

THE EFFECT OF THE EXISTENCE OF PANGSAN TOURISM VILLAGE ON CHANGES IN LAND USE, ECONOMIC, AND SOCIAL COMMUNITIES

Adi Husnaini

Institut Teknologi Bandung
Email: adihusnaini15@gmail.com

Abstract

Tourism is one of the main sectors in Indonesia to improve the economy. The strategy in developing the economy, especially in rural areas, is to develop tourism villages. As one of the sectors that occupy space development, directly or indirectly, will affect changes in economic conditions, social and physical geography. Pangsang Village is located in Petang District, Badung Regency. The development of this tourism village is certainly an impact on the physical and non-physical conditions in the village. Based on this statement, this study was conducted to assess the influence of Pangsang Tourism Village existence toward land-use changing, economic and social. The method used in this study is Descriptive quantitative method. These results indicate that the presence of Pangsang Tourism Village affects changes in land use where forests and rice fields are used as tourist attractions to support tourism activities. The existence of the tourism village also has an effect on the economy, especially the expansion of job opportunities and increased revenues. The developments of a tourism village with many tourists who come also affect social conditions that are reflected in the patterns of behavior and attitude of people skills. As for the distribution of increased community skills gained from training for manage the tourism village. The results of the research are expected to be a guideline for stakeholders to develop Pangsang Tourism Village

Keywords: Tourism Village, Land-Use Change, Pangsang Village

A. INTRODUCTION

In the midst of the modernization era, the world of tourism continues to grow rapidly. This is evidenced by the increasing number of tourists traveling, flight paths with new routes, and massive investments in the tourism sector. This investment is shown from the opening of tourism destinations with the latest products, increased construction of accommodation facilities, and infrastructure improvements. The reason is that every region in Indonesia is unique, both in terms of beauty and the customs of that area, so that it attracts tourists to visit it.

The existence of investment, innovation, development, and improvement makes tourism activities require more regional space in their implementation. One alternative that can be provided is a tourist village (Herman et al., 2023).

(Warpani & Suwardjoko, 2007), village tourism is a form of tourism development that occupies space related to various aspects. Development within the scope of regional spatial planning is related to various aspects, which can be seen as a process of social-economic-cultural changes, changes in geographical physical conditions, or a combination of both (Juliantini & Akliyah, 2018). Tourist villages usually have a tendency to be rural areas that have uniqueness and attractiveness as tourist destinations. One of the tourist villages that is a priority for Badung Regency, especially North Badung, is Pangsang Tourism Village. This tourist village, which is located in Petang District, has been designated as a tourist village area based on the Circular of the Bali Provincial Tourism Office Number 556/317/1/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 along with 11 other villages.

Based on the background above, it can be inferred that the formulation of the problem in this

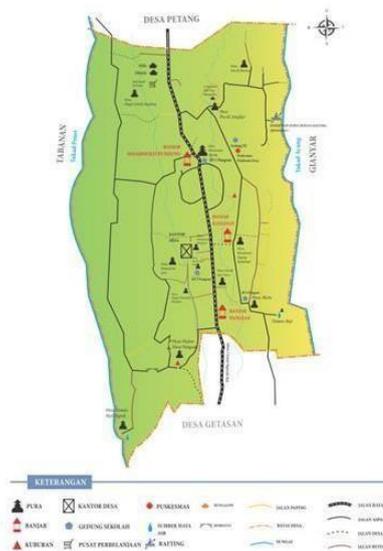
study is whether there is an influence on land change, the economy, and the social community with the Pangsan Tourism Village. The purpose of this study was to determine the effect of the existence of the Pangsan tourist village on changes in land use, economic development, and social society (Shantika & Oka, 2018).

