

Ecotourism development innovation in Klaten regency

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Article Info	ABSTRACT
Keywords: Innovation, Development, Village Owned Enterprises	The development of ecotourism in Indonesia is carried out not only by the government but also by Village-Owned Enterprises (BUMDes). One district, namely Klaten Regency, has 300 BUMDes from 319 villages, and is the largest district that has BUMDes businesses in various categories. Some of these BUMDes focus on developing tourism that utilizes natural wealth or other environmental potential. Tourism development is based on cooperative, participatory, emancipatory, transparent, accountable and sustainable principles. This research study method uses a qualitative descriptive approach. The research objects were 6 (six) villages in Klaten Regency, 3 (three) villages with BUMDes in the advanced category, 2 (two) BUMDes developing, and one BUMDes in the growing category. From the results of research on BUMDes, the principle of transparency is realized starting from budget management, for example at the start of its establishment it produces profits, which are paid as PADes amounting to 30% of the profits from business income and all of this can be accounted for for BUMDes in the advanced category. Meanwhile, BUMDes in the category of growth and development show the principle of transparency starting from the preparation of a master plan for developing business facilities from BUMDes, environmental management and intensifying promotion. Innovation and development of BUMDes that are successful and in the "advanced" category are the hopes of the community or village residents in Klaten Regency, because with the success of BUMDes will have an impact on the welfare of village communities. The success of BUMDes certainly cannot be separated from the role of various elements such as village government, community and community institutions.
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INTRODUCTION

Based on data from the Central Statistics Agency as of March 2023, the number of poor people in rural areas is as high as 14.16 million. This number is higher than in urban areas of 11.74 million people (BPS, 2023). In fact, rural areas have great potential to be more advanced and prosperous. However, it needs the right touch and management to

revive the village. The main potential in rural areas is natural resources (SDA). In the village there is available land, water, food sources, and environmentally friendly and sustainable energy sources. Energy sources include hydro, wind, solar or biomass power. If processed and managed properly, these resources can become a means of production that contributes greatly to economic empowerment in rural areas.

The government through the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (PDRT) is trying to empower villages. Overall, by December 2023 there will be 75,261 villages in Indonesia. Of the total number, there are 7,154 villages with underdeveloped status, 4,850 villages are very underdeveloped. Developing Village Index (IDM) data for 2023 also states that there are still 28,766 villages with developing status, 23,035 developed villages, and 11,456 independent villages (Ministry of Villages, PDRT and Transmigration, 2023). IDM is a composite index formed based on three indices, namely social resilience, economic resilience and environmental resilience.

The demand for innovation in the context of rural development cannot be separated from the shift in the paradigm of public policy in government, development and public services from rule government which tends to be based on a legal approach by prioritizing procedures and authority to good governance which pays more attention to processes based on the principles of integrity, professionalism and accountability. , transparency, justice, equality and law enforcement or rule of law.

In the implementation of public services, not only the bureaucracy is a reformer in changing mindsets, but there must also be changes, namely community participation which is realized in empowering village communities. The government has issued Law Number 6 of 2014 concerning Villages, its implementation will bring new nuances to villages, namely with the existence of village innovation programs, village-owned enterprises and community empowerment and participation which will ultimately create empowered villages, Independent and participatory in its implementation will bring a new nuance to the village, so that it can create a strong foundation for implementing governance and development towards a just, prosperous and prosperous society. One of the villages that has implemented innovations that have succeeded in optimizing natural resources as a tourist attraction is Ponggok Village in Polanharjo District, Klaten Regency, Central Java. BUMDes Tirta Mandiri as a business unit belonging to Ponggok Village was founded in 2009 with initial capital of Rp. 100 million with a savings and loan business. BUMDes Tirta Mandiri manages several clear and clear spring water pools which have been transformed into attractive tourist attractions. This effort succeeded in improving the welfare of Ponggok, which was originally categorized as a poor village. For Klaten Regency, there are 7 BUMDes in the advanced category, 14 in the developing category, 150 in the growing category, and 20 in the basic category.

