

Assistance in the Preparation of Village Policies and Regulations on Pattumea Village Tourism in Betteng Village, Pamboang District

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ABSTRACT

Assistance in the preparation of tourism village policies and regulations in Betteng Village, Pamboang District, can encourage sustainable tourism management and improve community welfare through the utilization of local potential. This mentoring process involves analyzing tourism potential, identifying challenges, and drafting regulations that support the development of community-based tourism destinations. The service activity was carried out with the aim of providing assistance in the preparation of village policies and regulations related to tourism development in Betteng village. This is one of Betteng Village's efforts to increase the village's own income. This process involves village communities, village officials, and other stakeholders through a series of focus group discussions (FGD), interviews, and direct observations. A participatory approach is used to ensure the active involvement of the community in the policy formulation process, so that the resulting policies are in accordance with local needs and aspirations. Situation analysis and mapping of tourism potential are carried out to identify opportunities and challenges in tourism development. From the results of the analysis, draft village policies and regulations were prepared that support community-based and sustainable tourism management. The results of this activity are in the form of village policy documents and regulations that regulate village tourism governance in a structured manner, which is expected to improve the quality of tourism, the local economy, and the welfare of the community in Betteng Village. Assistance in the preparation of tourism village policies and regulations in Pattumea Village and Betteng Village has succeeded in producing structured policy and regulatory documents. By using participatory and collaborative methods, the policies prepared are expected to support sustainable community-based tourism management, improve the quality of tourism, and local economic welfare through strengthening village institutions and active community involvement.

ARTICLE INFO

Article History:

Submitted/Received 6 Sep 2024

First Revised 9 Oct 2024

Accepted 10 Oct 2024

First Available online 21 Oct 2024

Publication Date 21 Oct 2024

Keyword:

Policy Formulation

Village Regulations

Tourism Village

Pattumea Tourism

INTRODUCTION

The development of tourist villages is a strategic effort to strengthen the local economy, preserve culture, and improve the welfare of people in rural areas. In the midst of increasing tourist interest in destinations that offer authentic experiences and pristine environments, tourism villages are one of the main choices in sustainable tourism development. The idea of village community-based tourism is the concept of involving village communities in the implementation and development of tourism in the village. Tourism villages not only attract domestic and foreign tourists, but also become a means of strengthening local communities through active participation in tourism activities. The development of tourism villages is one of the efforts that can be made by the village government to optimize the potential of natural and cultural tourism. The development of tourist villages that mainstream community empowerment and active participation. The development of this tourist village will later be a solution to the problems of poverty, cultural protection, and environmental protection in the village. (Pradipta, 2021)(Fasa, Berliandaldo, & Prasetyo, 2022)(Hidayah & Agustinah, 2019)

However, the development of tourist villages is not without challenges. The implementation and development of tourism villages requires community participation. Careful planning and proper execution are necessary to ensure that the potential can be utilized optimally without compromising the sustainability of the local environment and culture. The low knowledge of the community about tourism so that they are not interested in developing tourism potential in their villages. The concept of community-based tourism sourced from, by, and for the community is the foundation of tourism in the village, so it requires binding regulations or village government policies in managing tourist villages in the hope that the community can feel the impact of tourism village management. . (Lutfiana Halimatus Azizah, 2023) (Mukarromah & Rohmah, 2023)(Sri Handayani Hanum, Daru bekti, Pramudyasmono, Suminar, & Widiono., 2022)

Betteng Village is one of the villages located in Pamboang District, Majene Regency and is a highland village with beautiful natural scenery. The majority of the population makes a living from farming, producing high-quality well-known products such as pineapple and typical palm sugar. However, it was only in 2019 that infrastructure improvements, especially roads to places with tourism potential, were repaired. In 2020, the village government built Fort Ammanawewang as a tourist attraction, especially historical tourism. Fort Ammanawewang not only tells the history of Indonesia's independence struggle in Majene, but also offers a natural view from above. So that it can be seen from afar the city of Majene and its beautiful sea. Since then, Betteng Village has begun to be known by the local community in West Sulawesi. After that, the village government began to focus on developing tourism potential by asking for input from various stakeholders, including the local government, and ensuring that the development of Betteng village tourism continues to develop with the construction of halls, swimming pools, and homestays. (kemenparekraf, 2022)(Ahmad, 2022)



FIGURE 1. Pattumea Bath Tour Betteng Village (Ahmad, 2022)

As an effort to make Betteng Village a developed village. In this context, assistance in the preparation of village policies and regulations regarding pattumea village tourism in Betteng village in optimization is the main focus. However, in this process, various problems faced by partners must be identified and overcome to ensure the success of community service efforts. In this analysis, we will explore the problems faced by partners related to the preparation of village policies and regulations regarding tourism villages in Betteng Village in optimizing tourism in Pattumea Village.

