



A Tourism Village Planning Strategy Using the SOAR Model in Penglatan Village, Buleleng Regency, Bali

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ABSTRACT

Penglatan Village is one of the villages in Buleleng district which is famous for its typical food, namely dodol and the art of sound art, namely Renganis. Penglatan Village has tourism potential that has not been optimally packaged and marketed. Therefore, this study aims to explore the feasibility of Penglatan village to be developed and to analyze the tourism potential it has as a tourism village to build sustainable tourism in Buleleng Regency. This study uses a qualitative research approach. Data collection methods used were interviews, observation, documentation and FGD (Focus Group Discussion). The tourism potential includes, among others, middle culture of furniture, the "samyag drestri" temple, tourism of the Yellow Temple, multi-purpose halls, carving works, Kencana Mas hill temple, dodol and belayag culinary tours, Jelema wood trees, songket crafts, and pathways tracking/cycling. The existence of some of these tourism potentials has received a good response from tourists such as

dodol and belayag culinary tours, but there is still a lot of potential that has not been explored and packaged properly, such as the Kuning Temple water tour. The development planning strategy using SOAR analysis in Penglatan village which is applied to 11 tourism potentials by analyzing the points of strength, opportunity, aspiration and result for each tourism potential to support the village Penglatan as a tourist village.

1. INTRODUCTION

Indonesia is an archipelagic country where most of its territory consists of waters. Indonesia's territory has a land area of 2,012,402 km² and waters of 5,877,879 km² (Antara et al., 2018; Fitriasih et al., 2019). Indonesia is a country that is starting to step into the world of the travel industry, this can be clearly seen in every new district there are barriers that are being built / replenished (Arief Kurniawan et al., 2018; Susetyarini et al., 2018). Progress in the travel industry shows that the interest of local and foreign tourists is increasing from year to year, and the desire of individuals to start business opportunities in the travel industry is also getting higher (Andrinata et al., 2016; Anisatul, 2019). Bali as a railroad for Indonesia's travel industry is also still developing to be able to present holiday destinations and tourist cities that attract foreign tourists and local tourists (Oka et al., 2021; Setyawati et al., 2020). Bali as one of the main destinations for the travel industry in Indonesia, seen from the development of the travel industry, has a variety of tourist arrivals with a promising increase (Sanjaya et al., 2020). The Bali area is the main area for the development of the tourism travel industry in Indonesia, one of the areas in Bali that has started to effectively develop the tourism travel industry area, namely the Buleleng area.

Tour activities are seen as a space as well as an opportunity to free oneself from the boredom of life/work. The rationale for shipping is very thick with personal matters. Penglatan Village is one of the villages in the Buleleng sub-district, Buleleng district which is famous for its typical food, namely dodol and the art of sound art, namely Renganis. To reduce tourists' saturation with mass tourism activities and to open up market share that has not been explored, now they are starting to think about 'alternative tourism' by developing tourist villages. Based on the results of pre-observation in Penglatan Village, from the results of interviews with one of the tourism actors, namely Mr. Ketut Iriana who is currently working as General Manager at one of the five-star hotels, namely the Mercure Nusa Dua Bali hotel, believes that Penglatan village has a lot of tourism potential that can developed but before the process of applying as a tourist village, of course, you have to know Penglatan village is included in the category of tourist village which is a pilot village, developing, advanced / independent and why this Penglatan village must be developed. With this phenomenon, research must be carried out on what should be done so that Penglatan village can be categorized as a tourist village. From that opinion, the Ministry of Tourism and Creative Economy / Tourism

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and Creative Economy Agency needs to consider and discuss the 9 criteria for submitting tourist villages so that the proposal for tourism villages and Pokdarwis can be submitted immediately.

