

# Local Community Participation Beraban Village in The Management of Tanah Lot Tourism Object Kediri District Tabanan Regency, Bali

Roeks Ni Made Sri Puspa Dewi<sup>1</sup>, Tri Kuntoro Priyambodo<sup>2</sup>, Siti Nurul Rofiqa Irwan<sup>3</sup>

<sup>1</sup>Graduated School Gadjah Mada University Yogyakarta

<sup>2</sup>Department of Mathematics and Science Gadjah Mada University Yogyakarta

<sup>3</sup>Department of Agriculture Gadjah Mada University Yogyakarta

---

## ABSTRACT

### Keyword

Management

Tourist Attraction

Community Participation

The community as the main actor in the management of tourist attractions is very important in tourism development. The role of community can be as a medium to preserve the social cultural values in these attractions. Tanah Lot tourism attraction is one of the biggest tourist attractions in Bali which has a high number of tourist visits. Tanah Lot is managed by two parties, namely the Government of Tabanan Regency and the local community of Beraban Village. The purpose of this study was to measure the stage of community participation in the management of Tanah Lot. Community participation in the management of Tanah Lot attractions in the planning stage, the score is 2.25, the implementation stage is 4.35, the benefit-taking stage is 4.72 and the supervision stage is 4.14. The high level of community participation at the implementation, benefit-taking, supervision and evaluation stages is due to the management of Tanah Lot handed over to the Customary Village (*Desa Adat*). The lowest stage of community participation in management of Tanah Lot is the planning stage. The low level of community participation at this stage is due to three factors: cooperation agreement, internal factor and external factor of the community.

---

## SARI PATI

The community as the main actor in the management of tourist attractions is very important in tourism development. The role of community can be as a medium to preserve the social cultural values in these attractions. Tanah Lot tourism attraction is one of the biggest tourist attractions in Bali which has a high number of tourist visits. Tanah Lot is managed by two parties, namely the Government of Tabanan Regency and the local community of Beraban Village. The purpose of this study was to measure the stage of community participation in the management of Tanah Lot. Community participation in the management of Tanah Lot attractions in the planning stage, the score is 2.25, the implementation stage is 4.35, the benefit-taking stage is 4.72 and the supervision stage is 4.14. The high level of community participation at the implementation, benefit-taking, supervision and evaluation stages is due to the management of Tanah Lot handed over to the Customary Village (*Desa Adat*). The lowest stage of community participation in management of Tanah Lot is the planning stage. The low level of community participation at this stage is due to three factors: cooperation agreement, internal factor and external factor of the community.

Corresponding Author:

Email: [mastri@ugm.ac.id](mailto:mastri@ugm.ac.id)

## INTRODUCTION

Tourism industry ensures to provide maximum benefit to all people involved in its management. The management of a tourism object should implement a sustainable tourism development. The principles of sustainable tourism development are: participation, stakeholder involvement, investment, local ownership, sustainable use of resources, accommodating community goals, carrying capacity, monitoring and evaluation, accountability, training and promotion (Bater, 2001). These principles state that in sustainable tourism, the community as the main actor in supporting the sustainability of a tourism industry.

Bali has many tourism objects that have been well developed and among them have been implementing local community-based tourism management through traditional villages. Good management makes the number of tourist visits to Bali always significant. The following table shows the number of tourist arrivals in the last five years from 2014-2018.

Table1. Number of Foreign Tourist Visits to Bali in 2014-2018

No.	Year	Total	Growth (%)
1.	2014	3.766.638	14,89
2.	2015	4.001.835	6,24
3.	2016	4.927.937	23,14
4.	2017	5.697.739	15,62
5.	2018	6.070.473	6,54

Source: Bali Provincial Statistics Agency, 2019

One of the regencies in Bali that has good tourism management is Tabanan Regency. Tabanan Regency has several excellent tourism object, which have contributed approximately 40 percent of total regional revenue (Bali in statistics, 2018). One of the tourist object that becomes the icon of Tabanan Regency is Tanah Lot. This tourist attraction continues to experience highly rapid development. The cultural heritage of Tanah Lot Temple which has a unique spiritual nuance supported by other temples and combined with natural view has become a tourist attraction since 1971 (Laksmi, 2014).

