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## RESEARCH ARTICLE

# Community Empowerment Through Community Tourism in Efforts to Develop Tourism in The Village of Kemenuh, Gianyar District (Study on Sumampang Waterfall Tourism)

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**Abstract:** The problem faced by Kemenuh Village in developing tourism is that all elements and actors of tourism development are not yet organized. Efforts must be made to overcome these problems through community empowerment programs. This community service aims to empower the community through community-based tourism, aimed at developing tourism in Kemenuh village, Gianyar district. The type of research used is qualitative research which uses a descriptive approach to obtain a comprehensive understanding of behavioral phenomena, cognition, motivation, behavior and so on experienced by research subjects. The data sources used are primary data sources and secondary data sources. The implementation of community-based tourism as an effort to develop the Sumapang Waterfall tourist attraction has proven to be very effective. Forms of community participation in the management of Sumapang Waterfall have played an active role, including community participation in the form of ideas in the early stages of establishing the management of Sumapang Waterfall. Large community participation is manifested in the form of a gate that marks the entrance to Sumapang Waterfall. Community participation in the form of energy, namely mutual cooperation activities carried out every week.

**Keywords:** Development, Tourism, Community Based Tourism

## 1. Introduction

Sustainable tourism has developed into an issue on various topics, not only in destination planning, but also in regional and national policies, including the Bali regional government (Widari, 2020). In general, tourism is closely related to the originality of nature and culture that develops in society. This aspect is the basic framework of the tourism concept. (Suberata, 2019). Tourism is an activity related to efforts to utilize and enjoy free time (Arida & Parhusip, 2019). Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism Article 6, namely paying attention to diversity, uniqueness and specificity of culture and nature as well as human needs is the basis for Bali tourism development. Until now, the dynamics of tourism in Bali have not been evenly distributed or have had an impact on the entire community.

Gianyar Regency is one of the regencies with enormous tourism potential in Bali. Income from the tourism sector places Gaanyar Regency as the district with the second highest Regional Original Income (PAD) in Bali, after Badung Regency. Various efforts have been



made by the Gianyar Regency Government to increase income from the tourism sector one of them is by efforts to involve the community's active role in exploring new tourism potentials. Gianyar Regency is part of a total of 9 regencies/cities in Bali Province which have the potential for artistic, traditional and cultural diversity which is still developing and sustainable to this day, so it is known as an arts district. Gianyar Regency has several factors that support tourism development, including cultural and cultural-based community life, natural beauty, historical and ancient heritage. (Dewi et al., 2022). (Handayani et al., 2021), said, in developing the potential of villages in Gianyar Regency to become tourist attractions, there are at least six attributes that can be used as measuring tools, namely village conditions, unique flora and fauna, local community arts, the existence of historic buildings, reserves. culture, temples, accessibility and conducive conditions for tourists.

In general, tourism in Gianyar Regency still tends to be concentrated in the Ubud area, even though other areas also have huge tourism potential. One of the villages with diverse tourism potential is Kemenuh village. Kemenuh Village is a village with tourism development potential, including very potential natural, cultural and spiritual tourism. Some of these potentials include the Tegenungan waterfall, Tukad Petanu, agriculture, the cultural heritage of Gandalangu Temple, Pemuteran Temple, and Dalem Agung Kemenuh Temple, as well as wooden sculpture crafts.

Sumampam Waterfall is a new tourist attraction in the Kemenuh Village Area. Sumampam waterfall has the potential to be a tourist attraction that is no less beautiful than similar tourist attractions such as Tegenungan, Blangsinga and Kato Lampo waterfalls. Sumampam Waterfall has potential to become a natural tourist attraction. Structuring tourism potential by implementing appropriate tourism development strategies to arrange the land to make it wider and neater so that this tourism becomes increasingly popular with tourists is an effort that must be made. The role or active participation of the community is very important in the development of tourism. (Akbar et al., 2018), community-based tourism has the main goal, namely the community. In community-based tourism development, it can be said that the community has a role in the development sector as planners, implementers, managers and facilitators. According to (Hutagalung et al., 2023) community-based tourism development is a concept about the importance of the role of the community in tourism development or what is called Community-Based-Tourism (CBT).

## 2. Literature Review

### 2.1. Tourism Development

Tourism development is a way to make a tourist destination attractive and can arouse tourists' interest in visiting. Several factors that need to be considered in tourism development are tourists (tourism), transportation, tourist attractions/objects, service facilities, information and promotions. (Syhamtono et al., 2023)

### 2.2. Community Based Tourism (CBT)

CBT is a tourism development model which assumes that tourism must start from awareness of the values of community needs as an effort to build tourism that is more conducive to the needs, initiatives and institutions of local community associations. Conceptually, the basic principle of CBT is to place the community as the main stakeholder by empowering them in various tourism activities, so that the community will obtain maximum benefits from tourism. (Utami & Erfina, 2022).