The consequence of the examination was to find the right procedure offered considering the consequences of the SWOT study, namely an effort to expand the financial value of salak by providing handling of organic salak products into various types of food, drinks, bundling and display (Anisatul, 2019; Suwarjo, 2020). Occasionally introducing environmental customs as holiday destinations increases Total homestays and increases their expectations as holiday destinations. Cultivating a travel industry symbol that is not the same as different visits. Form a network with the government and secret organizations to obtain assistance in acquiring and upgrading travel industry support offices as well as expanding access to tourist city access roads (Arifin et al., 2012; Prasetyo et al., 2010). There is still a lot of potential and power that can be explored further. As a result of the management of a tourism village that is still new, of course it still has weaknesses in every aspect (Antara et al., 2018; Hadi, 2019). The right strategy to develop potential and tourism villages but emphasizes the strengths, weaknesses, opportunities and threats that exist. So, some of the formulation of the problem found in this study is that there is a difference (gap) between the results of previous research and the current conditions. Many previous research results found that the planning and development of a tourist village was analyzed based on the strengths and weaknesses in which the strengths of a village were obtained from the potentials of a village, while the weaknesses possessed were from the lack of quality of human resources, lack of supporting facilities. as well as the development of tourism potential that is owned, while in fact the current planning and development of a tourism village is not only considered in terms of strengths and weaknesses but can be analyzed in terms of strengths, opportunities, aspirations and what results are expected by the village, community and other parties. - Relevant parties so that the development of a tourist village can improve the community's economy and support sustainable tourism. One detail that can be used is the SOAR analysis, a key regulatory structure with a method that highlights quality and looks to understand the entire framework by including the voices of partners. This study aims to analyze the planning strategy of a tourism village using the SOAR model in Penglatan Village, Buleleng Regency, Bali.

2. METHODS

This study uses a phenomenological qualitative approach in accordance with the formulation of the problem and the research objectives stated previously which are the focus of the research. Phenomenology is a study of phenomena or what appears (Yusanto, 2020). In other words, phenomenology is an explanation of visible reality. The phenomenological approach seeks to understand the meaning of events and their relationships to ordinary people in certain situations (Darmawan Risal et al., 2021). The research was conducted in Penglatan Village, Buleleng District, Buleleng Regency, Bali Province, Indonesia. The main problem in this research is the many tourism potentials that should be developed to support the formation of a tourist village and what are the problems and challenges of Penglatan Village as a Tourism Village. Data collection techniques used in this study were observation, in-depth interviews, documentation studies, and FGD (Focus Group Discussion). This study used several research instruments to collect data from informants in the form of cameras, stationery, observation formats, interview guides and researchers. The initial stage in data analysis is to collect raw data through interviews, observation, documentation studies. Data collection is done by noting on the tourism potential observation sheet that is owned. Then carry out data reduction which refers to the process of selecting, focusing, and simplifying data based on the focus of the study so that apart from the research focus it is not included in the final data. After data reduction, the data that has been selected and classified is displayed in the form of diagrams and charts to make it easier to explain. The next step is to interpret existing or known data or information by means of interpretive analysis. The results of the interpretation of the information are presented in a qualitative descriptive manner according to the problems that are the focus of the research. The results of data analysis are presented in a combination of formal and informal ways. The formal way is to use narrative or words and the informal way is to use tables and pictures. In this combined way, the results of data analysis will be used as a final scientific report.

3. RESULTS AND DISCUSSIONS

The reason Penglatan Village is feasible to be developed into a tourism village. There are still many indicators that do not yet exist and are not owned by Penglatan village such as accommodation criteria, the 5 indicators contained therein do not yet exist in Penglatan village. The accessibility criteria for indicators of the availability of road signs/guidelines to the location to be reached are still missing, from the management criteria Penglatan village only has Bumdes Kencana Sari Amertha and from the security

