DESIGNING A PRODUCT DEVELOPMENT INSTRUMENT TO IDENTIFY POTENTIAL TOURISM PRODUCTS IN NEWLY DEVELOPED TOURISM VILLAGES (Desa Wisata Rintisan) IN BULELENG REGENCY

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Abstract: Many villages in Bali, particularly those distant from tourist hubs, possess hidden gems with the potential to become tourist attractions. However, the human resources in these villages often lack the expertise to identify and develop these tourism products.. This research aims to design an effective product development instrument for identifying potential tourism products in newly developed tourism villages (desa wisata rintisan) in Buleleng regency. This study employs the research and development approach, using the ADDIE model. This paper however, highlights only the analysis and design stages. The product development instrument being developed in this study incorporates aspects on tourism product development, growth strategies, target markets, tourism trends, and product considerations. The try-out setting of the study is Lemukih Village which is assigned as one of the newly-developed tourism villages by the Tourism Department of Buleleng Regency, which is endowed with natural and cultural wealth, yet, has not fully optimized its potential as a tourist destination. The participants involve in this research are the stakeholders at the Tourism Department of Buleleng Regency and in Lemukih Village. The product development instrument designed in this research is expected to serve as a prototype in identifying and developing the highly potential tourism products in the newly-developed tourism villages particularly in Lemukih Village.

Kata Kunci : product development instrument, potential tourism products, newly-developed tourism villages

1. INTRODUCTION

Villages as the smallest unit of society in a country have a significant role in the process of national life (Wicaksono, 2020). Villages have a strategic role in national development, as they supply almost all national food needs. However, some rural communities, especially young people, are less interested in the agricultural sector because it is considered not to provide sufficient income for them. As a result, most rural communities migrate to cities in search of livelihoods. In response to this, the government, especially the Ministry of National Development Planning (PPN), is taking strategic steps. One of them is the development of tourism, which has been proven to make a major contribution to the welfare of the community.

The development of tourism villages has also penetrated villages that have tourism potential in Bali but have not been managed optimally. One of these villages is Lemukih Village, Sawan District, Bueleleng Regency. Lemukih Village is a village located in a mountain valley south of Singaraja city, the geographical location of the existence of this village is in a mountainous area (surrounded by hills) with an altitude of 500-1000 meters above sea level with the territory of one perbekel and one pakraman village which is divided into five hamlets namely: Buah Banjah Hamlet, Nyuh Hamlet, Nangka Hamlet, Village Hamlet, and Lemaya Hamlet.

The topography of Lemukih village provides abundant natural benefits to local residents (Afrivania et al, 2022) such as beautiful rice fields, plantations, and a very potential asset to be used as a tourism product is a

waterfall. Lemukih Village has several waterfalls that are starting to be developed including Fiji waterfall, Bembengan waterfall and Ikut Sampi waterfall. Another potential that comes from nature in Lemukih Village is coffee, which has been pioneered into a household business in the form of ground coffee products. Apart from natural potential, Lemukih Village also has potential in the form of local arts and culture, food and drinks typical of the village. Local cultures that are still maintained today include mesental, megangsingan, and ngoncang. While the typical food of Lemukih village that is not found elsewhere is Jukut Mut, food made from young rattan trees, Timbungan, food using bamboo media that is burned, and Jukut Buit-buit, food made from small snails or buit buit found in rice fields.

From observations in the field, despite the rich potential of Lemukih Village and the efforts of the Buleleng Regency government to develop existing potential, Lemukih Village still has many obstacles in developing its potential, especially in marketing potential or existing tourism products online. One of the most crucial obstacles is the low quality of local human resources (HR), especially in mastering technology. This is due to, among other things, the low level of education of some people, the lack of availability of funds to attend training, the lack of training opportunities both from government agencies, non-profit organizations and franchises. With this situation, Lemukih village officials, especially the Village Head and the head of the Tirta Wana Sari Tourism Awareness Group in Lemukih Village, really hope for assistance from outside parties to help improve the human resources of Lemukih Village through trainings. Related to the phenomenon of the lack of ability of Lemukih Village human resources to introduce the potential and existence of the village and market products online, the assistance of identifying tourism potential and online promotion training with Google Maps and Instagram to members of the Tirta Wana Sari Pokdarwis in Lemukih Village is very urgent to implement.