Based on the background described above, the problem formulation can be put forward as follows:

1. How is the development of ecotourism carried out by BUMDes in Klaten?
2. What obstacles are faced in innovation in ecotourism development by BUMDes in Klaten Regency?

Analysis of village innovation programs in encouraging local economic development by the Village Innovation Implementation Team (PID) in Bangunharja Village, Ciamis Regency by NUrwanda and Badriah (2020). From the research results, various findings were found. The obstacles faced are the lack of human resource capacity, whether from the Village Innovation Implementation Team, the Bangunharja Village Government, or the business group community, so that the implementation of innovation activities is difficult to develop, there is still a lack of assistance activities for human resource development and entrepreneurship training and a lack of communication between the Village Innovation Implementation Team and business group community. The efforts made include improving the organization of the Village Innovation Implementation Team by providing work motivation among members, the Village Innovation Implementation Team evaluating and planning activities to assist experts in improving Village Government governance in economic development and entrepreneurship training, then the Village Government assisting community business groups. directly related to activities in implementing the Village Innovation Program.

Nurgiarta and Rosdiana's (2019) study resulted in the finding that environmental development, monitoring and increasing community knowledge about the environment has an impact on environmental management that can be utilized and has economic value for the development of community businesses in Labuhan Village. Tourism-based environmental management can be utilized optimally by the community to increase community income. This is supported by an increase in the role of institutions and community participation in planning, implementing and supervising the implementation of Village Funds in Labuhan Village, Kab. Lamongan, East Java. Research on the Potential of Innovation to Improve the Welfare of Village Communities by Sofianto (2020.) In this research, it is explained that villages have various natural, human, social and economic resources that can be managed with innovation. Some of the obstacles related to innovation in villages are managerial natural resources, human resources, social, economic resources, institutions and infrastructure. The key factors that encourage the development of rural innovation do not only rely on control of natural resources, but the dynamic potential of human resources driven by dynamic social resources.

From three previous research results related to the implementation of innovation through the development of BUMDes in various regions in Indonesia, it can be concluded that there is a need to strengthen the pattern of HR development for personnel and empowerment of village communities so as to encourage the acceleration of innovative village development. Expanding access to information through innovation exchanges can also continue to be carried out so that villages compete to increase their creativity in solving problems and exploring and developing the potential that exists in their villages. In general, natural resources are still considered the main factor in the economy, however a new awareness has begun to emerge to manage these resources in new ways with the growth of tourism activities, creative industries and post-harvest product processing. Some of the obstacles related to innovation in villages are managerial natural resources, human resources, social, economic resources, institutions and infrastructure. The role of village websites in promotion and community services is not yet optimal; and

innovation in the implementation of BUMDes is through the BUMDes marketing strategy, namely online sales on the BUMDes website.

Research on Ecotourism (ecotourism) by Tisnawati (2019) analyzes aspects of tourist attractions, social aspects, management aspects, and aspects of implementing community empowerment. In managing ecotourism in the Rejowinangun Tourism Village, Yogyakarta City, ecologically sustainable parameters are applied and economically beneficial to local communities.

Innovation Concept

Innovation according to the US Council on Competitiveness is the transformation of knowledge into new processes, products and services. Innovation can also be defined as a process of human activity or thinking to discover something new related to input, process and output and can provide benefits in human life (Makmur and Rohane, 2015). Meanwhile, according to Ellitan and Anatan (2009), innovation is a change made within an organization which includes creativity in creating new products, services, ideas or new processes.

The characteristics or attributes of innovation described above describe the ability of innovation itself to adapt to the organizational environment itself and to society as users of the innovation. Innovation that is able to survive and be accepted by its environment can have a positive influence on the organization or society. Another important aspect in the study of innovation is related to the level of innovation which reflects variations in the magnitude of the impact caused by ongoing innovation. This innovation level category is explained by Mulgan and Albury (Anggraeny, 2013) as ranging from incremental, radical, to transformative.