The uniqueness of Tanah Lot tourism object is a blend of natural view of the beach with a temple located in the middle of the sea. Tanah Lot tourism object is best known as a location for sunset and sunrise points. Besides that, it is widely used as a pre-wedding location. There are also many art shops that provide Balinese souvenirs.

The increase in the number of tourist visits is directly proportional to the increase of the income for all parties involved in the management of Tanah Lot tourism objects. Before the community manages the site, all of the income from the management of Tanah Lot tourism object is owned by the private sector as the manager. Changes of the management workers that occurred in Tanah Lot tourism object from 2012 certainly made a change of the management itself as well. It is currently managed by two parties namely the Tabanan Regency Government and the local community of Beraban Village. The change raises the question of how far the public participation in the management of Tanah Lot tourism object in the four phases of participation, namely: the planning, implementation, benefit sharing and monitoring and evaluation phases.

Community participation is the involvement of the community both in the process of identifying problems, as well as the potential that exists around the community, which includes the process of selecting and taking decisions, both alternative solutions to deal with problems, as well as the process of overcoming problems, and the involvement in the evaluation process. (Isbandi, 2007). Cohen and (Uphoff, 1977) explain that there are four phases of participation, namely: community participation in the decision making phase, community participation in the

implementation phase, participation in the phase of taking benefits and participation in the evaluation phase.

Community support is important in determining the level of economic capacity, effective marketing initiatives, products and services, the quality of visitor experience and stakeholder relations. Local communities must be involved in making decisions to ensure that their social capital is recognized and planning is part of the social awareness of the community in the tourism destination (Teguh, 2015). Based on the description, the purpose of this study is to measure the phases of community participation in the management of Tanah Lot tourism object and identify community participation at the planning phase.

## METHODS

This study used survey research approach with data analysis statistic, located in Beraban Village, Kediri District, Tabanan Regency, Bali. The method of data collection was carried out by distributing 150 questionnaires and conducting interviews directly with the local community. The research sample was determined using the Slovin formula, which was taken from the population of the Desa Beraban in 2017 amounting to 6403 people with an error margin of 0.08. Data collection was also supported by conducting interviews with relevant stakeholders, namely: the Head of Beraban Village, Tabanan Regency Tourism Office, Community Empowerment Organization and Chair of the Youth Organization Beraban Village.

The measurement of community participation is used with a Likert Scale, Through the Likert Scale, the measured variables are summed based on the indicator variables contained in the questionnaire. Then the indicator is used as a benchmark to determine the level of participation with alternative answers given a score of 1-5. Community participation with the highest score was got point 5 and the lowest score got point 1.

After measuring participation with a Likert Scale, then validity and reliability tests were conducted on one of the lowest participation phase.

### 1. Validity Test

$$r_{xy} = \frac{N \sum X_i Y_i - (\sum X_i)(\sum Y_i)}{\sqrt{\{N \sum X_i^2 - (\sum X_i)^2\} \{N \sum Y_i^2 - (\sum Y_i)^2\}}}$$

Explanation:

x = item score (respondent answer)

y = total score (respondent answer)

n = total respondent

The test is done using a significance level of 0.01 then the results are compared with the Pearson Product Moment r-table. The criteria used to measure items in a variable are if r-count > r-table then the indicator in the research variable is said to be valid. Likewise vice versa if r-count < r-table then the indicators in the research variable are said to be invalid.

