Tourism Management through Sapta Pesona Concept to Increase Tourist Attraction in Timpag Village, Tabanan Regency

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ABSTRACT

The tourism potential of the Timpag village has not been managed properly so that it has not produced maximum results in the tourism sector. This study aims to see the tourism management of Timpag Village through the concept of Sapta Pesona. This study uses a qualitative approach with data analysis techniques are descriptive analysis. Data collection techniques are by previous research studies and observations. The results showed that Timpag Village has a lot of tourism potential that can be developed, namely Undagi Village Farmer, there are purification sites (pelukatan), breeding huts, Celemanik View, Pondok Uma urip, Telaga Tunjung Dam, Titi Empag River Tubing, Cycling, and artificial tourism weeding culture in Bali typical of Timpag Village. The community's efforts in carrying out sapta pesona in Timpag Village have been in the category very well. The elements of Sapta Pesona are safe, orderly, clean, cool, beautiful, friendly, and memorable. This can be created by the community itself by always keeping their village safe from crime and violence and of course supported by the local Babinsa. However, there is no information on the Timpag Village Map that has not been installed, some areas such as parking lots have not been paved, and there are still local people who have motorbikes using noisy exhaust which results in a little noise in the area.

1. INTRODUCTION

Tourism development can bring many benefits and advantages. Tourism development is directed at increasing tourism into a mainstay sector that is able to compete with other economic activities, including other related sector activities (Baiev et al., 2019; Pajriah, 2018). Timpag Village is one of the tourist destinations located in Kerambitan District, Tabanan Regency. The village management continues to coordinate so that this tourist destination can be sustainable while preserving its natural and cultural potential so that it can compete competitively with similar tourist destinations (Mahardika et al., 2021; Masitha, 2019).

Armed with its potential, the Kerambitan District Government seeks to develop the potential of Timpag Village as a tourist attraction and forms a manager in the context of developing a tourist village by packaging it into a tourist attraction (Andiani & Widiastini, 2017; Arismayanti, 2017; Sylvia, 2017). It is beginning with the development of Uma Urip tourist attraction, namely tourist attractions in the form of jogging tracks, culinary, education, and environmental preservation. Then the other is Undagi Farmes Village which is a religious tourism attraction in the form of a seven-eyed shower. There is also D’Bendungan View tourist attraction is a tourist attraction in the form of spots photo with a view of the dam.

The Kerambitan District Government tries to synergize the tourist attraction through the Alam Timpag event, the goal is that in the future there will be no competition between one tourist attraction and another. The government seeks to combine existing tourist attractions to become a tour package (Ardika, 2020; Sukmana et al., 2018; Yuni, 2011). If the development of the tourism potential of Timpag Village is adequate and runs as expected, it will be proposed to become a tourist village (Edison et al., 2019; Raharjana & Putra, 2020; Suwintari et al., 2023). Although supported by a number of tourism potentials, so far, the development of Timpag Tourism Village still feels not optimal.

This is evidenced among others, by the management which does not have a clear plan. The manager directly takes action without careful planning. So that the construction of public facilities, supporting infrastructure, and tourist infrastructure is still minimal and faced with funding problems besides that...
public awareness outside the management does not all have one vision to develop a tourist village (Edison et al., 2019; Kusumajanti et al., 2021; Sianipar et al., 2021).

Sapta Pesona is a tourism concept developed by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. This concept includes seven attractions or charms that form the basis for developing tourism in Indonesia (Heriyantara et al., 2015; Kanom et al., 2020; Setiawati & Aji, 2020). With the implementation of this concept, it is hoped that it will be a solution in developing tourism potential in Timpag Village. The aim of this research is to see the tourism management of Timpag Village through the concept of Sapta Pesona.

