b. Constructing facilities that could support the activities of the villagers, such as the village hall, security post, and places of worship.

Picture 3.7: Ngeposari villagers' mutual cooperation works



Source: <https://ngeposari-semanu.desa.id>

Ngeposari villagers' service work was done routinely every week. The work was carried out by the direction of the village head. The participation of Ngeposari villagers through service work is good enough. Because the facilities that had been built through service work very helpful for the daily activities of the villagers. In addition, the service work carried out by the villagers was cleaning the environment, as one of the efforts to maintain Ngeposari village environment.

3) Maintaining nature, culture, and environmental

Picture 3.8: Ngeposari village cultural performance



Source: <https://ngeposari-semanu.desa.id>

Maintaining environmental sustainability, nature, and culture was the important participation of the villagers to keep the asset of the village which was a tourism potential of Ngeposari village. This participation 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 environment, nature, and culture 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. Moreover, the community kept the culture through presenting art performances, such *jatilan*, *reog*, and *wayang kulit*.

Picture 3.9: Villagers' cleaning the village



Source: <https://ngeposari-semanu.desa.id>

From the several types of participation from the villagers' of Ngeposari, surely that activities were supported and facilitated by the village government. Apart from the forms of participation that had been described, there were parts of the community who participated directly in order to support Ngeposari village as a tourism village. The other parties are some SME who temporary supported Ngeposari village at this time.

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. This participation is one of tourism potency in Ngeposari village. It is said to be a potency, because it was be better if the cultural performances could be used as a tour package of Ngeposari village. The villagers also very good in

maintaining the cleanliness of the environment and nature that exist at Ngeposari village.

b. Supporting Factors

Factors that supported the villagers to participate in the village development were the village government. Support such as socialization and facility are provided by the village government in order to support the efforts of the villagers' participations. The roles of the village government as a supporting factor was efforts for preparing the villagers when Ngeposari village was ready to become tourism village and to accept the tourists. Furthermore, the other support obtained by the villagers was from college students from several universities in Yogyakarta through the social service community program. The presence of the college students' participation in Ngeposari village was because the village government of Ngeposari received and had agreements with related universities that undertook the program of social service community which it happened in every two times a year.

Picture 3.10: Universitas Muhammadiyah Yogyakarta
Social Service Community



The villagers of Ngeposari village had participated in the process of the village development. The participation that had been carried out was the first stage of the development, which was the preparation stage. To make the preparation process in the form of the villagers participations run effectively, the villagers needed supporting factors from various parties. Mr. Suryanta said,

“Biasanya Pemerintah memberikan fasilitas untuk digunakan masyarakat, Pokdarwis, atau lembaga masyarakat dalam berbagai kegiatan pembangunan desa. Biasanya juga ada pembekalan materi tentang pariwisata, tapi cuma di beberapa padukuhan saja” (Suryanta, warga desa, wawancara 22 Februari 2019).

“Usually the Government provides facilities for the villagers, Pokdarwis, or the villager’s institutions in various village development activities. Usually the government also provides education about tourism, but it is only in a few hamlets” (Suryanta, villager, interview February 22, 2019).

Based on the statement of Mr. Suryanta, the village government had provided facilities to use for any villagers activities.

c. Obstacle Factors

From the result, it could be said that the Ngeposari villagers’ participation had already given positive results, although the village government had provided educational program which it only happened in few hamlets. The villagers also had some obstacle factors. Mr. Suryanta said,

“Hambatan pasti ada, Pemerintah perlu mengubah paradigma masyarakat pada pariwisata. Lalu, ada sebagian lahan yang termasuk ranahnya pariwisata, namun masih dalam hak kepemilikan individu, sehingga perlu ada pemahaman agar lahan dapat digunakan untuk kebutuhan bersama” (Suryanta, warga desa, wawancara 22 Februari 2019)

“Obviously, there are obstacles; the Government needs to change the paradigm of the villagers in tourism. Furthermore, there are some lands which are included in the land of tourism, but it is still in individual ownership rights, it needs understanding, so that the land can be used for shared needs” (Suryanta, Villagers, interview February 22, 2019)

Based on the statement, the obstacles faced by the villagers were:

a. Changing villagers mind set

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.

b. The roles of the village government not good enough.