### 2. Reability Test

Reliability test is used to measure the level of consistency of a research instrument, if repetition is taken, the results that appear will remain the same from time to time. The technique that can be used to measure the reliability test is the Alpa Cronbach technique, which is the technique of measuring the reliability of answers given by the respondent when making an assessment through the response or attitude assessment of the respondent. The following reliability test formula uses the Cronbach Alpa coefficient, Arikunto (2006: 196).

$$r_{11} = \left[ \frac{k}{(k-1)} \right] \left[ \frac{\sum \sigma b^2}{\sigma t^2} \right]$$

Explanation:

r<sub>11</sub> = instrument reability

k = number of question

∑ σ b<sup>2</sup> = variant total score

$\sigma^2$  = variant total

Measurement criteria for research instruments can be said to be realistic if the Alpha Cronbach coefficient ( $r_{11}$ ) > 0.6 while according to Johnson and Christensen, 2012 states that if the Alpha Cronbach coefficient ( $r_{11}$ ) > 0.7 then the instrument is said to be reliable.

Data that has been obtained is analyzed by interactive models revealed by Miles and Huberman (2009: 16-21), namely: data collection, data reduction, presentation of results and drawing conclusions. Through these steps, the participation of the local community of Beraban in the management of Tanah Lot tourism objects is described. The scale of local community participation is presented in the form of tables and graphs which below are supported by the opinions of the local community from the results of interviews that have been conducted.

## RESULTS AND DISCUSSION

### 1. General Description of Tanah Lot Tourism Object

The establishment of Tanah Lot tourism object followed by the history of the establishment of the Tanah Lot temple. The establishment of Tanah Lot Temple is very closely related to the history of the Hinduism in Bali. Tanah Lot comes from the word "Land" which means land and "Lot" (Lod), which means the sea, because it is located on the sea or on the beach like floating when the tidal sea water can be interpreted Tanah Lot means a land or island located on the sea, therefore people called it Tanah Lot.

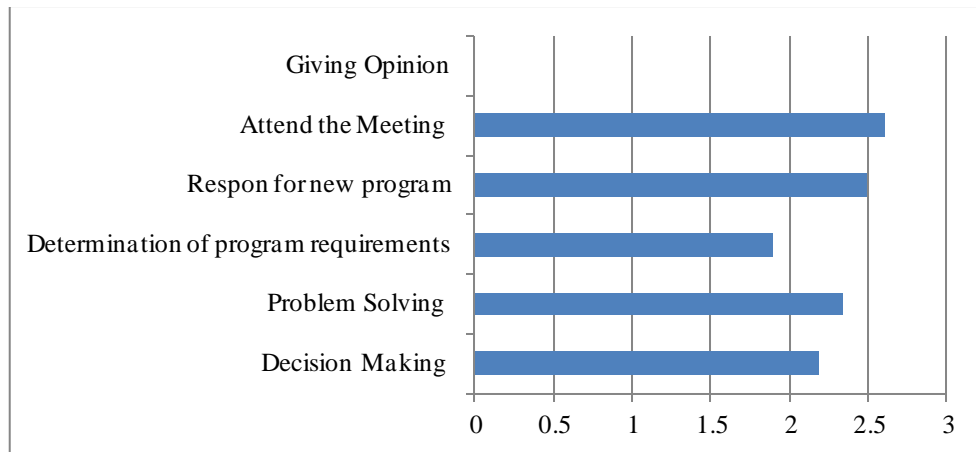
The operational management Tanah Lot tourism attraction was formed based on the Tabanan Regency Government cooperation agreement with Beraban Village dated November 17, 2011. The two parties worked together to develop and supervise the management of Tanah Lot tourism object. The Tabanan regency government holds the full planning phase and the local community of Beraban Village as the party that runs the operations at Tanah Lot tourism object.

Attractions offered by Tanah Lot are very unique and diverse such as: sunset and sunrise point, prewedding location, Tanah Lot Temple and Batu Bolong Temple, Sacred Snake, Kecak Dance, artshops and souvenirs. Facilities and infrastructure have also been very good such as spacious parking, toilets, Tourist Information Center, prayer and worship places, restaurants, food and beverage stalls and road access for diffable tourists.

### 2. Participation of Local Communities in the Planning Phase

The planning phase related to planning in Tanah Lot tourism object is carried out by conducting routine meetings which are usually carried out every 3 months, while for the big meeting it is held every 1 year. The decision was fully held by the local government of Tabanan Regency, but always coordinated in advance with Beraban Village as the operational holder of the Tanah Lot tourism object.