Based on initial analysis and interviews with the village government, some of the partners' problems are the absence of village regulations that regulate the implementation and management of pattumea village tourism in Betteng village, due to the lack of socialization related to the preparation of village regulations on village tourism. Village regulations that are prepared to support the development of tourist villages must consider local potential, both in terms of nature, culture, and economy. This asset-based approach ensures that tourism policies are not only economically sustainable, but also resilient from social and ecological aspects. Another problem is the lack of assistance from related parties, which has an important role in optimizing village tourism. Where with this assistance is very important in the management of village tourism in the future. Assistance in the preparation of tourism village regulations is important to be carried out by facilitators who understand the local context, so that the regulations made are not only normative, but also operational, so that they are easy to apply by the community. To overcome these problems, a holistic and sustainable approach is needed, involving various parties, including universities. With the right support, assistance in the preparation of Village Policies and Regulations on Tourism in Pattumea Village, Betteng Village, Pamboang District can overcome these obstacles and take advantage of the full potential of this service activity.(Gunawan, 2017)(Arifin, 2021)(Aulia, Bekt, & Susanti, 2021)

The role of the village government and the Betteng Village Consultative Body is very vital in preparing the village tourism management policy that has been built. The formulation of tourism village policies needs to involve a participatory approach, in which the community plays an active role in the decision-making process. This is to ensure that the resulting policies are relevant to local needs and supported by the community. Participation in the planning of the development of the Kemetul tourism village which is realized by their direct or indirect participation in solving problems or problems in the community. So that assistance in the preparation of Village Policies and Regulations on Tourism in Pattumea Village, Betteng Village, Pamboang District is an important step in community service efforts. However, to achieve success in this implementation, a holistic and integrated solution needs to be developed. In this analysis, we will explore various solutions related to providing understanding and knowledge in the preparation of Village Policies and Regulations on Tourism in Pattumea Village, Betteng Village, Pamboang District through socialization and mentoring activities. (Nurhadi, 2018)(Ignasius & Susilowati, 2020)(Rudianto, 2019)

Socialization and assistance in the preparation of Village Policies and Regulations on Tourism in Pattumea Village, Betteng Village, Pamboang District is one of the main solutions to increase the capacity of the village government and BPD in an effort to increase the original income of the village through the economy of the Betteng village community, in addition to this socialization presenting community leaders, youth leaders who are members of youth organizations, as well as the involvement of women leaders who can later empower women in supporting the development of tourism in the village. In terms of increasing the development of community empowerment and poverty alleviation, it is important to develop the local economy. Through socialization and assistance in the preparation of village policies and regulations on Pattumea Village Tourism in Betteng Village, Pamboang District, Majene Regency, it is hoped that it will be able to become the basis for transparent management based on progress. (Kholifah & Nusanto, 2022)

In addition to initial socialization and assistance, assistance and guidance are also provided to the village government and BPD to optimize their role in managing tourism in Pattumea Village, so that it can

run according to plan and be able to improve the economy of the community in Betteng Village. Evaluation and monitoring are carried out periodically to measure the effectiveness of assisting the preparation of Village Policies and Regulations on Tourism in Pattumea Village, Betteng Village, Pamboang District. In addition, continuous monitoring of assistance can help in adjusting programs to remain relevant and have a positive impact.

The location of community service activities is related to assisting in the preparation of village policies and regulations on Pattumea village tourism in Betteng Village, Pamboang District, Majene Regency in optimizing tourism in Pattumea Village located in Betteng, Pamboang District, Majene Regency, West Sulawesi Province. The estimated time for the implementation of the activity will be carried out in a span of 4 months from May to August 2024. The target participants for the implementation of this activity came from the Village Government, BPD, Community Leaders and Community Institutions of Karang Taruna Village, Bumdesa to encourage village policies and regulations regarding pattumea village tourism in Betteng village in optimizing pattumea village tourism in Betteng village, it is hoped that the number of participants in this activity is targeted at approximately 30 people.

