

COMMUNITY INVOLVEMENT IN THE DEVELOPMENT OF TOURISM VILLAGES IN TURGAK VILLAGE BELALAU SUBDISTRICT WEST LAMPUNG

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ABSTRAK

Kurangnya partisipasi masyarakat dalam pengembangan pariwisata di Desa Turgak menjadi perhatian yang signifikan. Penelitian ini bertujuan untuk mengeksplorasi partisipasi publik dalam pengembangan Desa Turgak, dengan fokus pada transformasinya menjadi destinasi wisata. Penelitian ini menggunakan desain kualitatif, menggunakan wawancara dan observasi, dengan analisis data dilakukan melalui teknik interaktif. Temuan penelitian mengungkapkan bahwa partisipasi publik dalam pengembangan Desa Turgak masih rendah. Faktor penyebabnya antara lain pemahaman yang terbatas tentang potensi pariwisata desa, keengganan sebagian warga untuk terlibat, dan kurangnya inovasi dalam pengembangan pariwisata. Meskipun ada upaya yang sudah ada melalui inisiatif masyarakat dan kerja sama bersama, keterlibatan lebih lanjut dari pemerintah daerah diperlukan untuk meningkatkan partisipasi dan meningkatkan manajemen. Oleh karena itu, mengakui partisipasi publik sebagai faktor kunci dalam keberhasilan pengembangan Desa Wisata menjadi sangat penting.

Kata kunci: Partisipasi_Masyarakat; Pengembangan_Pariwisata; Desa_Turgak; Destinasi_Wisata.

ABSTRACT

The lack of community participation in tourism development in Turgak Village is a significant concern. This study aims to explore public participation in the development of Turgak Village, focusing on transforming it into a tourist destination. The research employs a qualitative design, using interviews and observations, with data analysis conducted through interactive techniques. The findings reveal that public participation in the development of Turgak Village remains low. Contributing factors include limited understanding of the village's tourism potential, reluctance from some residents to engage, and a lack of innovation in tourism development. Despite existing efforts through community initiatives and mutual cooperation, further involvement from local government is necessary to boost participation and improve management. Therefore, recognizing public participation as a key factor in the success of Tourism Village development is crucial.

Keywords: Community_Participation; Tourism_Development; Turgak_Village; Tourist_Destination.

INTRODUCTION

Tourism is a vital sector in the economic and social development of a region. Each destination has its own unique potential that can be developed into a tourism attraction. This potential may include natural beauty, cultural richness, historical sites, and local traditions (Simmons, 2020). In this context, the identification and development of tourism potential must be supported by effective and sustainable promotional strategies (Waikero & Iswahyudi, 2020). One crucial aspect of tourism development is the wide-scale introduction of destinations through various promotional media. Good promotion not only increases the number of tourist visits but also strengthens local cultural identity and

encourages community participation. Therefore, a systematic and data-based approach is needed in designing tourism promotion efforts (Harfis & Afrizal, 2020).

This study highlights the tourism potential in an area rich in natural and cultural resources that have not yet been fully explored (Ati et al., 2024). The region offers a variety of attractions such as beautiful landscapes, cultural sites, and traditional crafts that reflect the local identity (Goodwin, 2020). This diversity serves as a key asset in the effort to develop the tourism sector. However, a major challenge faced is the low level of exposure to wider tourism markets. Information about tourism potential is often insufficiently available across various information platforms. Therefore, it is important to identify and utilize existing resources as effective and efficient promotional tools (Suherlan et al., 2022).

Promotional resources may include social media, official tourism websites, brochures, documentary videos, and partnerships with travel agencies. The use of digital technology has become increasingly important in reaching potential tourists, both domestic and international (Herdiana, 2019). Creating engaging, informative, and authentic content is essential to successful destination promotion (Halawa et al., 2023). Furthermore, involving local communities in the promotion process adds significant value. Such involvement fosters a sense of ownership toward the tourism destination and encourages residents to preserve their environment and cultural heritage (Rahadi et al., 2021). Community-based promotion can also generate direct economic benefits for the local population (Saskarawati et al., 2023).

This study aims to explore how available resources can be optimally used as tools for tourism promotion. By understanding the characteristics and uniqueness of a destination, promotional strategies can be designed more specifically and effectively (Jamal & Dredge, 2020). This approach can enhance the competitiveness of the destination at regional and national levels. In addition, it is important to consider sustainability aspects in tourism development (Akbar et al., 2018). Successful promotion is not only about attracting as many tourists as possible but also about maintaining a balance between economic needs and environmental conservation. Therefore, promotional efforts must be aligned with the principles of sustainable tourism (Ati et al., 2024).

Through this study, it is hoped that a deeper understanding of the tourism potential under investigation can be achieved, as well as how promotional efforts can be designed to support its development. With the right approach, existing tourism potential can become a key pillar in regional development. Finally, it is important to emphasize that tourism promotion is not the ultimate goal but a part of a comprehensive development process. A combination of effective destination management and well-executed promotion will create a productive, inclusive, and sustainable tourism ecosystem for all stakeholders involved.