B. RESEARCH METHOD

This research was conducted in Pangsan Tourism Village, Petang District, Badung Regency. Types and sources of data in this study using qualitative and descriptive data types. Qualitative descriptive analysis is research that aims to accurately describe the properties of an object, condition, symptom, or certain group to determine the frequency of a relationship or influence between a symptom and other symptoms in society (Nassaji, 2015). while the data collection technique uses secondary data collection techniques. (Eom et al., 2020) states that secondary data collection techniques are data collection techniques with the documentation method, namely, data collection through documents or records related to the problem to be studied. Secondary data collection techniques are carried out here by means of literature review, document review, and the interpretation of satellite imagery. In analyzing the impact of tourism, the method used is the comparative method. According (Kleinheksel et al., 2020) comparative research is a kind of descriptive research that wants to find answers fundamentally about causation by analyzing the factors that cause the occurrence or emergence of a particular phenomenon. By comparing two or more groups of a particular variable, this study will compare conditions before and after the existence of the Pangsan tourism village. In addition, it will also carry out mapping comparisons by comparing maps from 2006, the latest year's map data. This map comparison was carried out to see differences in land use from year to year so as to be able to prove that the existence of a tourism village has an impact on land use in Pangsan Village.

C. RESULTS AND ANALYSIS

Overview of the Region Pangsan Village is located in Petang District, Badung Regency. Pangsan Village has an area of approximately 5.76 km². The area of paddy fields in this village is 142.53 ha; the area of plantation land is 132.23 ha; and the area of dry land is 198.59 ha. Administratively, this village is bordered on the north by Petang Village, on the south by Getasan Village, on the west by the Penet River and Perean Kangin Village, and on the east by the Ayung River and Buahan Village.



Pangsan Village Area Map
Source: pangsandaliblog

Pangsan Village, which is located in the northern part of Badung Regency, has topographical

conditions that can be described from the area in the form of plateaus with contoured soil characteristics. Topographically, Pangsasn Village is a mountainous area with an altitude of 275-2,075 meters above sea level. The condition of the soil in Pangsasn Village consists of brown andosol types that are rich in organic matter and crumbly, medium, and sparsely textured. This type of soil is suitable for agricultural areas, especially paddy fields and plantations. In the northern part, it is close to fertile rice fields due to the contours and the type of soil in the village. Pangsasn Village, which is located in Badung Regency, has a tropical climate with two distinct seasons: the dry season (April–October) and the rainy season (November–March).

Pangsasn Village is one of the villages in northern Badung that has a cool atmosphere, good weather, and good land for agricultural commodities such as rice, coffee, and cocoa. As much as 80% of the population also works in this sector, and the rest work in the livestock sector, small and medium enterprises, civil service, and so on. The management of agricultural land is carried out by forming farmer groups. A beautiful panorama of rice fields, agricultural irrigation with the subak system (3 subak abian), and various plantation vegetation are a tourist attraction in Pangsasn Village. Activities that have taken place and are related to the agricultural sector include trekking. So far, trekking activities have been managed by Surya Segara Rafting, which was initiated by a Pangsasn Village community leader, Mr. Kitha. He arranged this trekking activity in collaboration with a travel agent outside Pangsasn Village. Activities include trekking in the middle of rice fields and visiting coffee and cocoa plantations owned by residents. Apart from trekking, another activity is cycling around the village using the cycling paths that were previously available and are currently still in the process of being revamped. Apart from tours around the village, tourism activities in Pangsasn Village cannot be separated from the existence of the Ayung River, which crosses parts of the village area. The 68-km-long river that separates Ubud and Petang Districts is a tourist attraction that is familiar to tourists who are rafting fans. Almost every day, tourists from various countries come to try the thrill of conquering the challenging currents of the Ayung River. The routes and the level of swift currents are largely determined by weather factors and the starting points offered by each rafting business. There is a rafting business available, namely Surya Segara Rafting, which is managed by Mr Kitha.