METHOD

The method of implementing community service in assisting the preparation of village policies or regulations on tourism management in Pattumea Village in Betteng Village is carried out through the Participatory Rural Appraisal (PRA) approach. Community involvement is carried out through activities such as focus group discussions (FGD), village deliberations, and in-depth interviews with community leaders and village officials. Observation and Mapping of Tourism Potential Direct observations to the field are carried out to understand the tourism potential in the village. The mapping of natural resources, culture, and facilities that can be developed into tourist destinations is carried out to provide a real picture of the opportunities and challenges that exist in the village. Focus Group Discussions or *Focus Group Discussion* (FGD) involves various stakeholders, including the community, village officials, Pokdarwis (Tourism Awareness Groups), and other relevant parties. The purpose of the FGD is to explore ideas, aspirations, and expectations from all parties to be compiled into inclusive policies and regulations based on local needs. The core activity is assistance in the preparation of policy documents or village regulations After going through a participatory process and discussion, the community service team together with the village community and stakeholders prepares village policy documents and regulations that become a reference in tourism management. This document is prepared based on the results of the analysis of tourism potential and input from the village community. The last step is to conduct Monitoring and Evaluation After the policy document is prepared and agreed, monitoring and evaluation of the implementation of the policy is carried out. This aims to ensure that the policy runs as planned and can achieve the goal of sustainable tourism management.

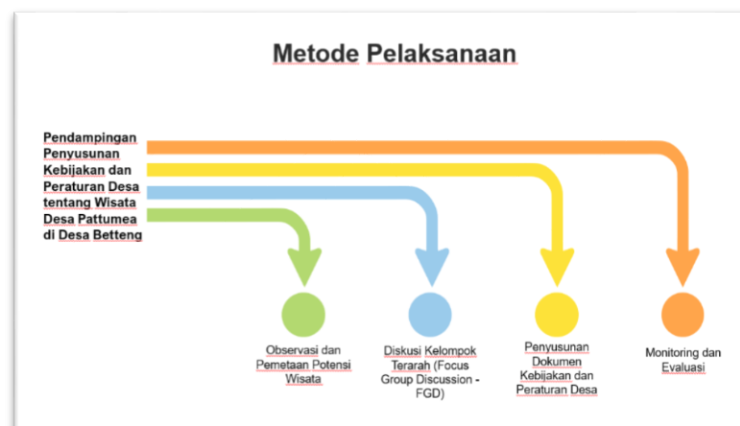


FIGURE 2. PKM Implementation Method

RESULTS AND DISCUSSION

The Community Service Program that has been implemented in accordance with the agreement with partners, namely the village government and the Betteng Village Consultative Body (BPD), namely the implementation of assistance in the preparation of village policies and regulations on village tourism which is expected to have original village income that can be used for development activities in the village. The assistance was carried out by providing material to the village government and the Betteng Village BPD related to Building Villages Through Tourism and the preparation of draft village regulations on the management of tourist villages, while the implementation of providing materials was carried out on Saturday, July 27, 2024 at the Betteng Village Office Hall which started at 09.00 to 11.30. Then continued with Focus Group Discussion (FGD) activities related to the exploration of tourism potential in Betteng village.

The activity began with the delivery of the Head of the Service Team, Mr. Dr. Hafid who conveyed the goals and expectations of the implementation of service in Betteng Village, he said that this service activity aims to facilitate and assist the Betteng village government in the preparation of village regulations on village tourism, with the hope that the village government and the Betteng Village BPD will be able to prepare this village regulation which will be a reference and guideline in the management of village tourism in Betteng village so that able to generate Village Original Income (PADes).

After the presentation from the Head of the Service Team, followed by remarks from the Head of Betteng Village, Mr. Harun, who said that the village government was very grateful for the implementation of service from the University of West Sulawesi regarding assistance in the preparation of Village Regulations on Tourism Management in Betteng Village, because until now the Betteng Village Government still does not have these regulations, because they are still experiencing obstacles in their preparation, A good government can influence community members to participate in the management of tourist villages. So that with the assistance in the preparation of Village Regulations from Unsulbar, it is hoped that it can help and provide solutions related to the management and development of tourism in Betteng Village. (Junaid, 2023)

Betteng Village is one of the villages that has allocated village funds for the development of village tourism from 2020 to 2023, the development of village funds is used to build facilities and infrastructure in Pattumea Hamlet such as roads or tourism access, the construction of swimming pools, halls and villas that can be rented to visitors, the village head also said that access to tourist attractions is still an obstacle because the road is still steep, So that the village government will build alternative roads that are not too steep. So that it does not cause concern for visitors who will enjoy the natural beauty of Pattumea Hill.