2. METHODS

This study uses a qualitative approach that focuses on understanding and interpreting phenomena in a subjective and in-depth manner. This research use narratives way to provide a detailed and holistic understanding of the research topic and explore the complexities and nuances of human behavior, beliefs, and interactions. This study will narrate the concept of Sapta Pesona in Timpag Village, Tabanan Regency. The location of this research is Timpag Village, Tabanan Regency. Timpag Village is located about 10 Km from Tabanan City Center and about 42 Km from Ngurah Rai International Airport. The trip to this village can be reached in 20 minutes from Tabanan City Center and about 1.5 hours from Ngurah Rai Airport. Data collection techniques are by previous research studies and observations. In analyzing data descriptive data analysis techniques is used. This technique is use to provide a clear picture of the characteristics of the existing data so this research will provide data in the form of Sapta Pesona in Timpag Village, Tabanan Regency.

3. RESULTS AND DISCUSSIONS

Result

Timpag Village has considerable tourism potential to be developed as a tourist attraction. Tourism Attraction is the most important link in a tourist activity, this is because the main factor that makes visitors or tourists to visit tourist destinations is the potential and attractiveness of the region. As for tourism potential Timpag villages such as: First, natural potential in the form of views of rice fields with an area of 375 hectares that are verdant with a rural atmosphere and farming activities in rice fields. The figure of fields Timpag village is show in Figure 1.

Second is Undagi Farmer Village, Undagi Farmer Village offers activities to see firsthand and feel how the daily life of local farmers, from waking up early to activities at night. Third, there is a purification (pelukatan) consisting of a 7-eyed pancoran located in the Tourist destination Undagi Farmer Village. As show in Figure 2.
The four breeding huts are educational tours in the form of captive breeding and understanding of the ecological function of owls (Tyto Alba) as environmentally friendly rice pest control. It is show in Figure 3.

Fifth, there is the Telaga Tunjung dam which is clean and beautiful where the dam can be used as a photo spot for tourists. The six Celemanik Views offer views of rice fields and are clearly visible on Mount Batukaru / Batur. Here there are family photo spots, wedding photo spots, wedding reception spots, and banana and vanilla garden agro tours. The spot is show in Figure 4.
Seventh, there is Pondok Uma Urip offering views of rice fields with the background of Mount Batu Karu, tourists can do tracking, cycling, and selfie activities. The figure is show in Pondok Uma Urip is show in Figure 5.

![Figure 5. Pondok Uma Urip](image)

Eighth, there is Titi Empag River Tubing offering river tubing water tourism activities along rice field irrigation canals sourced from the Telaga Tunjung dam. Number nine tourist products have fun sporty cycling offers unspoiled natural beauty balanced with cycling sports, coupled with the existence of owl habitats that make it distinctive in this place. Number ten get married prewedding package tour packages offer natural beauty to be used as prewedding objects with a new concept, plus the view of rice fields and the beauty of Mount Batu Karu is clearly visible, it adds to the natural beauty there, besides that this package makes it easier in terms of wardrobe make-up and hairstyle to beautify the bride and groom. The figure is show in Figure 6.

![Figure 6. Titi Empag River Tubing Desa Timpag](image)

**Discussion**

**Secure dimension**

As a tourist destination, Timpag Tourism Village carries out security activities by making tourists who visit feel comfortable, a friendly sense makes tourists feel at home to live in this village. Safety and comfort are supporting factors for community activities, especially in tourist destinations (Fitriani & Betaubun, 2017; Puspitadewi et al., 2015). Timpag Tourism Village provides a sense of security, free of threats, disturbances and acts of violence and crime feel protected and free from: a.) Acts of crime, violence, racism, and threats. b.) The attack of wild animals considering that Timpag village still has natural nature. c.) Disturbances from society such as coercion by unscrupulous traders (Arismayanti, 2017; Kővári & Zimányi, 2010; Popescu, 2011). From the observation of security officers such as pecalang, babinsa and local communities to create a conducive security and order situation. It’s just that some tourists are still afraid of the threat of the coronavirus.
Orderly Dimension

Orderly attitude leads to ethical and responsible tourism behavior both from the tourist and manager side. The responsibility in question is the responsibility to comply with applicable regulations, not to intentionally offend local religious beliefs or cultural norms of behavior of the surrounding community and not to intentionally harm the local environment physically (Arismayanti, 2017; Devy & Soemanto, 2017). Entering Timpag tourist village feels once an orderly and orderly atmosphere, the beautiful atmosphere welcomes anyone who visits Timpag Village. The shady plants on the right and left of the Timpag village road are neatly arranged. Many trash cans are lined up very neatly on every road in Timpag Village. The arrangement of the village area follows the concept of Balinese spatial planning which consists of three main parts, namely Nista Mandala at the outermost, Madya Mandala in the middle, and Utama Mandala at the core or most sacred. However, there is no information on the Timpag Village Map that has not been installed, some areas such as parking lots have not been paved, and there are still local people who have motorbikes using noisy exhaust (brong) which results in a little noise (Amiruddin et al., 2020; Wirawan et al., 2020).