The meeting which was held only invited representatives of the leader of *banjar* (Local Organization), which consisted of one person from each *banjar*, the aim was to be more effective but on the other hand the local community could not provide more input or new ideas and ideas because the meetings were only conducted by the leaders. Then after the meeting is decided, every program that has been prepared must be carried out.

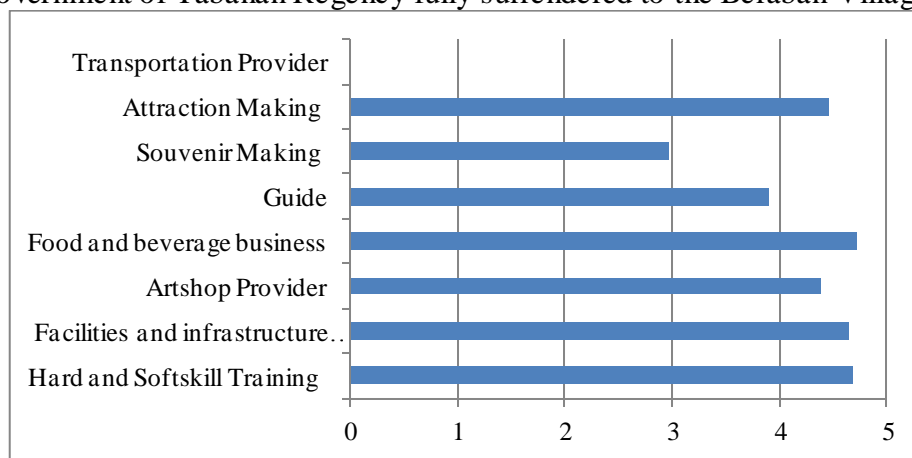


Picture 1. Participation of Local Communities in the Planning Phase (Score 1-5)  
(Source: research data processing, 2019)

Picture 1 shows the average score of community participation at the planning phase is 2.25, which means low. The low participation of local people in the planning phase is caused by the management of Tanah Lot tourism objects held by the Regional Government of Tabanan Regency, where all programs and policy decisions are always approved by the government.

### 3. Local Community Participation in the Implementation Phase

The level of community participation in the implementation phase is high, with an average score of 4.35. The high level of community participation because in terms of managing the Regional Government of Tabanan Regency fully surrendered to the Beraban Village



Picture 2. Participation of Local Communities in the Implementation Phase (Score 1-5)  
(Source: research data processing, 2019)

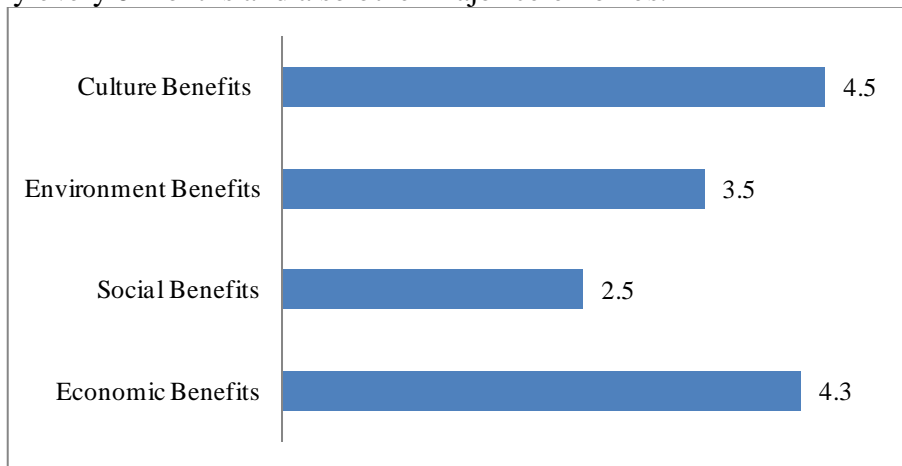
The people who work in the operational management of Tanah Lot are 153 people, all of whom are local people of Beraban Village who are evenly distributed in every *banjar* (local organizations). Communities that have not worked as staff have the opportunity to open a business in a tourist environment. Tanah Lot is classified as a tourism object that is very large and global so that it can accommodate as much as possible the local people who want to work in tourism area. The type of business that was built was in the form of restaurant, hotels, spas, toilet rentals and money changers.