Surya Segara Rafting cooperates with travel agents outside Pangsasn Village in attracting tourists. Livestock cultivation is also a potential source of tourism in Pangsasn Village. The majority of the village community cultivates livestock such as cows, pigs, ducks, chickens, and quail, which were developed through the formation of livestock groups. It doesn't stop there; the people of Pangsasn Village are also trying to develop fisheries potential such as catfish, tilapia, and so on. In addition to these attractions, activities, and natural potential, the people of Pangsasn Village are also friendly, cultured, and have a strong traditional life. The residents of Pangsasn Village are very active in developing cultural arts, which have been passed down from generation to generation in the form of performances that are entertainment in nature and also sacred art as part of a series of religious ceremonies that complement each other between ritual activities and performances. The arts in Pangsasn Village can be divided into two types, namely dance and music. The dance arts found in Pangsasn Village are the barong dance, the Rejang Dewa dance, and the Calonarang dance, which are of the wali dance (sacred dance); mask dance, arja dance, and shadow puppets, which are part of the bebal dance (semi-sacred dance); as well as the Pendet dance and the legong dance, which is a type of balih-bali dance (entertainment dance).

The Effect of the Existence of Pangsasn Tourism Village on Land Use, The development of tourism activities can not only be measured as economic development that can be measured quantitatively. Another benchmark is the development of regional space, such as changes in land use, the expansion of built-up areas, the infiltration or penetration of urban elements into rural areas, and so on (Warpani, 2007: 140). According to Sugandhy (1989) in Yusran (2006), what is meant by land use is a process that is sustainable in

utilizing land for optimal and efficient development purposes. Whereas land use change according to Martin (1993) in As-Syakur (2011) is an increase in a land use from one side to another followed by a decrease in other types of land use from one time to the next, or a change in the function of a land in the future. different timeframe. Changes in land use before and after the existence of the tourism village are very visible from year to year. This shows that the existence of a tourism village is able to bring development to Pangsasn Village with an increasing number of built-up areas. Tourism activities in Pangsasn Village have changed the function of the existing land; one example is the location of rice fields, which are usually used for planting rice, but have been converted into fish ponds that will later be used by tourists for fishing, and this will be one of the leading activities offered in Pangsasn Village. Pangsasn village; apart from that, there are also several forest areas that are used as spots to build several tourist attractions, but until now the construction has been carried out in accordance with existing regulations. The changes in Pangsasn Village for the past 16 years can be seen in Figure 2 below

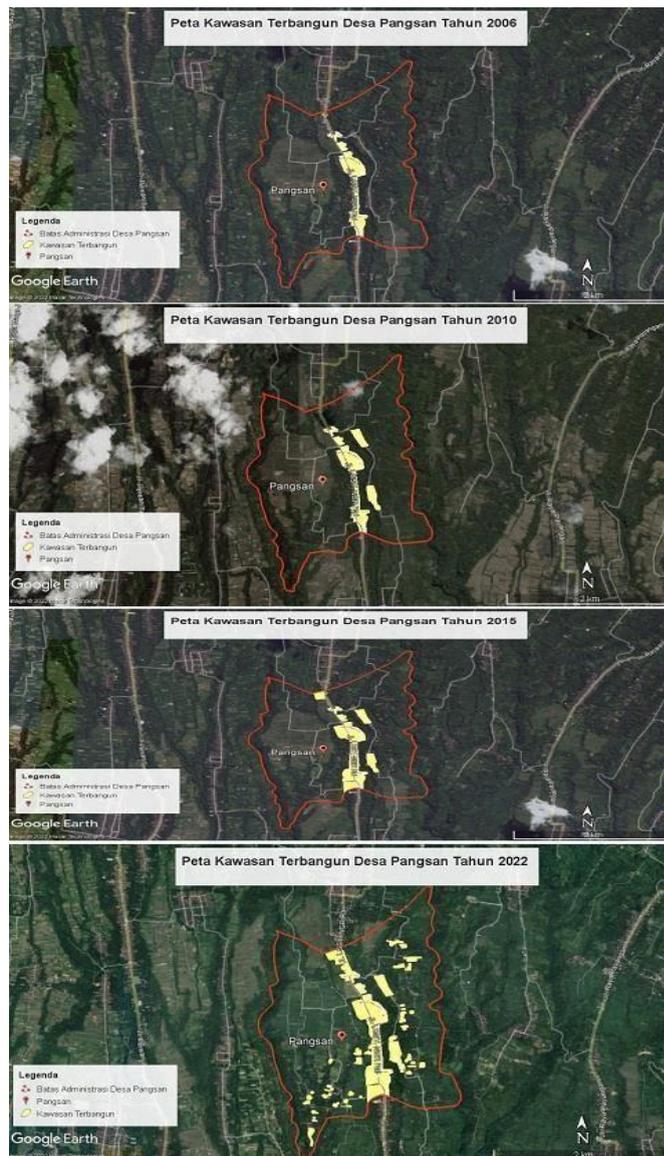
Table 1: Area of Pangsasn Village Built-up Area