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.

Table 3.2: The villagers' participation indicator table

No	Participation	Performance	Description
1	Socialization	Good enough	Ngeposari villagers usually held a discussion forum about tourism development, however the results of socialization cannot be developed further because there are no stakeholders that could support the villagers financially or the material.
2	Mutual cooperation work	Good	The facilities that had been built through service work very helpful for the daily activities of the villagers.
3	Maintaining the culture and environmental	Very good	The culture of Ngeposari village is a tradition that had been well maintained by the villagers from the past generations to the present generations. To maintain the environmental usually once in a week the villagers cleaning the village through mutual cooperation work.

3. SME (Small and Medium-sized Enterprises) Owner

Picture 3.11: Owner of Tempe-Sagu Posari Chips Industry



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.

The village profile in chapter II, the types of the industry at Ngeposari village were divided into two types which are the culinary industry and craft industry. From the results of field observation, the most dominant type of these industries was culinary industry, such as *bakpia* and sago-tempeh chips. From the results of marketing, some of these products already reached to outside the village; in fact, some of these products were already exported. Considering to the large amount of unemployment in at Ngeposari village, as much as 2131 people, surely the existence of SME at Ngeposari village could provide job opportunities to the unemployed. That was why the industry sector had a fundamental role for Ngeposari village because the industry was one of the economy sectors for the village and villagers.

From the finding, it revealed that the participation of the SME and households industries at Ngeposari had given a positive impact. From the results of marketing achievement of some industries, surely Ngeposari village would be known widely. The products that are produced and marketed by the industries or SME are typical product of Ngeposari village. In tourism spot a characteristic is one of the attractions that was the most wanted by tourists because one of the purposes of the tourist doing tours journey was to gain experience and discover new things they could not get from where they are camefrom.

Picture 3.12: Bakpia Terbit at Ngeposari village



a. SME (Small and Medium-sized Enterprises) Participation

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.

To find out what the contributions of the industrial sector at Ngeposari village, the researcher conducted an interview with one of the household industry owners at Ngeposari village. From the results of the interview, the participant said,

“Partisipasi dari masyarakat sudah banyak, masyarakat yang memproduksi product khas desa sudah memasarkan keluar desa. Artinya, secara tidak langsung, Desa Ngeposari sudah dikenal melalui product yang dipasarkan. Salah satu penunjang pariwisata adalah makanan khasnya” (Pemilik UKM, wawancara 22 Februari 2019).

“There has been a lot of participation from the villagers, the villagers who produce the typical village products have marketed it out of the village. This means that indirectly, Ngeposari Village has been known through the products. One of the supporting factors of tourism is from its typical food” (SME owner, interview February 22, 2019).

It could be concluded that the participation of SME in Ngeposari village were stated as follows:

- 1) Supporting the income of the village.
- 2) Supporting the economy of Ngeposari villagers.
- 3) Introducing Ngeposari village and its native characteristics.

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, some of the SME business in Ngeposari village does not have legal permits. This was happened because some of the SMES’ owners at Ngeposari village had just started their business. Therefore, to get legal permissions it require a procedure and a long time.

b. Supporting Factors

When doing interview with one of the SME owner at Ngeposari village, the researcher also asked about the supporting factors and obstacle factors for the SME sectors. The SME owner said:

“Pemerintah biasanya membantu untuk masalah perizinan yang berkaitan dengan makanan. Kami dibantu, difasilitasi, dan dipermudah urusan perizinan tanpa dikenakan biaya apapun.” (Pemilik UKM, wawancara 22 February 2019).

“The government usually helps with licensing issues related to food. We are assisted, facilitated, and simplified licensing matters without any fees” (SME owner, interview February 22, 2019).