In Tanah Lot tourism object, there are also many local people who take side jobs as photographers. The number of Photographers in Tanah Lot tourism object is 170 people which are divided into two groups, group A and B that work alternately. So in one day there were 85 Photographers and no retribution to be paid. Every photographer works 15 days a month. In

addition, many people become street vendors such as selling kites, Balinese trinkets and otentic souvenirs from Tanah Lot.

#### 4. Local Community Participation in the Benefit Taking Phase

The level of community participation at the stage of taking benefits is classified as very high with an average score of 4.72. The local community in Beraban felt the economic benefits of managing Tanah Lot tourism object. In addition to the income earned at tourism objects, the community also received funds allocated by the Beraban Village to each *banjar*. The Balinese people known for their many traditional ceremonies. Every ceremony that is carried out requires a fee that is usually obtained from the shared contributions of each *banjar*. Large ceremonies are held regularly every 6 months and also other major ceremonies.



Picture 3. Participation of Local Communities in the Benefit Taking Phase (Score 1-5)  
(Source: research data processing, 2019)

The social benefits gained by the local community in Tanah Lot tourism object were often hold large national and even international festivals. This festival involves all the local communities of Beraban Village, which of course requires community togetherness to be able to jointly make the festival successful. People exchange ideas and support each other so that the festival can be held well.

The Beraban villagers are very enthusiastic in maintaining environmental cleanliness both in the tourist area and around it. The community jointly maintains the cleanliness of tourist objects by holding a "clean friday" that is held regularly. In addition, the community also learns a lot about how to maintain environmental balance so that the environment can remain sustainable.

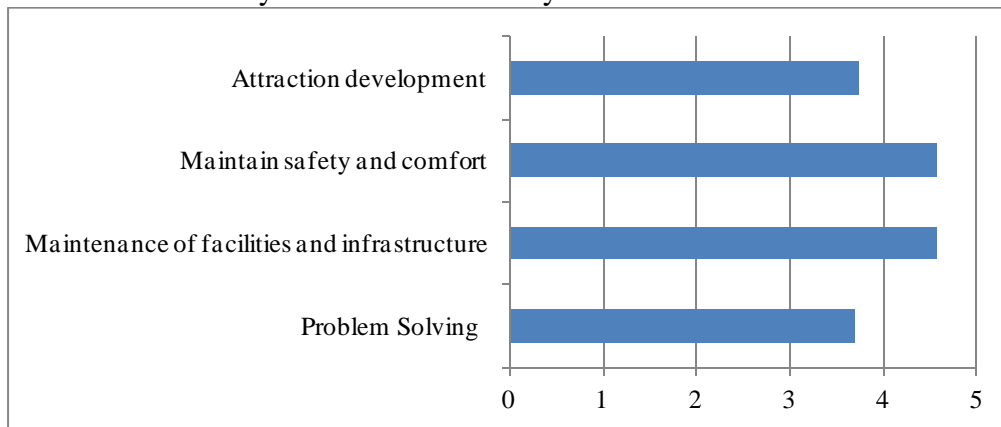
The existence of Tanah Lot tourism object makes the local community of Beraban Village very maintaining the preservation of the local culture they have. This is evidenced by the frequent attractions of Tanah Lot holding a Festival and the Tanah Lot Event which always raises and carries the theme of local culture. Previously held festivals such as: Tanah Lot Kite Festival, Tanah Lot Event: Cak Colosal 5,000, Beleganjur Festival and Tanah Lot Creative Food and Art Festival. Tourism development Tanah Lot tourism object indirectly leads the local community of Beraban Village to preserve local culture and also all temples in the area of Tanah Lot tourism object.