In previous research conducted by Afrivania et al (2022) which investigated the promotion strategy of the natural charm of Lemukih Village based on digital media, found several effective steps in conducting promotions and supporting factors. The gap between this research and the current one is that previous research only focused on promotional strategies, while this research also analyzed the potential in Lemukih Village.

Another study was also conducted by Sarkowi et al (2023) investigating the promotion strategy of Waturejo tourism village. In their research, they conducted a program to strengthen tourist villages through the development and design of destination branding through digital marketing training, namely the use of the Internet as a digital marketing tool so that tourism assets and potential, as well as products from Waturejo village.The gap between this research and the current one is that the research was conducted in Waturejo Village while the current one was conducted in Lemukih Village.

Raharja & Putra (2020) also conducted research that identified the obstacles faced by tourism village HR in Malang Regency in promotion or marketing efforts, especially by using e-marketing. The gap between this research and the current study is that the research was conducted in Malang, while the current study was conducted in Lemukih Village, Bali.

Therefore, this study seeks to provide training on how to optimize the potential of the village and how to promote the village as a tourist destination in the modern era as a step taken to improve and introduce the wealth and potential of Lemukih Village to the public at large.

2. METHOD

Design of the Study

This study applies the research and development approach using the ADDIE framework which follows five steps, namely Analyze, Design, Develop, Implement, and Evaluate. This work exclusively focuses on the analysis and design stages. The research activities and the output of each activity can be seen as below.
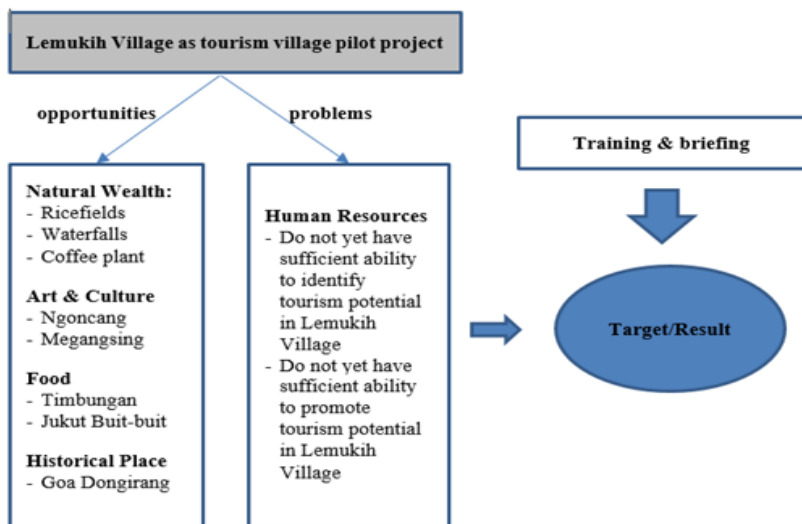
Figure 1. Concept of the research

Setting and Participant of the Study

The research setting is in Lemukih Village, Buleleng, Bali and the participants involve in this research are the stakeholders at the Tourism Department of Buleleng Regency and member of Pokdarwis Tirta Wana Sari in Lemukih Village.

Data Collection Method

Data was collected using observation list to figure out the opportunities that owned by Lemukih Village which can be used to promote the village. Some evaluation through GoogleForm also conducted at the end of training to figure out whether the training successful or failed.

Data analysis

Data analysis in this study is divided into four stages: data collection, data reduction, data presentation, and conclusion drawing or verification (Miles and Huberman, 1992). The researcher collected the data in the field using the research instruments that have been mentioned. Data will be collected in the form of observation checklists and other resources in the village.

Reducing data requires an effort to summarize, focus on the most significant information, and build subjects and structures (Meleong, 2010). At this stage, data is collected from informants and summarized according to the events and situations at the research location. Data from observations and other sources are sorted to match the focus of the research.

