THE DEVELOPMENT OF LIANG NDARA TOURISM VILLAGE IN MBELILING SUB-DISTRICT, WEST MANGGARAI DISTRICT

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ABSTRACT

Tourism is an important sector both as a contributor to the country's foreign exchange as well as a simulant of expanding employment and increasing community income, and is a complex business. It is because there are many activities involved in organizing tourism. These activities such as hotel business, handicraft / souvenir business, travel business and other businesses. The purpose of this research is to find out how the attempt to develop Liang Ndara tourism village in Mbeliling sub-district, West Manggarai Regency and to find out the factors that encourage the community in the development of Liang Ndara tourism village in Mbeliling sub-district, West Manggarai Regency. The types of data used in this research are qualitative and quantitative data. Data were obtained through observation, interviews, and documentation. Data analysis techniques used are data reduction, data presentation and conclusion drawing. There are three theories used, namely management, tourism village, and tourism village development.

The results showed that the attempts to develop Liang Ndara tourism village are through thoughts, energy, and skills, while the factors that encourage people in the development of Liang Ndara tourist village are internal and external factors. The internal driving factor is due to community awareness while the external driving factor is due to support from the government regarding the development of Liang Ndara tourist village. Suggestions in this study are that it is necessary to maintain the authenticity of culture and preserve the existing nature so that Liang Ndara tourist village will be increasingly visited by local and foreign tourists, then improve access to roads so that they are of better quality and tourism support facilities so that tourists who visit feel comfortable and individual development because of additional skills and abilities for the community are also needed, such as soft skills training related to the use of social media to increase promotion of Liang Ndara Village tourism attraction.

Keywords: Tourism Village, Tourism Development Village

INTRODUCTION

Tourism is an important sector both as a contributor to the country's foreign exchange earnings and as a simulant for expanding employment and increasing community income, and is a complex business. It is because there are many activities involved in organizing tourism. These activities such as hotels, handicrafts/souvenirs, travel and other businesses.

The tourism sector is a potential sector to be developed as one of the regional income. One of the popular tourism sectors is nature tourism which is part of the national tourism activities, based on the natural resources of tourist attractions that exist in a region. In general, tourism is categorized into two groups, namely mass tourism and alternative or thematic tourism. Currently, tourism trends are changing from mass tourism to alternative tourism. One form of this type of tourism trend is Tourism Village, which has been designated as one of the flagship programs of the Ministry of Tourism and Creative Economy. And of course in the trend of tourism village also requires the participation of the local community to support the realization of the trend.

As a country with a lot of tourism potential, Indonesia is certainly doing a lot of development in the tourism sector. This is done one of them in order to increase the number of tourists who come. Successful tourism development is development that is carried out jointly, including "developing with the community" so that tourism development can provide benefits to the local community. Basically, the community has the right to participate in tourism management. As stated in article 19 paragraph 2 of Law no 10 of 2009 concerning tourism.

Apart from supplying food and labor needs, villages also contribute to the development of national tourism. The trend of village tourism is increasingly popular after the COVID-19 pandemic, where tourism trends tend to become personalize, customize, localize, and smaller in zize. This condition makes the number of tourist villages continue to grow every year.

A village tourism is a form of integration between action, accommodation and supporting facilities that are presented in a structure of community life that is integrated with the prevailing procedures and traditions. Tourism villages are formed to empower the community to participate as direct actors in an effort to increase awareness and concern in responding to tourism potential or tourist attraction locations in their area in order to play a role as a good host for visiting tourists, it is also expected that the community has an awareness of opportunities and readiness to capture the benefits that can be developed from tourism activities in order to improve the economic welfare of the community (Nuryanti: 2-3).

By "unity", of course, development will go well. The unity of the community is the key to achieving all these ideals. As explained by Suyahmo, the essence of unity is manifested in community organizations or other organizations. As expected, the existence of a village tourism can bring changes including the population livelihoods which are then followed by changes in social structure, changes in the role of local leadership, cultural changes, and changes in the level of welfare of the community around the tourism village (Event M. Rogers 1976: 183).