FIGURE 3. Remarks by the Head of Betteng Village in Assistance Activities for the Preparation of Tourism Village Regulations

The discussion process in the Focus Group Discussion (FGD) aims to explore views, ideas, and input from participants. The discussion activity began with a team of facilitators or experts presenting initial information related to the potential of village tourism, the issues faced, as well as opportunities and challenges in tourism management. This presentation serves as a starting point for participants to start giving their views. After the presentation, discussion participants consisting of community representatives, village officials, traditional leaders, and members of the Tourism Awareness Group (Pokdarwis) were given the opportunity to express their opinions, suggestions, and criticisms. Participants were asked to identify the main problems faced related to the development of village tourism. Participants then jointly formulate solution proposals, which will later be used in the preparation of village policies and regulations.

In assisting in the preparation of tourism village policies and regulations, the service activity continued with the provision of material by the resource person, namely Muhammad Sajidin, S.Pd., M.Si regarding the mechanism for drafting village regulations related to tourism villages, that the current village based on all its rights and authorities on a local scale has the opportunity to become a developed village, based on government policies through Permendesa PDTT Number 7 of 2023 concerning Details of Village Fund Priorities in 2024 which can be villages allocated their budget for the development and development of tourism in villages, with the hope of developing village tourism throughout Indonesia, according to the minister of villages, that currently there are many tourist attractions and spread across villages throughout Indonesia. Tourism village development is a field that has a multiplier effect, so it can provide the right multiplier effect for all sectors involved. The development of tourist villages can accelerate village economic growth.

In his presentation, it was conveyed that the village government must respond to the current development of tourism which is sought or visited by many tourists from the city, the current tourism trend is changing from mass tourism to alternative tourism. These changes give rise to adventure tourism, such as mountain climbing, trekking, and tourism that provide tourists with a hands-on experience, as well as nature tourism and types of tourism activities oriented to local culture that aim to increase insight, adventure, and historical tourism.

The village government must understand the basic context of tourist villages, where tourist villages are areas that have the potential and uniqueness of distinctive tourist attractions, namely experiencing the uniqueness of the life and traditions of the people in the countryside with all their potential. This potential is not owned by urban areas, so it is an opportunity for villages to build and develop tourism in their villages to increase the village's original income. The standards for tourist villages are as follows: a. It has the potential for tourist attractions, natural tourism, culture, and artificial/creative works. b. Have a community. c. The existence of local labor potential that can be involved in tourism village development activities. d. The existence of a management structure that has the opportunity and support to access basic facilities and infrastructure to support tourism activities; e. There is potential and opportunity to develop the tourism market.

Tourism villages in Indonesia can be broadly divided into three potentially high-value products: cultural products, natural products, and creative products. The spirit of Indonesia's tourism village that comprehensively realizes multidimensional connectivity must be able to prioritize the concept of seeing, feeling, and exploring as the foundation of a tourist village. A tourist village is a unity of attractions, accommodations, and supporting facilities that are manifested in a community life structure that is integrated with common customs and traditions. (Aulia, Bekti, & Susanti, 2021)

In an effort to realize a tourist village, there are several stages in developing a tourist village, namely a joint commitment of the village government with the community and the community to jointly develop a tourist village, the second step is to identify tourism potential that can be developed either based on nature, culture or artificial as a result of community creativity. Furthermore, to analyze problems or obstacles that are obstacles both physical and non-physical, socio-cultural and external. Then map the positive and

negative impacts of tourism development. And the most important thing is to prepare regulations as a reference in the development of tourism in the village.



FIGURE 4. Presentation by resource persons related to the preparation of Betteng Tourism Village Regulations

The urgency of village regulations on tourism villages is essential to regulate and manage tourism potential at the village level effectively and sustainably. Village regulations help protect natural and cultural resources from overexploitation. Without clear regulations, there is a risk of environmental damage or loss of cultural values that are the main attraction of tourist villages. Village regulations provide a framework for local communities to actively participate in the development of tourist villages. This ensures that the economic benefits of tourism can be felt by the entire community, not just by a few people. With regulations, villages can supervise and control ongoing tourism activities, ensure that all activities are in accordance with local values and interests, and comply with safety and health standards.