## 3. Research Method and Materials

The location of this research is The subject of this research is Sumampam Waterfall which is located in Kemenuh Village, Sukawati District, Gianyar Regent. The type of research used is qualitative research which uses descriptive methods to understand phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, etc. The data sources used are primary data sources and secondary data sources. The main tool

in this research is the researcher himself in collecting data by asking, questioning, listening and receiving something which is done using many different research methods such as observation, interviews, research. Researching literature and documents requires tools as tools. Key informants in this research used purposive and random sampling techniques. Data collection techniques in this research include observation, interviews, document research, and documents. The data obtained was then analyzed using qualitative and descriptive data analysis techniques.

#### 4. Results and Discussion

##### 4.1. Potential Sumampan Waterfall Tourist Attraction

Potential is an important factor in developing a tourist destination because it will provide added value to the tourist attractions visited by tourists. Buhalis in (Chaerunissa & Yuniningsih, 2020) stated that the tourist destination theory consists of 6A, namely Attraction, Amenities, Ancillary, Activity, Accessibilities and Available Packages. The potential of Sumampan Waterfall as a natural tourist attraction in Kemenuh Village includes:

##### a) Attraction

Attractions are all things that can attract tourists to visit a tourist area. Attractions include the things that first attract tourists to visit the area. The tourist attraction of Sumampan Waterfall that tourists can see and enjoy is the first Sumampan Waterfall which has an exotic waterfall atmosphere. Sumampan waterfall has a waterfall height of 15 meters surrounded by wild plants on either side. Not only that, Sumampan Waterfall is unique in the presence of stones with unique carvings around the waterfall. In 2018 Nyoman Retana deliberately carved stones to attract the attention of travelers. Even today, the beauty of stone is still the target of many people. This makes the waterfall unique and different from other natural recreation areas. Different from other waterfalls in Bali, Sumampan Waterfall is a waterfall whose existence can be created with the help of human hands. The flow of water in this waterfall is water that comes from irrigation of residents' rice fields. With water sources coming from rice fields. The water at Sumampan Waterfall looks clear and clean. Sumampan Waterfall Gianyar does not set an entrance fee at a fixed price. Tourists who come can pay fees voluntarily to the officers. Payment is through a donation system, but the manager sets a minimum nominal value of IDR 10,000 for foreign and domestic guests.



**Figure 1.** Sumampan waterfall

Source: <https://www.kintamani.id>

#### b) Amenities

Supporting facilities refer to various supporting facilities that tourists need at their destination. Amenities include a variety of venues that meet lodging needs and provide services such as food and beverage offerings, entertainment, and shopping. Supporting facilities at the Sumapang Waterfall tourist attraction include accommodation options such as villas and homestays, souvenirs, first aid kits and restaurants. Several homestays near Uma Anyar Waterfall are rented to tourists. This homestay has two complete rooms and is located very close to the waterfall, making it easy for tourists to visit the Sumapang Waterfall tourist attraction. A restaurant near Sumapang Waterfall that sells food and drinks to tourists. Visitors can buy drinks and snacks to take to Uma Anyar Waterfall. The location of this restaurant is next to the Uma Anyar Waterfall parking lot and mainly sells typical Balinese food. Tourists who want to try typical Balinese food can shop at this stall, while tourists who are looking for Asian food can look for the restaurant closest to Semapang Waterfall. The souvenir shop in Kemenuh Village is the Art Shop Yana Art Gallery which sells statues to foreign tourists. Tourists who visit the Yana Art Gallery can see the production process directly and receive explanations from the officers on duty. The location of this art shop is near the tourist destination Sumapang Waterfall, where tourists can easily buy unique and beautiful handicraft models. A first aid box is very important in tourist destinations because it functions as a first aid box if tourists have an accident. There are also hospitals and health centers near the Sumapang Waterfall tourist attraction in case an accident occurs that the management cannot respond to immediately.



**Figure 2.** Sumapang Waterfall

Source: <https://www.travelspromo.com>

#### c) Ancillary

Supporting Services is the support provided by the Owners of Sumaman Waterfall, namely Mr. I Nyoman Retana, and I Made Redana. Because Sumaman Waterfall is private property, it is also managed privately. All the facilities here were built by ourselves, such as halls, changing rooms, access roads, stairs to the waterfall, and even carvings on the walls leading to the waterfall.