From the result of the research, the supporting factors of the SME which are at Ngeposari village, were the efforts of the village government to provide the assistance of legal business affairs. Also, the

village government helped in promoting the products of the household industry and SMEs.

c. Obstacle Factors

From the interview, the participant said about the obstacles factors which he said,

“Karena banyak sekali tempat-tempat usaha industry makanan yang baru, tidak semuanya memiliki perizinan yang terkait dengan makanan” (Pemilik UKM, wawancara 22 Februari 2019).

“Because there are so many new food industry businesses, not all of them have the license which related to food” (SME owner, interview February 22, 2019).

From the result of the research about obstacles factors, 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.

4. 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.

Picture 3.13: Focus Group Discussion, Igov UMY with Sedyo Makmur Farmer Associaton.



Source: <http://igov.umy.ac.id>

a. The participation of the tourism aware community

Because this group is engaged in tourism, the researcher conducted the interview session with Mr. Tambiyo, as the leader of this community. This following paragraph is the results of the interview with Mr. Tambiyo, regarding to the participation of Sedyo makmur community in the development of the tourism potentials in Ngeposari village.

“Kami bergerak pada pembangunan objek wisata hutan yang ada di padukuhan moja. Kami merencanakan pembangunan potensi wisata di telaga Senopati, dan goa Toto yang ada di Mojo. Tetapi, karena kami terkendala oleh pendanaan, kelompok kami belum bergerak sama sekali” (Pak Tambiyo, Ketua komunitas Sedyo Makmur, wawancara 22 Februari 2019).

“We are engaged in the construction of forest tourism objects in Mojo Hamlet. In addition, we are planning the development of tourism potential in Senopati spring, and the Toto cave in Mojo Hamlet. However, because we are constrained through funding, our group has not started at all” (Mr. Tambiyo, the Leader of Sedyo Makmur community, interview February 22, 2019)

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.

b. Supporting Factors

The activities conducted by Sedyo Makmur community were supported by plantation and forestry department of Gunungkidul regency. The support was only limited to the referral, and the advice from the plantation and forestry department. Therefore, Sedyo Makmur community also received helps from the college students through social service community program. The college students participated in the planning of the development by conducting discussion forum with the Mojo hamlet community.

When doing the interview, Mr. Tambiyo the leader of Sedyo Makmur community said:

“Biasanya, waktu mahasiswa UMY KKN mereka membantu untuk mencari partisipan. Mahasiswa UMY mengundang mahasiswa pecinta alam, dari kampus lain untuk memberikan saran. Alhamdulillah kami dapat ide untuk mengembangkan wisata minat kusus, seperti hiking, dan camping” (Pak Tambiyo, Ketua komunitas Sedyo Makmur, wawancara 22 Februari 2019).

“Usually, UMY student in social service community programs, helped us to find participants. UMY students also invited students who were in mountaineering club, from other universities to give suggestion. Alhamdulillah, we got the idea to develop tourism for special interests, such as hiking and camping” (Mr. Tambiyo, the Leader of Sedyo Makmur community, interview February 22, 2019).

Picture 3.14: Tourism department and UMY student survey of new tourism potency in Jragum hamlet



Source: <https://wisata.gunungkidulkab.go.id>

c. Obstacle Factors

The Sedyo makmur Community had planned a development program, but had not been able to start the program because it was limited by funding problems. Mr. Tambiyo also added in the interview:

“Memang sudah ada sosialisasi dari Pemerintah Desa, tapi itu baru sosialisasi saja, belum terjun langsung untuk bantu masyarakat. Karena Desa Ngeposari masih belum terdaftar sebagai destinasi wisata, kami belum berani untuk menawarkan investor” (Pak Tambiyo, Ketua Pokdarwis Sedyo Makmur, wawancara 22 Februari 2019).

“Indeed, there has been a socialization from the Village Government, but that is just socialization, not directly involved in helping the community. Because Ngeposari Village is still not registered as a tourist destination, we have not dared to offer the investor yet” (Mr. Tambiyo, the Leader of Sedyo Makmur community, interview February 22, 2019).

From the interview result about the obstacles factors for the Sedyo Makmur community, it could be known that 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.