One of the regions in Indonesia that is building an economic habitat through the tourism sector is West Manggarai Regency in East Nusa Tenggara. The development of tourism in West Manggarai began since the designation of Komodo by UNESCO as one of the World Heritage Nature in 1991 which then became very popular and visited by many tourists in 2012 after Komodo was designated as the New Seven Wonders followed by the implementation of SAIL Komodo in 2013.Labuan Bajo as the capital of West Manggarai was designated as one of the 10 National Tourism strategic areas developed by the government as a "new Bali". This is done to increase foreign and domestic tourist visits. That is why tourist attractions around the city of Labuan Bajo will also be positively affected.

In 2020, the Regent of West Manggarai established 68 tourist villages in his decision Number: 27/KEP/HK/2020 concerning the Determination of Tourism Villages in West Manggarai Regency. Liang Ndara tourist village is included in one of them and is used as a pilot project in tourism. Liang Ndara Village is a village in Mbeliling sub-district, West Manggarai Regency. Flores Island, East Nusa Tenggara, about 20 kilometers from Labuan Bajo city, the capital of West Manggarai Regency. Liang Ndara Village is one of 5 villages that are made into culture-based tourism villages.

Liang Ndara Tourism Village is prioritized for tourism sector development as evidenced by the existence of adequate infrastructure, tourism facilities such as toilets. Liang Ndara Village has so many strengths besides culture and local wisdom. The village has Mbeliling forest for nature lovers Mbeliling mountain is another attraction of Liang Ndara tourism village the mountain peak as high as 1,132 meters above sea level can be reached by a fourhour hike from Cecer village in Liang Ndara village. Travelers can also camp near the mbeliling peak. Hikers can also observe various types of plants that are used by villagers and have special interest tours, namely Bird Watching since so many endemic birds are there, namely, Flores crow, Flores serindit, Flores wren and Flores kehicap. Liang Ndara Tourism Village also has three waterfalls that can be accessed by foot, namely Liang Kantor, Wae Satar and Wae Rewus, but the potential of Liang Ndara Tourism Village needs to be optimized again, especially since Liang Ndara Tourism Village is already a developing tourism village and is in the process of becoming a developed and independent tourism village.

Tabel I. The number of domestic and foreign tourist visitsto the Liang Ndara Tourism Village 2018-2022

No	Year	Domestic	Foreigner	Total
		Tourist		

1	2018	723	1.112	1.875
2	2019	918	775	1.693
3	2020	709	1.401	2.110
4	2021	-	-	-
5	2022	200	500	700

From the table above it can be seen that in 2018 the number of tourist visits reached 1,875 with the description of domestic tourists 723 and foreign tourists 1,112, in 2019 a total of 1,693 with the description of domestic tourists 918 and foreign tourists 775, in 2020 a total of 2,110 with the description of domestic tourists 709 and foreign tourists 1.401, in 2021 tourist visits decreased or did not have any tourist visits, therefore several tourism village developments are needed and of course the development is inseparable from the participation of the local community as the host of the Liang Ndara tourism village, furthermore, in 2022, there would be 700 tourist visits again, with 200 domestic tourists and 500 foreign tourists.

In the process of its development, since 1990 Liang Ndara Village has received assistance from several LSM likely non governmental organizations (NGOs) such as Yakines which is engaged in agricultural, gender and forest conservation issues, Burung Indonesia NGO which has also assisted the village with the issue of Mbeliling forest conservation and ecotourism. With the existence of various regional potentials, the capability of tourism awareness is an important factor to create a desired tourism condition in the midst of society through the elements of *Sapta Pesona* consequently and consistently on the basis of awareness that grows from oneself. Community involvement in development is absolutely necessary because people who understand the conditions, needs and attitudes of the local community. In addition, local communities have an important role in decision-making, influencing and benefiting their lives and environment. The local community of Liang Ndara Tourism Village has the opportunity to develop the potential of its resources, including human resources, natural resources, and other cultural products found in this area.