#### d) Activity

Activities related to destination activities that provide experiences to visitors. Sumapan Waterfall is one of the natural tourist attractions of Kemenuh village and has natural and cultural tourism potential which attracts tourists to the Sumapan tourist attraction. Activities that tourists can do at the Sumapang Waterfall tourist attraction are: Bathing and swimming are one of the main activities that tourists do when visiting Uma Anyar

Waterfall. Trekking is an activity that involves climbing quite long distances, and many tourists participate in it to gain trekking experience. Tourists can also have a picnic in the area. Sumampan waterfall every Monday-Friday is visited by an average of 5 to 15 visitors. However, on Saturday-Sunday visitors can number up to 50 people.

e) Accessibilities

Accessibilities towards the Uma Anyar waterfall tourist attraction is still categorized as easy access. Sumampan Waterfall is in Kemenuh Village, Gianyar, Bali. The location of the waterfall, which can still be reached by private vehicle, makes it easier for tourists to travel. However, if you want to get there quickly, it is recommended that you just ride a motorbike. Location signs are very clear. The location can also be accessed via the Google Maps application, Waze with fairly accurate location points. Local residents are also very friendly in directing them to the location of the waterfall. Several routes can be taken to get to this beautiful waterfall. Travelers who take the route from Jln. Mangku Giweng can go to Jln. By Pass Dharma Giri. Then go straight to Jln. Udayana which is quite close to the village, then continue towards Jln. Ir Sutami.



Figure 3. Accessibilities to Sumampan Waterfall

Source: <https://indonesiatraveler.id>

f) Available packages

Available packages which has been previously arranged by intermediaries and destination managers is one of the components that influences the success of tourist destinations. Tour packages available at the Sumapang Waterfall tourist attraction include trekking, tubing and picnicking. This travel package is valid for several months in 2023 and tourists can choose the activities they want in their travel package.

4.2. *Community Participation in Managing Sumampan Waterfall as a Natural Tourism Attraction*

Tosun in (Sari, 2022) Participation is described when someone joins a social group to participate in communal activities outside of work. Community participation is fundamental in creating sustainable tourism, because it plays an important role from the planning stage to implementation. Participation can be divided into 3 forms (Septyasa, 2013), namely: participation in the form of ideas, participation in the form of material and participation in the form of energy. Sumampan waterfall management involves community participation in decision making and carrying out daily operational activities. Three forms of community participation in managing Sumampan Waterfall are:

- a) Participation in the form of ideas means that the community is directly involved in decision making from the initial planning stage. This will involve various tourism stakeholders who will provide ideas to achieve quality final results regarding the

management of Sumapang Waterfall. Community participation in decision making can be seen in the management design for Sumapang Waterfall based on the ideas and perceptions of local communities who are tourism stakeholders, as well as the superior potential of Sumapang Waterfall which is still awaiting development as a tourist attraction. Contribution in the form of ideas from the community is to create a mini park so that the atmosphere of Sumapang Waterfall will look more beautiful and in harmony with nature. Community participation in the form of materials is donating building materials such as cement and sand to repair the road at Sumapang Waterfall and making a gate with The basic bamboo material was made by the Kemenuh banjar community as a sign for the main entrance to the Sumapang waterfall and this gate was made in mutual cooperation with the Kemenuh banjar community to complete the existing facilities at the Sumapang waterfall tourist attraction.

- b) Community participation in the form of labor, namely the community carrying out routine mutual cooperation activities to clean the waterfall location and maintain its sustainability. This community involvement brings a positive image to Kemenuh village because the community itself is aware of the potential that exists in the Sumapang waterfall tourist attraction. This mutual cooperation activity is one way to keep the environment clean so that visiting tourists feel safe and comfortable.

## 5. Conclusion

The results of the analysis show that the tourism potential of the Sumapang Waterfall tourist attraction is very large. Facilities (supporting facilities) at Sumapang Waterfall include homestays, restaurants, souvenirs and first aid boxes. Additional services (support services) provided by the Kemenuh village government will provide a financial contribution of 25 million yen for additional facilities and 150 million yen for improvements to facilities and infrastructure. At the Uma Anyar Waterfall tourist attraction, tourists can do activities such as bathing, swimming, hiking and picnicking. Access to Sumapang Waterfall is quite adequate and can be reached by car or motorbike. The available packages (Travel Package Availability) are available but have not been implemented optimally.

The application of CBT as an effort to develop the Sumapang Waterfall tourist attraction has proven to be very effective. The form of community participation in managing Sumapang Waterfall is by playing an active role, including community participation in the form of opinions in the early stages of development and management of Sumapang Waterfall. Community participation in physical form takes the form of making doors or gates to mark the entrance to Sumapang Waterfall. Community involvement is manifested in the form of energy, including collaborative activities once a week.

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