Tahun	Kawasan Terbangun (ha)
2006	16,280
2010	20,626
2015	29,386
2022	43,256

Source: Analysis Results, 2022

Based on the map for the period from 2006–2022, the built-up area in Pangsasn Village is increasing. Pangsasn Tourism Village itself was officially opened in 2010 by the Government of Bali with the enactment of Badung Regent Regulation Number 47 of 2010 Concerning the Designation of Tourism Village Areas in Badung Regency.

Before the existence of a tourism village in 2006, the number of built-up areas in Pangsasn Village was only 16,280 ha. Sixteen years later, in 2022, the number of built-up areas increased to 43,256 ha. This shows that the existence of a tourism village has a significant impact on land use. Previously vacant lands are now being used to meet the needs of tourism activities such as the number of lodgings and new tourist attractions.



Pangsan Village Land Use Map from 2006–2022

Source: Analysis Results, 2022

The Effect of the Existence of Pangsan Tourism Village on the Local Community Economy, Most of the livelihoods of the people of Pangsan Village are as farmers and ranchers, who make up 80% of the entire village population, and some are involved in the small and medium industrial sector. The majority of Pangsan Village residents adhere to Hindu religious beliefs, and their way of life and worship habits are based on Hindu religious teachings. The people of Pangsan Village have customary village laws called awig-awig. This awig contains laws that must be obeyed by the community. Awig— awig is mostly about the harmony between humans and nature.

In 2017, Pangsan Village developed very rapidly, as evidenced by the large number of foreign tourists visiting this village. In that year, the local community intensively conducted marketing to various parties, one of which was by participating in various exhibitions held by the government, both provincial and central. The local community is very supportive of the development of Pangsan Village, as evidenced by the construction of several supporting facilities to support tourism activities in the village. Besides that, with the development of tourism in the village, the community becomes more active in marketing their area and in

welcoming their respective tourists. Residents have provided special accommodations, and besides that, they also rent out their private homes to be used as lodging or guest houses for visiting tourists.

Since the development of tourism in the Samir village, many people have created local businesses to support tourism activities in their village, one of which is by making and selling local handicrafts that are sold to tourists. Apart from that, several community groups have also set up several special rides that are used by tourists to enjoy the natural beauty of the village itself. The development of tourism in Pangsasn Village has had a significant impact on the local community's economy, as evidenced by the increasing number of local people who are becoming actors in the development of this village. Besides that, the development of this village has made the village more aware of the importance of developing tourism in an area.