#### 5. Participation of Local Communities in the Monitoring and Evaluation Phase

The average of community participation in the monitoring phases were 4,14 mean high. The development of tourist attractions and new activities was carried out by all parties, in collaboration with the tourism office, operational management Tanah Lot tourism object and



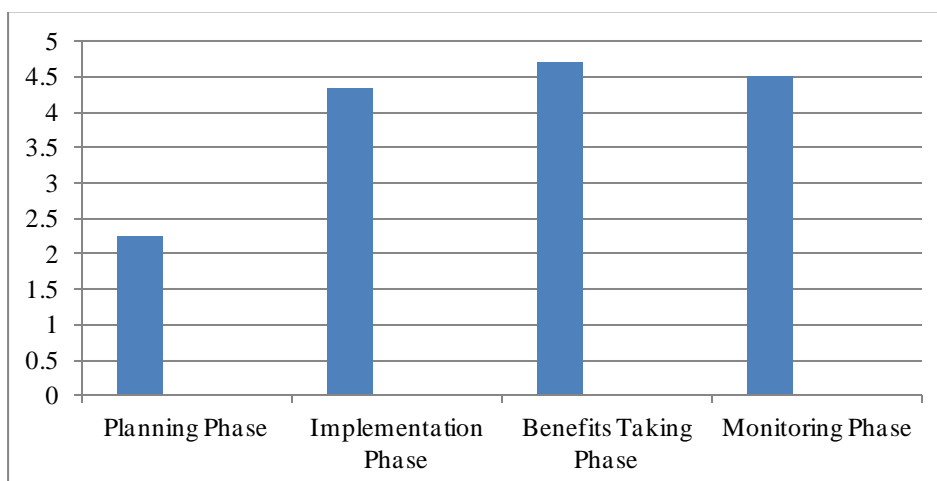
local communities in Beraban Village. The program is carried out by conducting promotions through annual events every two to three times a year.



Picture 4. Participation of Local Communities in the Monitoring Phase (Score 1-5)  
(Source: research data processing, 2019)

Maintaining security and comfort in Tanah Lot tourism object is a shared responsibility. Business people and tourists are always encouraged to keep the environment clean with notice or announcement every once in a while in the tourist area to dispose of garbage in its place. In addition, the anticipation of the operational management has carried out regular meetings every month so that all parties always maintain order, cleanliness and discipline.

Community involvement in problem solving discussions in tourism objects has been well implemented. All parties such as the local community, staff of Tanah Lot tourism object, photographers and artshop Traders make coordination with each other if there are problems in Tanah Lot tourism object. Every problem that is directly reported and discussed with the operational management to be handled further. Problems that cannot be resolved by the management immediately coordinate with the Village and as much as possible are resolved in a timely manner.



Picture 4. Participation of Local Communities in the Evaluation Phase (Score 1-5)  
(Source: research data processing, 2019)

Community involvement at the evaluation stage shows an average score of 3.87 which means High. This score shows that community participation in the management of Tanah Lot tourism objects is good. This score describes each program and activity carried out already involving local communities.

Operational management Tanah Lot tourism object has provided guest comment to be filled by guides, drivers, business people and tourists. This guest comment is given every 2

months for evaluation materials both services, facilities and management in the Tanah Lot tourism object.

## 6. Variabel Test and The Factors Affecting Local Community Participation Beraban Village

Through measurement with questionnaires and interviews, the lowest participation of local communities is at the planning phase. So from that validity test and reliability test on variables that are indicators at the planning phase.

### 6.1 Validity Test

Validity tests conducted to measure the indicators used in measuring the planning stage are appropriate or valid. Measurements were made by counting according to the number of respondents, namely 150 people. The significance level used is  $0.01 = 0.2907$ .  $Df = n-2 = 150-2 = 148$ . The following table shows the results of the validity test with SPSS version 12.00.