Meanwhile, Rukayat (2021) states that there are 4 objectives for establishing BUMDes, namely:

1. Improving the village economy
2. Increase village original income
3. Improving the management of village potential according to community needs
4. Increasing village development, community empowerment

There are six principles in managing BUMDes, including: 1) Cooperative, all components involved in BUMDes must carry out good cooperation for the development and survival of their business; 2) Participative, willing to volunteer or be asked to provide support and contributions that can encourage the progress of BUMDes businesses; 3) Emancipatory, in BUMDes they must be treated equally regardless of class, ethnicity and religion; 4) Transparent, activities that affect the interests of the general public must be known to all levels of society easily and openly; 5) Accountable, all BUMDes business activities must be accountable technically and administratively; and 6) Sustainable, all BUMDes business activities must be able to be developed and preserved by village communities within the BUMDes forum. The six principles referred to are used as analytical tools in this research.

METHOD

In This research uses descriptive research. This type of research was deliberately chosen because it aims to depict the complex social realities that exist in society (Mantra, 2004). The aim of descriptive research is to create systematic, factual and accurate descriptions, images or paintings regarding the facts, properties and relationships between the phenomena being investigated. The research approach used is qualitative. This approach was deliberately chosen because this research not only has the ambition to collect data in terms of quality, but also wants to gain a deeper understanding behind the phenomena that have been recorded. Attempts to provide a broad picture of the social phenomena that occur. According to Bogdan and Taylor (in Moleong, 2011:3) that, "qualitative research is used to produce descriptive data in the form of written or verbal data from people and observable behavior". The design used to solve this problem is a qualitative descriptive research method. Descriptive research is research that is directed at providing symptoms, facts or events systematically and accurately, regarding the characteristics of a particular population or area (Riyanto, 2001). Thus, the aim of this research method is to systematically describe the facts or characteristics of a particular population or a particular field factually and accurately.

RESULTS AND DISCUSSION

Klaten Regency is an area that has a lot of tourism potential, especially environmental tourism or natural tourism. The results of interviews with the Community and Village Empowerment Service and the Klaten Regional Development Planning Agency confirmed that villages in the Klaten Regency area are predominantly used as tourist villages. Klaten Regency consists of 391 villages which have 300 Village-Owned Enterprises. Various potentials consisting of natural resources, human resources and budgets disbursed from Village Funds, ADD, Central Java Province Financial Assistance, Village Original Income and other sources of income; is a tool that can be utilized towards the realization of an advanced, independent and competitive society. However, behind this potential there are also obstacles that must be found for solutions, including: human resources that have limitations both in terms of quantity and quality, regulatory factors that are not optimal, and external factors. An effective and efficient solution is through strengthening or increasing the personal capacity of village officials and BUM Village managers. Apart from that, support from various parties across sectors, including the government, private sector, academics and the wider community, will also turn all these challenges into opportunities for villages to progress, be independent and competitive. Because there are three things that are conditions for the progress of a Village BUM, namely: competent human resources, mapping of business potential that is right on target and the support of a village government that thinks forward, is innovative and focuses not only on physical development, but also on empowerment. (Source: Dispermades, Klaten Regency).

The mindset used in this research is: Innovation and Development of BUMDes in villages in Klaten Regency. BUMDes Innovation and Development is managed with 6 (six) principles: 1) cooperative, 2) participatory, 3) emancipatory, 4) transparent, 5) accountable and 6) sustainable.

Several villages that are the locations for this research have the criteria for BUMDes being advanced, growing and developing, namely Ponggok Village and Kebondalem Kidul Village. As for each village that is the object of this research, data, facts and interview results can be presented as follows:

Ponggok Village

Based on various policies governing Village-Owned Enterprises (BUMDes), especially those issued by the Central Government, in this case the PDDT Village Ministry, as well as the Regional Government (Klaten Regent Regulation), the idea emerged from the Head of Ponggok Village through a deliberation mechanism as a form of institutionalizing democracy. locally by bringing together BPD, Village Government and community groups to discuss strategic issues, one of which is the establishment of BUMDes.