The development of this tourism village is not something that is impossible to affect the lives of local people, including influencing the participation of community members in the development efforts of this Liang Ndara tourism village.

Therefore, the author is keen to conduct research with the title "**The development of Liang Ndara Tourism Village in Mbeliling Sub-District, West Manggarai District**".

RESEARCH PROBLEMS

Based on the background explanation above, the problem formulations in this study are:

- 1. How are the development attempts of Liang Ndara Tourism Village in Mbeliling subdistrict, West Manggarai Regency?
- 2. What factors are encourage the community in the development of Liang Ndara Tourism Village?

RESEARCH OBJECTIVES

Based on the formulation of the problem above, the objectives to be achieved in this study are to:

- 1. To describe the development attempt of Liang Ndara tourism village in Mbeliling sub-district, West Manggarai Regency.
- 2. To describe the factors that encourage the community in the development of Liang Ndara tourism village.

SIGNIFICANCE OF THE RESEARCH

This research is expected to be able to provide advantages and benefits both theoretically and practically.

- a. Theoretical Significance
 - 1. This research is expected to add insight and as a source of reference for studies, especially in the field of tourism village development.
- b. Practical Significance
 - 1. For the Community

It is expected that the results of this study will make people understand the development of tourist villages, so that people can act properly related to the development of tourist villages in their area.

RESEARCH METHODS

This research was conducted in Liang Ndara tourism village The object of this research is the development of Liang Ndara Tourism Village in Mbeliling District, West Manggarai Regency, The subject of this research is the Liang Ndara village community in Mbeliling District, West Manggarai Regency. The types of data used in this study were qualitative and quantitative data, qualitative data in the form of interview and observation results while quantitative data was in the form of data on the results of tourist visits, the data source in this study was primary data. Data collection techniques in this study are observation, interviews and documentation. The data analysis techniques used were data reduction, data display, and conclusion drawing /verification.

RESULTS AND DISCUSSION

Results

Liang Ndara is one of the villages in Mbeliling sub-district which is designated as a tourist village, (Decree of the Regent of West Manggarai No.90/KEP/HK/2019) because it has cultural tourism attractions which are the basic needs of tourism activities. After being designated as a tourism village, of course, there will be various processes again so that it will develop further, and the process of developing this tourism village does not only involve the government, but also the participation of the local community itself. Since the local community is the host of this Liang Ndara tourism village. The successful development of this tourism village will provide additional value to tourism itself. In connection with community participation, the development of tourism villages should be based on, by and for local communities. Community participation aims to help empower human resources by providing job opportunities, providing ideas in a deliberation, avoiding social inequality, and exploitation of natural and cultural resources. This encourages researchers to examine more deeply about how the Liang Ndara tourism village development efforts and what factors encourage the community in the development of Liang Ndara tourism village:

- Development Attempts of Liang Ndara Tourism Village in Mbeliling Sub-district, West Manggarai Regency
 - a. Through Manpower

Engaging in activities such as working together to clean the environment. This is certainly very good because it can be a forum for the community to have a cooperative spirit while making the relationship between the community closer.

b. Through skills or expertise.

Skills or expertise are shown by the community by joining cultural and artistic studios, when there is a government or tourist visit they will perform traditional dances such as Caci or Rangkuk Alu.

c. Through thought

In the form of thoughts is a question and answer attempt through the deliberation method carried out by the village head involving village officials and cultural groups. Isidora Rijun as one of the residents explained that the efforts made were to participate in deliberations where they would convey their ideas or ideas related to plans or things done for the development of Liang Ndara tourism village.

2. The Driving Community Factors in Developing Liang Ndara Tourism Village, Mbeliling sub-district, Manggarai Barat district

In the development of Liang Ndara Tourism Village, there are internal driving factors of the community, namely community awareness. External factors that contribute to developing Liang Ndara tourism village are from the government. In addition, there is a deep sense of solidarity because the community has the same longing for the Liang Ndara tourism village to be more developed and of course it will also be beneficial for the local community. They aspire to make this tourism village more well-known to many people.