Regulations can regulate revenue from tourism so that it can be distributed fairly and used for village development, such as infrastructure, education, and health services. Village regulations allow for sustainable long-term planning, ensuring that tourist villages can continue to thrive without sacrificing the quality of life of locals or environmental damage. Clear regulations help prevent and resolve conflicts that may arise between locals, tourism business actors, and visitors. It also helps to regulate interactions between various stakeholders in the village.

The preparation of village regulations on tourism villages requires a series of stages involving various parties at the village level. The first is to identify the potential of villages that can be developed into tourist villages, such as natural resources, culture, and existing infrastructure. After that, the village head usually forms a special team or committee consisting of village officials, community leaders, and other related parties to design regulations. In addition, members of the drafting team were given socialization related to the substance of village regulations and their drafting techniques in collecting data on village conditions, tourism potential, and community needs. Hold discussions with villagers, local business actors, and other stakeholders to get input and suggestions. In the mentoring process, the drafting team began to formulate draft regulations based on the data and inputs that had been obtained. necessary, the draft regulations can be consulted with legal, tourism or environmental experts. The draft regulations that have been formulated are disseminated to the community to get further responses and inputs by holding village meetings or deliberations to discuss and improve the draft regulations based on input from the community.

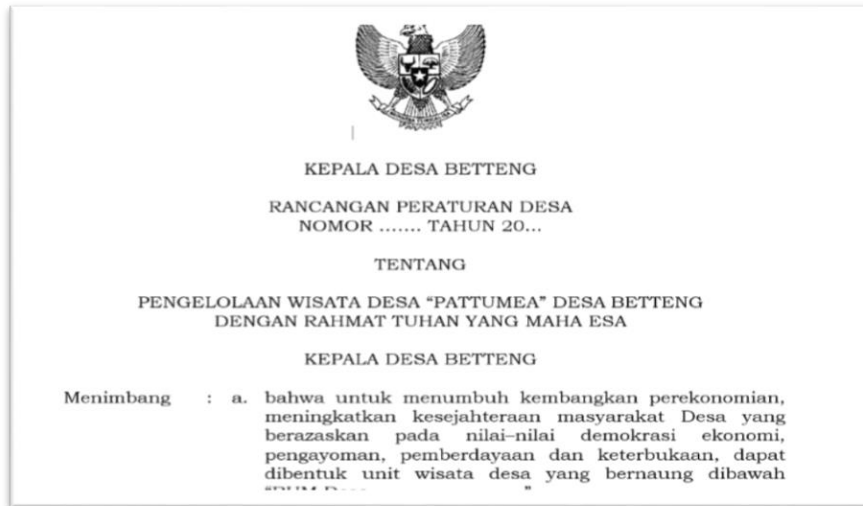


FIGURE 5. Draft Village Regulation on Tourism Management in Betteng Village

The draft regulations that have been refined are discussed in the village deliberations to obtain approval from all participants in the deliberations, including the Village Consultative Body (BPD). If the village deliberations approve the draft regulation, then the village regulation is passed. After obtaining approval from the village deliberation, the village head establishes the regulation. Village regulations are ratified by being signed by the village head and registered at the district/city level to obtain a registration number. Village regulations that have been ratified are disseminated to all villagers and related parties. Village regulations need to be evaluated periodically to assess their effectiveness and whether they need to be revised. If new problems or needs are found, village regulations can be revised through the same process.

CONCLUSION

Based on the results of the assistance and facilitation activities for the preparation of village regulations on tourist villages in Betteng Village in the context of community service, the conclusion obtained is that the village government has understood and been able to prepare village policy documents or regulations on the management of tourist villages in Betteng Village as an effort to increase the original village income (PADes) of Betteng Village. The assistance activity for the preparation of tourism village regulations in Betteng Village went well and succeeded in creating an activity that was participatory, comprehensive, and in accordance with the needs of the Betteng village community. This process involves various parties, ranging from the village government, the community, to other stakeholders. The active participation of villagers shows awareness and desire to jointly develop the village's tourism potential in a sustainable manner.

The suggestion that can be followed up by the Betteng village government is that capacity building is needed for the community, especially in terms of tourism village management, to be more prepared and able to actively participate in the implementation of this regulation. Training in the field of tourism management, marketing, and tourism services can be the main focus, in addition to immediately forming a tourism awareness group (Pokdarwis) at the village level to optimize and develop tourism that already exists in Betteng village.

ACKNOWLEDGMENTS

With the end of this service activity, the author would like to thank the LPM of the University of West Sulawesi for supporting the implementation of this activity, in addition to the Village Government and the Betteng Village Bpd who have facilitated this activity.

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