indicators it also only involves pecalang, security guards, babinsa and babinkamtibmas. From the marketing criteria, all indicators do not exist at all, the principles of sustainable tourism in the economic aspect, all indicators are still in the planning stage. There are no criteria for the principles of sustainable tourism in terms of cultural and environmental aspects. Of the nine requirements for developing a tourist village according to Jadesta (Tourism Village Network) by the Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency, Penglatan village only fulfills 2 criteria, namely activity criteria and accessibility criteria and of course Penglatan village is not yet feasible to be developed into a tourist village however, Penglatan village has the potential to be developed into a tourist village by fulfilling at least 5 existing criteria in accordance with the criteria and requirements for submitting a tourism village determined by Jadesta and also by the Buleleng Regency Tourism Office and also packing existing tourism potential and determining the right strategy for develop these potentials as a support for tourism villages. Penglatan Village has many supporting potentials to become a tourism village. The tourism potentials owned by Penglatan village are 20 potentials, namely Temple and Pelukatan Parasemid, Dalem Purwa Temple, Penglatan POSKESDES, Multipurpose Hall (Practice site and Art Studio performances in Penglatan village), AYM Minimarket, Furniture Business, Monastery, Pelukatan Candi Kuning, Candi Kuning Temple, Bar and Swimming Pool, View of the Rice Fields, Dalem Alit Temple, Budi Karya Carving, Bukit Kencana Mas Temple, Dodol Guna Rasa, Catra GYM, Futsal, Badminton, Dodol Mrs. Mawar and Mrs. Astini, Jelema Wood Trees , Songket Poni, Penglatan typical Blayag, and Views of Rice Fields as well as Tracking and Cycling Paths.

The tourism potential available in Penglatan Village is in developing tourism activities that can make an economic contribution to the village community and its surroundings. Of the 20 potentials that exist in Penglatan village, there are 11 available potentials that can make an economic contribution to Penglatan village which were obtained from the results of in-depth interviews with the Penglatan Village Head and the Penglatan Traditional Village Chief, namely Penglatan's typical Blayag, Penglatan's Dodol, Songkat Weaving Craft, Nengah Budiasa Furniture, Tourism Tirta (the temple of hugging the Yellow Temple), Jeleme Wood Trees, Puru Bukit Kencana Mas, "Mertha Giri" art center, tracking & cycling trail, Budi Karya Carving, and "Samyag Dresti" temple. This Blayag culinary tour can be found in every official banjar in Penglatan Village from morning to night. Blayag in Penglatan village is the most different from Blayag in other villages, in terms of texture, spices, taste and packaging. The Potential of Dodol Penglatan. Dodol is indeed very much available in other villages, but in terms of the appearance of the dodol wrapper it is very different in that the packaging is wrapped in corn husks and in terms of taste there are also many choices such as original flavors (sugar), jackfruit, peanuts, durian and pandan. made and sold to every dodol UMKM. Songket Weaving Craft "Poni's Songket". This songket weaving was established in 2012. The songket that is made is a songket typical of Buleleng, a songket made from silk thread that is processed with natural and chemical colors that are processed with good color maturity so that the resulting songket is guaranteed and will not fade.

Nengah Furniture Culture. This furniture business was founded in 2005 which was founded by Nengah Budiasa, a native of Penglatan village. This furniture business is the only business in Penglatan Village. Tirta Tourism (Palukatan Temple, Yellow Temple). This Tirta tour has always had many visitors because it is believed to be able to soothe the body and soul and is believed to be able to cure non-medical diseases. Visitors who come to embrace the Yellow Temple are mostly from outside Buleleng Regency. Jeleme Wood Tree. This Jeleme Wood tree does not grow much in the Buleleng Regency area. The bark of this tree can be used as a traditional medicine (boreh) which is believed to be able to cure skin and other diseases and can also cure non-medical diseases which in medical science cannot be detected. Bukit Kencana Mas Temple. Bukit Kencana Mas Temple is a temple that has historical value and also in this temple area which is very clean, beautiful and cool and can be used as a place for tourist visits. The history of this temple is not SOAR from the history of the founding of Penglatan village. The unique tradition at this temple is that every 2 years the ceremony will be held with the "Nampah Kebo" ritual. Budi Karya Carving. This potential is the Balinese carving service business. The type of carving made is a carving typical of Buleleng. Apart from Budi Karya Carving, there are 2 other carving services in Penglatan village. This potential can be used as a tourist attraction that tourists can visit to learn basic woodcarving techniques. "Samyag Dresti" monastery. This monastery is the only monastery in Penglatan Village. This monastery has a Buddhist Sunday school study area, kitchen and library as well as an arts and sports training center that can accommodate more than 500 Buddhists.