The Effect of the Existence of Pangsasn Tourism Village on the Social Condition of the Community, Pangsasn Village has several unique characteristics in terms of culture, namely religious culture and traditions. Some of them are the Ngenar Ceremony, the Dahe Teruna Ceremony, the Nyerahane Saye Tradition, and the Urak Tradition.

a) Ngenar Ceremony

The Ngenar ceremony is a ceremony of making porridge, often called endar in other facilities and ceremonies. This porridge is made by children aged 9 to 10 at Puseh Pingit Temple. This ceremony is carried out 15 days before Galungan Day.

b) Dahe Teruna Ceremony

The Dahe Teruna Ceremony is a ceremony in which men make lawar, make bases, etc. For the manufacture of various vegetables known as "Sad Rasa," which is used for the "Lampadan" ceremony, it is made by women.

c) The Nyerahane Saye Tradition

In the Nyerahane Saye tradition, the handover process for the maid of honor is carried out at the Puseh Pingit Temple with the "Malang" Ceremony. The Malang ceremony consists of boiling the chicken with grated coconut, then adding sweet Balinese sugar (brown sugar) and otherspices.

d) Urak Tradition

The Urak tradition is a tradition of carrying out ceremonies at the Pucak Manik Temple and Pempatan Desa (Catus Patha Desa) by each father, namely the family, which are carried out in rotation every day using the symbolic seasoning as a handover.

Since the development of tourism in Pangsasn Village, the livelihoods of the village community have changed by almost 50%. This is because the community considers tourism to be a profitable sector both in material and regional terms. When foreign tourists visit this village, the community will scramble to provide services to these tourists. Apart from the benefits that are obtained, this is done because the community wants to provide the best system for tourists so that tourists want to return to their village.

The community is an important element in tourism development, especially in the context of Pangsasn Tourism Village. In this case, the Pangsasn Tourism Village community is the subject of tourism and has a role in managing its tourism activities. The involvement of the Pangsasn Village community is classified into the involvement stage, which is the initial stage in the development of a tourist destination that has passed the exploration stage. Some of these things can be seen in the various businesses that are carried out, such as homestays and rafting, to support the existence of Pangsasn village as a tourism village and

community involvement as members of the Pokdarwis. The impact of the existence of the Pangsan tourism village on social conditions is that it can have a positive impact in terms of the level of community education, and the community becomes more knowledgeable about tourism and increases awareness of the importance of this tourism village activity for local communities (Parashita and Adikampana, 2017: 37–38).

In 2018, Pangsan Village became one of the villages with the best attractions in Badung Regency, as evidenced by the number of attractions offered that are very attractive. These attractions make the community participate in the development of their village, so this activity is very helpful in reducing unemployment rates in this village. Even though the unemployment rate in Pangsan Village is not too high, the existence of this tourism activity makes the community more active.

C. CONCLUSION

Pangsan Village has enormous opportunities and potential if the existing products are packaged better. Product packaging requires collaboration between relevant stakeholders in order to increase the marketing of the village to both domestic and foreign tourists. Tourism Development in Pangsan Village has a significant impact on the local economy, as can be seen from the reduced unemployment rate for local people. In addition, the importance of synergy between the central, regional, and community governments in the development of a destination is very necessary so that it will have a direct influence on the marketing of the tourism village itself.