METHODS

In this research, the author employs a qualitative study method. The purpose of qualitative research is to uncover qualitative information, with a focus on processes and meanings, by describing a specific problem (Palimbunga, 2020). The scope of this study involves methods aimed at addressing the issue of public participation in the development of a tourist village in Turgak Village, Belalau Subdistrict, West Lampung Regency (Margayaningsih, 2020). The study examines the less effective involvement of the community, which has hindered the implementation of more strategic approaches for developing the village's potential. This lack of community participation may act as an obstacle to the village's development (Wiloso, 2019). The subjects of this study include individuals, places, or objects being observed, with data gathered from Turgak Village in Belalau Subdistrict, West Lampung Regency (Samaun et al., 2022). The data were collected through interviews with individuals directly involved in Turgak Village's development programs (Kualaria et al., 2022). Key informants include Mr. Ikhwan, the village head (Peratin) of Turgak Village, Mr. Samsurizal, the village secretary, Mr. Andriyansah, the village operator, the chairman of Turgak

Village's youth leaders, members of the Youth Organization of Turgak Village, Mr. Rodi Kurniawan, the chairman of the Maju Jaya Farmers Group, as well as several village residents. The author collected the necessary data through methods such as observation, interviews, and documentation. The observational data were gathered by visiting the village, conducting on-site observations, and holding workshops in Turgak Village. The interviews were conducted directly with key individuals, including the village head (Peratin), Mr. Ikhwan, the village secretary, Mr. Andriyansah, Mr. Rodi Kurniawan, as well as several village residents (Wahyuni, 2019). To ensure the validity of the data, the researcher applied methods appropriate to the subject of the study. The data was evaluated for credibility, transferability, dependability, and confirmability, aligning with qualitative research standards (Windayani & Marhaeni, 2019)

FINDINGS AND DISCUSSION

The research conducted in Turgak Village highlights the pivotal role of community participation in the development of tourism, particularly in establishing Way Segening Waterfall as a central tourist attraction. Local involvement is evident through various forms, such as contributing ideas, providing voluntary labour, and participating in the planning and development of tourism infrastructure. According to Mr. Ikhwan, the head of Turgak Village, integrating local culture and principles of sustainability into tourism development is essential. He stresses that while improving physical infrastructure is necessary, equal emphasis must be placed on preserving the natural environment and cultural heritage. This dual approach not only safeguards local identity but also enhances the village's appeal to tourists seeking authentic and culturally rich experiences.

The community's involvement has been evident in various stages of planning and development. For instance, village meetings have been held to discuss issues, identify aspirations, and gather input from residents, as mentioned by Mr. Samsurizal, the village secretary. This level of engagement ensures that the tourism development aligns with the needs and priorities of the local population. Similarly, Mr. Andriyansah, a village operator, highlighted that working groups consisting of community representatives and experts have been formed to design development plans that reflect local needs and goals.

Furthermore, the role of the community extends to managing local businesses such as MSMEs (Micro, Small, and Medium Enterprises), which provide unique products like bamboo crafts and traditional masks. These local businesses not only cater to the needs of tourists but also contribute to the village's economy by promoting local culture and craftsmanship. Visitors to Turgak Village have expressed their appreciation for these locally produced goods, which add to the village's appeal as a tourist destination (Sidiq & Resnawaty, 2020). Another significant form of community participation is the donation of labor for the construction of tourism facilities. Local residents have worked together through community service projects to build necessary infrastructure, ensuring that visitors have access to clean and well-maintained facilities. The spirit of cooperation has been crucial in overcoming challenges related to limited financial resources. As observed during the research, mutual cooperation not only strengthens the bonds within the community but also ensures that the village remains clean and attractive to tourists.

However, the development of Turgak Village as a tourist destination faces several challenges. Environmental issues such as waste management around the waterfall are becoming a concern due to the increase in tourist numbers. Pollution, if not controlled, could deter future visitors and damage the natural beauty that attracts tourists in the first place. Social challenges also arise, as not all villagers are supportive of the tourism initiative. Some still see farming as a more reliable source of income, reflecting a divide

between those who support tourism and those who remain sceptical about its long-term benefits (Ulum & Dewi, 2021).

Policy-related obstacles are another significant hindrance. The absence of clear regulations and a slow bureaucratic process has made it difficult to plan long-term investments in tourism. The lack of regular training programs or government incentives has also contributed to the slow pace of tourism development in Turgak Village. Additionally, limited financial capital and the absence of significant investment further hamper efforts to build necessary infrastructure and manage the tourism sector effectively.

Despite these challenges, the local community's active participation in the planning, development, and maintenance of the tourist village has shown positive results. The increase in tourist visits to Way Segening Waterfall has brought more income opportunities for the locals, although there is still a need for continued government support and clearer policies to ensure sustainable development. The ongoing community efforts, combined with better financial resources and environmental protection measures, could lead to the successful establishment of Turgak Village as a thriving tourist destination.

CONCLUSION

Based on the research findings, it can be concluded that community participation plays a vital role in the development of tourism in Turgak Village, West Lampung Regency. The involvement of local residents is reflected in various forms, including idea contribution, voluntary labor, and the initiation of micro-enterprises supporting tourism activities. These participatory efforts have contributed to the development of key attractions, such as Way Segening Waterfall, and have begun to create economic opportunities for the local population. However, the level of community participation remains limited and uneven. Several factors contribute to this, including a lack of awareness about the potential benefits of tourism, limited human resource capacity, and insufficient financial support. These constraints have slowed the overall progress of tourism development in the village. Despite these challenges, the emerging pattern of community engagement demonstrates potential for sustainable tourism development, provided that it is supported by increased public awareness, capacity building, and strategic planning. It is essential that future tourism initiatives prioritize inclusive participation, environmental preservation, and the integration of local cultural values. To ensure long-term success, tourism development efforts in Turgak Village should focus on strengthening community-based approaches, improving infrastructure, and enhancing access to promotional platforms. The active involvement of the community must continue to be positioned as a core component of tourism planning and implementation. In conclusion, the sustainability and success of Turgak Village as a tourist destination will largely depend on the extent to which the community is engaged, supported, and empowered to take an active role in shaping the future of local tourism.

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SHORT PROFILE

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