The planning strategy for the development of a tourist village uses the SOAR analysis approach on the side of tourism potential. First, the Multipurpose Hall "Merta Giri" The community can use the building for other more productive activities, such as exhibitions of local products, religious activities / reception events, promotions and properly managed building arrangements, which can be rented out for big events in the village such as, wedding receptions, birthdays and others, forming the younger generation in

preserving Balinese art and culture, as well as making badminton and table tennis courts and for rent. Formulation of strategy, namely the process of preparing future steps intended to build the vision and mission of the organization, set strategic goals, and design strategies to achieve these goals. Second, Nengah Budiasta Furniture. The strengths of Nengah Budiasta Mebel strategy are marketing products made on social media and word of mouth, adding experienced human resources so that the quality and types of products can be better and more numerous, can provide a variety of wood and furniture materials for manufacturing purposes villas, other facilities to support tourism activities. The concept of SOAR (Strengths, Opportunities, Aspirations, Results) as an alternative to SWOT analysis, which comes from the Appreciative Inquiry (AI) approach (Ardyansyah et al., 2022; Roy et al., 2011). Vihara "Samyag Dresti" original documents in the future? by promoting the potentials of this monastery, promoting activities in this monastery, providing a wider parking area because in this temple area the parking is still small and later if tourism activities are on the road, of course parking will not be sufficient.

Third, Tirta Tourism "Candi Kuning" cleans the river area near the hug area so that the impression from tourists will be good and comfortable seeing and feeling the quiet atmosphere of the hug area and the river. Accommodate investors so that the location and infrastructure for water tourism can be completed more quickly and as soon as possible can accommodate tourist guests (Azman et al., 2020; Sadana, 2016). There are two forms of planning orientation, namely planning based on existing trends which are based on current and developing considerations and procedures and planning based on consideration of targets where goals and objectives in the future are determining factors (Andrinata et al., 2016; Apriyanto, 2019). Fourth, Budi Karya Carving, strength, namely the exhibition of the products produced, is even better organized and there is a place for display, often posting the results of the wood carving works that are worked on. Fifth, Bukit Kencana Mas Temple. strength, namely having a long historical history, having a very thick historical value, having ancient statues and buildings which of course have philosophical value. Opportunity, becoming a center for community religious activities, can be used as one of the religious tours, Dodol typical of Penglatan Village by registering at BPOM all dodol SMEs so that their products can be in demand and marketed throughout Bali, Indonesia and abroad. Jelema Wood Trees with environmental arrangement and access to destination locations to make it easier to reach and enjoy more along the way.

Sixth, Songket Crafts (Poni's Songket) by holding regular product exhibitions in the village so that this activity is better known than this songket craft. Seventh, Blayag typical of Penglatan Village needs to be made in a strategic location so that the wider community is interested in coming and buying. Tracking and Cycling (Bicycle) Route Kaje Kangin-Jinengdalem Village-Banjar Grudugan-Banjar Satria Penarukan-Banjar Kelodan Service-Dauh Tukad-Finish at the Candi Kuning Bridge Penglatan Village strength has wide lanes and a beautiful natural setting. The findings of previous studies state that the tourism potential of Wanagiri Village includes Banyumala waterfall tourism, Banyuwana waterfall, Puncak Manik waterfall, camping grounds, cycling tours, organic coffee agro tourism, culinary tours, selfie tours (Laksemi et al., 2019; Sanjaya et al., 2020). The existence of some of these tourism potentials has received a good response from tourists, but since the COVID-19 pandemic there have been less tourists. Agro tourism, tourism, culinary tourism and selfie tourism have not been packaged properly and have not been properly promoted.

4. CONCLUSION

Based on the results of the research, Penglatan Village is not yet suitable to be developed into a tourist village because it only fulfills 2 aspects of the 9 aspects set by the Jadesta Ministry of Tourism and Creative Economy and the Tourism Office, however Penglatan Village has the potential to be developed into a tourist village by packaging and paying attention to its potential. -the existing potential and the Village Government synergize with the community and tourism actors to fulfill the criteria/aspects that have not yet been determined and plan the right strategy to develop Penglatan village into a tourism village.

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