Table 1. Validity Test Result

No.	Participation Indicator	Corrected Item-Total Correlation (r <sub>bt</sub> )	Df=148	Status
1.	Giving opinion	0,982	0,2907	Valid
2.	Frequency of meeting	0,985	0,2907	Valid
3.	Response for new program	0,984	0,2907	Valid
4.	Determination of program requirements	0,975	0,2907	Valid
5.	Discussion of problems in tourism objects	0,954	0,2907	Valid
6.	Decision making	0,940	0,2907	Valid

(Source: Results of Excel data processing and SPSS V.12.00)

Through the validity test of all the item statement indicators in the planning stage variables of the 6 indicators all are declared valid, it can be concluded that each indicator is good. All statement indicator items have a positive total weight coefficient (r result) and greater than r table, it means all the indicators above were valid .

### 6.2 Reability Test

The reliability test of the item indicator statement is declared valid, where the reliability test results from the 6 indicators of the planning stated that r Alpha is realistic = 0.987. Following is the table of reliability test results:

Table 2. Reability Test Result

Variabel	R Alpha	Status
Planning Phase	0,987	Realible

(Source: Results of Excel data processing and SPSS V.12.00)

After testing the validity and reliability test, here are some factors that cause low community participation in the planning phase:

### 6.3 Cooperation Agreement

Management of Tanah Lot tourism object is regulated in the cooperation agreement No. 358 / DPBRB / XI / 2011 concerning cooperation in the management of Tanah Lot tourism between the Tabanan Regency Government and Beraban Village. Through this agreement the Regional Government of Tabanan Regency became the highest party holding the management of Tanah Lot tourism object. All new programs and policies regarding management are fully regulated by the Regional Government, while for the Beraban Village, they are fully obliged to



manage Tanah Lot tourism object and provide the maximum opportunity to the Beraban Village community to try in Tanah Lot tourism objects.

This cooperation agreement limits local communities from participating in the planning stage because in the collaboration agreement the Tabanan District Government has a higher position than Beraban Village, so the rights granted to Beraban Village are not the same as what the Tabanan Regency Government obtained (Pramadita, 2017). Furthermore (Pramadita, 2017) mentions Beraban Village and Tanah Lot Temple has the duty to always maintain the sanctity of the temple and the preservation of Tanah Lot tourism object. The local community of Beraban can only comply with the previously agreed cooperation agreement and focus more on the implementation stage for Tanah Lot tourism objects as well as land to make a living.

#### **6.4 Internal Factor**

Internal factor that have more influence at the planning stage are more about the community's trust in their leaders of local organization that are highly respected in the Balinese community as village leaders. This phenomenon made the local community of Beraban fully submit the planning phase of the Tanah Lot tourism object to the representative the leader of local organization.

Every coordination meeting with the Tanah Lot tourism object management agency is represented by one people from ten local organization in Beraban Village. In addition from the Village apparatus will be represented by head of Beraban Village, Community Empowerment, Chairperson of Youth Organization and Chair of Operational Management Tanah Lot tourism object. The results of the meeting were then conveyed to be known and carried out by the local community regarding the management of Tanah Lot tourism objects.

#### **6.5 External Factor**

External factor refers to stakeholders who have a significant interest and influence on a program or activity Tanah Lot tourism object whose management is carried out based on a cooperation agreement creates limited community participation at the planning phase and stakeholders who have full authority to manage the management.

The General Manager of the Tanah Lot tourism object is the Regent of Bali Tabanan Regency who holds the highest position and as a party who will decide on any new policies and programs to be made. Management in the form of implementation in tourism objects is run entirely by the local community of Beraban Village by forming operational management tourism object Tanah Lot. All necessities of tourism objects including services to tourists and the preservation of Tanah Lot Temple are carried out entirely by operational management with the local community.

The role of the operational management Tanah Lot tourism object in the planning phase has very important role, the local community as the implementing party and take advantage of the management of Tanah Lot tourism object. The local community of Beraban Village is fully engaged in the implementation phase such as: the provision of services in Tanah Lot tourism object starting from transportation, maintaining comfort and security, maintaining the preservation of Tanah Lot Temple, food and beverage providers and artshop and souvenir businesses. The entire community also participated in the supervision and benefit-taking phases, including obtaining revenue sharing that had been allocated for each local organization in the village of Beraban.