After data reduction, the next step in data analysis is data presentation or data display. This is the process of displaying data in the form of tables or essays or also summaries to make it easier to understand. According to Sugiyono (2016), data can be presented in the form of brief summaries, diagrams, or others. The data will be presented in the form of a description to summarize the conclusion.

In the final stage, data analysis comes to drawing conclusions. At this stage, the researcher will begin to examine the data. The researcher investigates all informants' responses about their post knowledge after the training given.

3. RESULT AND DISCUSSION

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Natural Potential
a.	Fiji Waterfall (Multiple Waterfall)
b.	Seven Point Waterfalls
c.	Grombong Waterfall
d.	Bengbengan Waterfall
e.	Kayehan Village Water Source
f.	Bukit Lalang Waterfall (Steps Waterfall)
g.	Yeh Mampeh Waterfall
h.	Ikut Sampi Waterfall
i.	Hot and Salty Springs
j.	Black soil (selem), Red soil (barak), White soil
k.	Dongirang Cave (Giant Grandmother Cave)
l.	Terraced Rice Fields
m.	Coffee plantation
n.	Clove plantation
o.	Coconut plantation
p.	Fruit plantations such as mangosteen, rambutan, manga, durian, etc.

So as to improve the mastery of Lemukih Village human resources technology as a strategy to promote the tourism potential of the local village, the Pokdarwis Tirta Wana Sari members of Lemukih Village were given assistance in identifying tourism potential and online promotion training with Google Maps and Instagram. With the skills to use Google Maps, Pokdarwis Tirta Wana Sari members will be able to show the locations of the tourism potential of Lemukih Village and with the ability to use Instagram, they will be able to display pictures and videos along with attractive descriptions, so that people who see will be interested in visiting and easily find the location of places or other tourist attractions owned by Lemukih Village.

Assistance activities for identifying tourism potential and online promotion training with Google Maps and Instagram to members of the Tirta Wana Sari Pokdarwis in Lemukih Village were carried out for one day, Wednesday, July 19, 2023. This training and mentoring activity was carried out offline with the following details: registration and installation of Canva, Google Maps, and Instagram applications on participants' cellphones, remarks, transferring materials to be used in training to participants' cellphones, presentation of material on important aspects of making electronic brochures, using Instagram for promotion and practice, filling out questionnaires / activity evaluation questionnaires with Google Form, presentation of material on using Google Maps and creating pin-point locations in Canva, discussion and practice, and closing and impression messages from participants.

During the presentation of material and practice, participants were very attentive and enthusiastic. In the discussion, they enthusiastically asked several questions such as what is a URL, how to share links from the platform or web that has been created, to how to keep the web or online platform created in promoting their business from being hacked.

Pelatihan yang diberikan mampu menambah wawasan atau keterampilan peserta

8 responses

- sangat tidak baik/sangat tidak bermanfaat/sangat tidak memuaskan
- kurang baik/kurang bermanfaat/kurang memuaskan
- cukup baik/cukup bermanfaat/cukup memuaskan
- baik/bermanfaat/memuaskan
- sangat baik/sangat bermanfaat/sangat memuaskan

100%

Figure 2. Participant Evaluation Results regarding the Benefits of PKM 2023 Activities

Materi pelatihan *up to date*/sesuai dengan isu terkini

8 responses

- sangat tidak baik/sangat tidak bermanfaat/sangat tidak memuaskan
- kurang baik/kurang bermanfaat/kurang memuaskan
- cukup baik/cukup bermanfaat/cukup memuaskan
- baik/bermanfaat/memuaskan
- sangat baik/sangat bermanfaat/sangat memuaskan

87.5% 12.5%

Figure 3. Participant Evaluation Results related to PKM 2023 Novelty

The activity ended with the participants' impressions and messages. On this occasion, representatives of the participants expressed their gratitude for the training provided because it was very useful for improving the quality of human resources in Lemukih Village, especially those who are members of Pokdarwis. Participants expect similar activities to be carried out again periodically with other relevant topics such as simple website development training, etc.

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