The emergence of a sense of solidarity from the community in developing Liang Ndara tourism village is certainly due to the following:

a. Opportunity

According to Slamet, (Nurbaiti, 2017: 227), opportunity is the existence of an atmosphere or environmental conditions that are realized by the community who had the opportunity to be involved in the decision-making process. And Liang Ndara's community gets the opportunity as conveyed by Mrs. Isidora Rijun that they get the opportunity to express their opinions during deliberations.

b. Willingness

According to Slamet (Nurbaiti, 2017: 227), willingness is something that encourages or fosters their interests and attitudes same as Liang Ndara's community had the willingness to participate in mutual cooperation carried out for the smooth development of Liang Ndara tourism village.

c. Ability

According to Robbins (Malka 2015: 35), ability is an individual capacity to perform various duties or activities in a job. Liang Ndara tourism village is known for its culture, namely traditional dance performances such as Caci Dance and Rangkuk Alu, the Liang Ndara community has this ability where if there is a visit from the public who join the art and culture studio who took part in performing this Traditional Dance.

The development of a tourism village makes Liang Ndara village increasingly known by many people. It also has a positive impact for communities ranging from increasing scientific capacity and skills in preserving culture and also local resources. The results showed that the efforts to develop Liang Ndara tourism village are through energy, thoughts and skills or proficiency. The community contributes its manpower by doing mutual cooperation and is involved in the implementation of tourist village activities. In addition, the community actively contributes ideas, opinions, thoughts for the progress of the tourism village as well as contributing creative ideas and pouring them in the form of skills. and factors that encourage the community in the development of Liang Ndara tourism village are internal and external factors as well as a strong sense of solidarity among the community that makes the driving factor of this participation even stronger.

1. Internal factors

Internal factors that encourage the community in developing Liang Ndara tourism village are due to the awareness of the community itself. Public awareness in developing Liang Ndara tourist village is very high, of course this is inseparable from the government's support in the form of technical guidance on tourism village management. Liang Ndara tourism village development activities due to community awareness factors are as follows:

a. Maintaining tourism facilities

Liang Ndara tourism village has facilities provided from internal and external parties. Tourist facilities provided by internal parties include tourist facilities in the form of accommodation such as homestays, then tourist facilities provided by external parties, namely the National Program for Community Empowerment (PNPM) Tourism, form assistance in the procurement of clean water facilities, assistance in the procurement of Caci art equipment, procurement of facilities for exploring and renovation for the creation of a model home stay. As a community, the awareness to maintain the facilities that have been provided is due to a strong sense of community concern for developing Liang Ndara tourism village. The community maintains tourism facilities by not damaging and not misusing them into negative and disadvantaging things.

b. Implementation of Sapta Pesona

The implementation of Sapta Pesona means that this village must have a pleasant attitude and a memorable memory for tourists. Public awareness shows that a pleasant impression of tourists can be obtained from a good community culture, making the community have the awareness to be hospitable, polite, and also to open up to tourists.

- 2. External factors
 - a. The Indonesian Ministry of Tourism and Creative Economy through the Labuan Bajo Flores Authority encourages the optimization of the development of Liang Ndara tourism village in West Manggarai. Liang Ndara has many other potentialities besides

culture and local wisdom. This village has Mbeliling forest which has the potential for special interest tourism, namely Bird Watching because there are so many endemic birds there, this was conveyed in the explanation of the Tourism Village Management Technical Guidance activities by the Directorate of Destination Development II, Deputy for Destination Development and infrastructure of the Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency in Liang Ndara.

b. The National Program for Community Empowerment of Tourism, consisting of assistance in the procurement of clean water facilities, assistance in the procurement of Caci art tools, procurement of facilities for exploring and renovation for the creation of a model of a lodging house.