D. REFERENCES

- Eom, T., Han, H., & Song, H. (2020). Discovering the perceived attributes of CBT destination travelers in South Korea: A mixed method approach. *Tourism Management*, 77. <https://doi.org/10.1016/j.tourman.2019.104013>
- Herman, H., Rizkiyah, P., Widjaja, H. R., & Junaid, I. (2023). Determinant Factors in Managing Tourism Village. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 7(1), 67–80. <https://doi.org/10.34013/jk.v7i1.1129>
- Juliantini, F., & Akliyah, L. S. (2018). DAMPAK PERKEMBANGAN PARIWISATA TERHADAP SOSIAL DAN EKONOMI MASYARAKAT (STUDI KASUS : DESA CIBODAS KECAMATAN LEMBANG). *Journal Perencanaan Wilayah Dan Kita*, 4. <https://karyailmiah.unisba.ac.id/index.php/PWK/article/view/9700>
- Kleinheksel, A. J., Tawfik, H., & Wyaatt, T. . (2020). Demystifying Content Analysis. *American Journal of Pharmaceutical Education*, 84.
- Nassaji, H. (2015). Qualitative and descriptive research: Data type versus data analysis. *Language Teaching Research*. [https://doi.org/19\(2\), 129–132](https://doi.org/19(2), 129–132). <https://doi.org/10.1177/1362168815572747>.
- Shantika, B., & Oka, I. G. A. (2018). Dampak Perkembangan Pariwisata Terhadap Kondisi Sosial Ekonomi Masyarakat Di Pulau Nusa Lembongan. *JURNAL DESTINASI PARIWISATA*, 6. <https://garuda.kemdikbud.go.id/documents/detail/1586299>
- Warpani, I., & Suwardjoko. (2007). *Pariwisata dalam Tata Ruang Wilayah*. ITB.
- Akliyah, F. J. (n.d.). Dampak Perkembangan Pariwisata Terhadap Sosial dan Ekonomi Masyarakat (Studi Kasus: Desa Cibodas Kecamatan Lembang). Prosiding Perencanaan Wilayah dan Kota.
- Budi Shantika, I. G. (2018). Dampak Perkembangan Pariwisata Terhadap Kondisi Sosial Ekonomi Masyarakat Di Pulau Nusa Lembongan. *Jurnal Destinasi Pariwisata*, Vol.6 No 1.
- Budiyah, F. (2020). Implikasi Pengembangan Desa Wisata Terhadap Peningkatan Ekonomi Masyarakat Lokal Studi Kasus Di Desa Ketenger. *Jurnal Ekonomi, Bisnis dan Akuntansi (JEBA)*, 22.

- Istiqomah Tya Pamungkas, M. M. (2015). Pengaruh Keberadaan Desa Wisata Karangbanjar Terhadap Perubahan Penggunaan Lahan, Ekonomi Dan Sosial Masyarakat. *Jurnal Teknik PWK Volume 4*. Retrieved from <http://ejournal-s1.undip.ac.id/index.php/pwk>
- Maharini, Dewa Ayu Eka dan I Nyoman Sukma Arida. 2014. Keterlibatan Masyarakat Dalam Mengelola Desa Wisata Pangsan di Kabupaten Badung. *Jurnal Destinasi Pariwisata Volume 2 Nomor 1 2014 ISSN 2338-8811*. Universitas Udayana: Denpasar.
- Ni Luh Laksmi Parashita, I. M. (2017). Perkembangan Desa Wisata Pangsan Sebagai Destinasi Pariwisata Di Kecamatan Petang Bandung. *Jurnal Destinasi Pariwisata, Vol.5 No 1*.
- Nurfadilah, Khairunisa Afsari. 2017. Strategi Pengembangan Pariwisata Pantai Pangandaran Studi Kasus di Kabupaten Pangandaran. Skripsi tidak diterbitkan. Universitas Lampung: Bandar Lampung.
- Pratami, I. R. (n.d.). Pengaruh Desa Wisata Terhadap Perubahan Penggunaan Lahan di Desa Sedit Kabupaten Bangli.
- Rahman, Fazhur Rafa', dkk. 2013. Strategi Pengembangan Pariwisata di Kabupaten Pemalang. Penelitian tidak diterbitkan. Universitas Diponegoro: Semarang
- Reva Amanda Putra, R. S. (2019). Analisis Dampak Wisata Alam Terhadap Kondisi Sosial Dan Ekonomi Masyarakat Desa Iboih Kecamatan Sukakarya Kota Sabang. *Jurnal Ilmiah Mahasiswa Pertanian Unsyiah, Volume 4, Nomor 4*.
- Rudy Catur Rohman Kusmayadi, A. F. (2020). Pengaruh Keberadaan Desa Wisata Terhadap Kondisi Sosial dan Lingkungan Masyarakat (Studi Di Desa Gubugklakah Kecamatan Poncokusumo Malang). *Jurnal Pusaka, Vol.8 No.1 : 41-53*. Retrieved 2022