Clean and Cool Dimension

The condition of the environment around the tourist area must be maintained by not littering and maintaining cleanliness in public facilities because if viewed from an environmental health point of view, littering can cause disease and can damage the surrounding ecosystem and can affect the comfort of tourists in visiting. Entering Timpag Village will feel the atmosphere of the village is clean and far from modernization. Cleanliness in public areas such as roads, village halls, wantilan, and others has been very maintained. This cleanliness is maintained because the community also helps in terms of mutual assistance in cleaning the Timpag Village area, but it’s just that there is still a little plastic waste left around the sewers or sewers of residents’ homes (Surtikanti et al., 2017; Wati & Ridlo, 2020). The topographic condition of Timpag Village, Kerambitan District, Tabanan Regency is a sloping area with an altitude of 350-500 meters above sea level, and relatively moderate rainfall. With this condition, plants also thrive in Timpag Village which makes Timpag Village look green and beautiful. The coconut trees in this village are very lush so it gives a shady and cool feeling and there are also shady bamboo trees.

Beautiful Dimension

Humans in essence always need the beauty of biodiversity harmonization for peace of mind, pleasure, and peace in each of them. The condition of the Timpag Tourism Village area has entered the category of the orderly, orderly arrangement of the area. The sides of the streets along Timpag Village are decorated with ornamental plants owned by local residents and typical Balinese buildings add to the beauty of the village (Fitriani & Betaubun, 2017; Suwintari et al., 2023). The cool air and views of green rice fields add to the beautiful atmosphere of the village. One of the activities carried out by residents to maintain the beauty of the village is to carry out gotong royong cleaning of the village area on holidays such as Saturday and Sunday. However, some unused facilities and infrastructure such as some damaged public toilets and chairs and tables that are not suitable for use disturb the beauty of this village (Al Ahsani & Thorieq, 2020; Oka et al., 2017).

Friendly and Memories Dimension

Entering one of the houses in Timpag village, we will be greeted by the smiles of Timpag villagers. The attitude and behavior of the community who are friendly and polite in communicating, providing service, and having light hands to help selflessly are the original characteristics of the residents of Timpag Bali village. Hospitality is the character and culture of the Indonesian nation in general, always respecting its guests and being able to be a good host (Kartika et al., 2019; Syafitri et al., 2019). This suave attitude is one of the attractions for tourists.

Memories are memorable experiences that can be brought home in the form of stories/experiences obtained in the tourist areas visited. The application of the Kenangan element in Timpag village can be seen in the building of houses and communities that uphold local culture and customs. Some houses still use red brick as the foundation of their Balinese-carved house building. Tourists do not need to spend a lot of money for recreation, and selfies and enjoy various culinary there, of course, the cuisine served there is typical cuisine with ingredients obtained from Timpag one of which is jukut Gondo Timpag Village is famous for producing gondo. The use of gondo is generally only made as a plecing. But there is not much creativity of local people to make souvenirs as additional mementos for tourists (Raharjana & Putra, 2020; Wirawan et al., 2020).
4. CONCLUSION

The community's efforts in carrying out sapta pesona in Timpag Village are already in the very good category. The elements of Sapta Pesona are safe, orderly, clean, cool, beautiful, suave, and memorable. This can be created by the community itself by always keeping their village safe from crime and violence and of course supported by the local Babinsa. However, there is no information on the Timpag Village Map that has not been installed, some areas such as parking lots have not been paved, and there are still local people who have motorbikes using noisy exhausts which results in a little noise in the area.

5. REFERENCES