There are 35 home stays in Liang Ndara village that are characterized by Manggarai culture with traditional materials with reed roofs and tunnels.

Discussion

In this results' discussion of this study are compared between the results of this study with previous research, among others:

- 1. Aditya Agung Nugroho, 2019 "Community participation in the development of tourism villages (case study in Jembangan tourism village, Pocowarno District, Kebumen Regency), research using a qualitative approach with the results of the form of community participation in tourism village development by utilizing existing natural resources, while the driving factor is motivated by a strong sense of solidarity because they all have the same goal. The difference in this study is in terms of the participation of the community, in this study the participation of the community is formed by energy, thoughts and skills, while in the previous study the form of participation is formed by utilizing existing resources. In this study, the enforcing factors of participation are internal and external factors, while in the previous study the enforcing factor is due to a sense of solidarity. This study more specifically discusses the factors, where in the internal factors there is awareness from the community itself to participate and external factors due to support from the government.
- Lupi Sugianto, 2022 "Community participation in the development of the tourist village of Rawa Gede, Sirnajaya Village, Sukamakmur District, Bogor Regency" The results showed that the form of community participation was carried out in the development of a tourist village through a Village-Owned Enterprise with

deliberative activities of mutual cooperation and donations. The difference in this research is its form of community participation. This study discusses the form of participation of the community, namely through thoughts, manpower, and expertise, where the participation of the community is not only through the manpower to collaborate but also involves the community to convey their ideas or ideas about the development of tourism villages.

3. Dewa Putu Bagus Pujawan Putra, 2020 "Local community participation in the development of Carangsari tourism village"

The results showed that community participation is a consultation with a vague and passive nature, the community has minimal participation, the factors which influence low participation are internal and external factors. The difference in this study is that the community is actively participating and participating in various forms of thoughts, energy and skills of the local community, which they certainly do for the progress of the development of tourism villages.

4. Fidhita Auliya, 2020 "Community participation in developing the Fory village tourism village"

The results showed that there was community participation, and participation was carried out in an organized and sequential manner starting from the decision-making stage, the implementation stage, the benefit-taking stage, to the evaluation stage. The difference in this research is on the community participation. In this study, the community's participation is only in terms of contributions of ideas, energy, and skills. Whereas in the previous study the community's participation was very organized, and the community also followed all stages in the development of the tourism village.

 Suci Indah Cahyani, 2022 "Participation of the Tehyan village community in developing a tourism village in Mekarsari village, Neglasari district, Tangerang city"

The results of this study are the existence of participation concerning thoughts, manpower, thoughts and manpower, and the impact that has been felt by the community, both physical and non-physical impacts.

The difference in this study is that the participation carried out by the community is not only thought but also power through mutual cooperation and the skills they have such as performing traditional dances such as the Caci dance, so it has a good impact, namely the increasingly recognized Liang Ndara tourist village by tourists, because the participation they did, was carried out not only for the community itself but also for the progress of the Liang Ndara tourism village.

- 6. Nova Ayu Wardani, 2021 "Community's participation in the development of tourism villages (study in Colo tourism village, Dawe District, Kudus Regency)" The results showed that there are two factors that drive participation, namely internal and external factors. In this study, it is specifically explained about the internal factors, namely economic prosperity, religious background and public awareness. Meanwhile, in this study, the internal factors that drive community participation are based on the awareness of the community itself, and the community has a strong solidarity. Because they have the same goal, namely for the progress and development of Liang Ndara tourism village.
- Muhammad Aris Mauladani, 2018 "Community participation in developing Tambakrejo tourist village, Malang Regency"

This research was conducted to find out how community participation in the management of tourist villages in the perspective of Community Based Tourism, analyzed using 5 dimensions of CBT (Community Based Tourism) development. And the results showed that the management of Tambakrejo tourism village in CBT perspective can be analyzed using the five dimensions.