## MANAGERIAL IMPLICATION

This research provides input to the management of Tanah Lot attractions in order to invite the public in each stage of participation. The involvement of the community in the planning stage will provide more space for the management of Tanah Lot tourism objects in accordance with the capacity and capability of the community. The government as a stakeholder can function as a supervisor and supervisor, so that management can be fully held by the *Desa Adat* (village). Full community involvement at the planning stage can provide opportunities to participate in management. The management of Tanah Lot tourism objects is no longer held by the local government but the village exists. This situation automatically makes all the activities and programs that exist in attractions to the ideas of the community. Some of the attractions on the island of Bali have been held directly by the customary village, so the local government is only as a supervisor, supervisor and conduct training and counseling to improve the human resources of the local community. The community manages the tourism object independently by playing a full role at each stage of participation.

## CONCLUSION

Community participation in the management of Tanah Lot attractions is not the same at all stages of participation. The average value of the four stages of assessment are: the planning stage 2.25, the implementation stage 4.35, the benefit taking stage 4.72 and the supervision stage 4.14. The lowest stage of community participation is the planning stage. The low level of community participation at this stage is caused by three things: cooperation agreements, internal community factors and external community factors.

Internal factors that influence community participation are that the community fully entrusts their aspirations to the *banjar* (local organization) as the elder and knows best the needs of the local community in Beraban Village. External factors, namely the stakeholders have a very big influence on the management of Tanah Lot attractions, especially in relation to the planning stage. Internal factors and external factors of the community are very important to be improved to increase community participation, especially at the planning stage. The management model of Tanah Lot tourism object is expected by the government as the supervisor and supervisor. The community manages the tourism object independently and fully plays a role at every stage of participation.

## ACKNOWLEDGEMENTS

The research was fully funded by Lembaga Pengelola Dana Pendidikan (LPDP) Ministry of Finance Republic of Indonesia Scholarships and partially supported by management of Tanah Lot tourism object.

## REFERENCES

- Arikunto, S. (2006). *Metode Penelitian Kualitatif*. Jakarta: Bumi Aksara.
- Bater, J. (2001). *Planning for Local Level: Sustainable Tourism Development*, Canadian Universities Consortium: Urban Environmental Management Project Training & Technology Transfer Program, Canadian International Development Agency (CIDA).
- Badan Pusat Statistik Bali. (2018). *Bali dalam angka 2018*. Bali: Badan Pusat Statistik.
- Badan Pusat Statistik Bali. (2019). Jumlah Kunjungan Wisatawan Asing ke Indonesia dan Bali, 1962-2018. Retrieved from Badan Pusat Statistik website: <https://bali.bps.go.id>.

- Cohen, J. M & T. Uphoff. (1977). *Rural Development Participation: Concepts and Measures for Project Design: Implementation and Evaluation*. New York: Cornell University, Ithaca
- Isbandi, A.R. (2007). *Perencanaan Partisipatoris Berbasis Aset Komunitas: dari Pemikiran Menuju Penerapan*. Depok: FISIP UI Press.
- Johnson, Burke., dan Christensen, Larry. (2012). *Educational Research: Quantitative, Qualitative, and Mixed Approaches (4th ed.)*. California: SAGE publications, inc
- Laksmi, A.A.S.R. (2014). "Pengelolaan Warisan Budaya Pura Tanah Lot sebagai Daya Tarik Wisata di Desa Beraban, Kecamatan Kediri, Tabanan". *Forum Arkeologi* Volume 27, Nomor 3.
- Miles, B.M, & Huberman. A.M. (2009). *Analisis Data Kualitatif*. Jakarta: UI-Press.
- Perjanjian Kerjasama *Pengelolaan Daya Tarik Wisata Antara Pemerintah Daerah Kabupaten Tabanan Dengan Desa Pakraman Beraban Kecamatan Kediri* Nomor 358/ DPBRB/ 2011.
- Teguh,F.(2015). *Tata Kelola Destinasi Membangun Ekosistem Pariwisata*. Yogyakarta: Gadjah Mada University Press.