The difference in this study is that this study discusses the form of community's participation and the driving factors of community participation, thus obtaining the results, namely the form of participation from the local community in the form of manpower, thoughts and skills and the driving factors of participation due to internal and external factors.

8. Khoridatul Aulia Safitri, 2020 "Community participation in developing Banyubiru tourism village, Dukun District, Malang Regency". The results showed that Mount Gono as one of the leading tourist destinations in Banyubiru village, which is rich in history and science, became the basis for the existence of a tourism village with the relics of Ganesha and Yoni statues, the mausoleum of Mbah Kyai Muhammad Mukri, and the first Mount Merapi monitoring post. The impact of community's participation in developing a tourism village is realized in terms of social, economic and community awareness. Community's participation in developing Banyubiru tourism village improved social relations among the community, increased community income, and raised a strong sense of ownership and responsibility.

The difference in this study is in the impact perceived, in the previous study the community's income also increased, while in this study the community did not fully perceive the impact, because their livelihoods were not only from the tourism sector but also from farming and so on, so the community participation that they did was based on a sense of solidarity for the progress and development of the tourism village.

9. Febryana Arinda Fitri, 2019 "Community participation in developing Gabugan Tourism Village, Turi District, Sleman Regency" This research uses descriptive qualitative methods and analysis of the 5A offering component assessment (Attractions, accessibility, amenity, activity and ansilarity) The results showed that based on the scoring results of tourists' perceptions of the 5A aspects, none of the five components scored less than 30. It can be concluded that the Gabugan Tourism Village tourism component is already in a good category, but it still needs to be developed again.

The difference in this study is this study discusses the form of community participation and the factors driving community participation, so that the results of the form of community participation are found in the form of thoughts, power, and skills and the factors driving community participation are internal and external factors.

 Rifqui Widayuni, 2019 "Community participation in developing a tourism village in Sidokaton Village, Gisting District, Tanggamus Regency"

The results showed that there was community participation in the form of thoughts, power, and money that was carried out by the community in developing tourism villages, as well as the level of community participation carried out such as providing information, consultation, making joint decisions and providing support. The difference in this study is that the participation carried out by the community is discussed specifically such as participation through thoughts, namely by being involved in deliberations by providing ideas or ideas, physical labor participation through *gotong royong* and the last is participation through skills by performing traditional dances, namely Caci Dance.

CONCLUSION AND SUGGESTION

Conclusion

Based on the analysis results and discussion which has explain previously, it can be concluded as follows:

- 1. Liang Ndara tourism village development attempts in Mbeliling sub-district, West Manggarai Regency, namely through thoughts, manpower, and expertise or skills.
 - a. Through thought, is a question and answer attempt through the deliberation method carried out by the chief of the village involving village apparatus and cultural association groups. Isidora Rijun as one of the residents explained that they participated in the deliberation where they would convey their opinions or ideas related to plans or things to be done for developing the Liang Ndara tourism village.
 - b. Through manpower

Engaging in activities such as teamwork to clean up the environment. This can be a great way for the community to develop a spirit of cooperation and strengthen the relationship between the communities.

Through expertise or skills shown by the community by being involved in cultural and artistic organizations, when the government or tourists visit, they will perform traditional dances such as Caci and Rangkuk Alu.

2. Several factors that drive the community in the development of Liang Ndara tourism village in Mbeliling sub-district, West Manggarai Regency, namely internal factors and external factors. Internal factors include community awareness, and external factors are the support from the government related to the development of Liang Ndara tourism village.

Suggestion

Based on the conclusions above, some suggestions that the author can convey are as follows:

- 1. It is necessary to maintain the authenticity of culture and preserve the natural environment so that the Liang Ndara tourism village will be increasingly visited by domestic and foreign tourists.
- 2. Improving the entrance road access to be better quality and the facilities to sustain tourism so tourists will be comfortable.
- Individual development, since additional skills and abilities for the community are also needed, such as soft skills training related to the use of social media to increase the promotion of Liang Ndara Village Tourism Attraction.

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