Constraint-The obstacles at the beginning of the establishment of BUMDes Tirta Mandiri Ponggok Village included that even though it had become a joint decision, there were still community groups who had negative sentiments towards BUMDes. Then there is the problem of limited human resources, it is very difficult to find people who are truly willing to fight to pioneer and manage BUMDes, besides BUMDes being a new institution. The initial formation of BUMDes was a business that was managed by utilizing environmental conditions or natural potential, such as the Umbul Ponggok water tourism as a recreational vehicle. Theoretically, the Ponggok Village Government initially attempted to implement the environment, natural or man-made, is a vital component of the tourism 'product' which is 'consumed' by tourists and inevitably changed or modified either to facilitate tourism or adapt to address its needs(Fletcher et al., 2018).

Armed with the confidence and hard work of the BUMDes administrators and the continuous motivation of the Ponggok Village Head, slowly but surely BUMDes is making better progress. Within a period of one year, BUMDes had generated a profit of one hundred million rupiah and paid it as PAD of thirty million rupiah (30% of the profit in 2010). The positive impact felt by the village community with the progress and success of BUMDes Umbul Ponggok is that the existence of BUMDes now has enormous benefits for the community because it is able to reduce the unemployment rate in Ponggok Village through the absorption of local workers as BUMDes employees totaling 25 people. The existence of BUMDes also encourages the growth of productive community activities by opening culinary stalls for the community at the Umbul Ponggok tourist attraction location, as well as developing an investment climate for the community, because BUMDes has succeeded in going public by selling shares to the Poggok community to get a profit share from BUMDes business management. . This is proof of the effort and hard work built by the Ponggok village government, BUMDes and the community so that BUMDes is an institution that has a big influence on the development and welfare of the community.

Kebondalem Kidul Village

Sojiwan Temple was completely restored and officially opened to the public in 2011. Before that, the temple complex was just ruins and boulders that were not at all interesting to visit. At first glance, the shape of this temple, a combination of Hinduism and Buddhism, has the same building style as Prambanan Temple, namely slender and tall. Sojiwan Temple has a three-tiered temple roof, where at each level there are rows of small stupas,

while at the top of the temple there is a large stupa. Apart from that, at the foot of the temple there are reliefs of animals or fables related to Jataka stories. These include reliefs of monkeys getting around crocodiles so they can cross the river, a race between garuda and turtles.

Tourism development in this village also needs to pay attention to efforts to conserve and preserve the temple buildings. Kennell (2014) said that the various positive impacts of tourism also need to be balanced with efforts to maintain a balance of environmental, social and economic impacts in the context of sustainable development. This is done by paying attention to capacity. This is in line with the application of the capacity principle which includes the maximum number of people permitted to visit a tourist destination at the same time, without causing damage to the physical, economic, socio-cultural environment, as well as the level of visitor satisfaction (United Nations World Tourism Organization (1981). The Sojiwan Temple Complex in Kebondalem Village, Prambanan District, Klaten Regency, Central Java has an area of 8,140 square meters. The main temple building area reaches 401.3 square meters with a height of 27 meters, as shown in the following picture:

village secretary Kebondalem Kidul, when interviewed by researchers, explained that the obstacles for BUMDes in developing the Sojiwan Temple tourist attraction were related to government regulations. Where there is still a tug of war between the central government which is obliged to manage cultural heritage, then the interests of the Klaten District Government regarding PAD, and the BUMDes themselves. Even though the BUMDes have tried to innovate and develop businesses by building a playground next to the temple, as well as permanent kiosks for selling food and souvenirs. The trees in this temple complex are dominated by large and lush trees. Inevitably, this makes the atmosphere around the temple calm and cool. This beautiful atmosphere can also be used by tourists to spend time with family. After getting tired of exploring every corner of the temple, tourists can relax for a moment under the big tree near the temple. This beautiful garden is a treat for the eyes, not only the temple buildings, the courtyard of the Sojiwan Temple will also spoil the eyes of tourists. Green grasslands make the eyes fresh. Beside the temple complex, a park has now been built by the local community. Not only green plants, this park is equipped with various kinds of games that children like.

Based on observations, data, facts and interviews related to the history and development and innovation of BUMDes in Ponggok Village, linked to research using the BUMDes Management Principles Guidelines, it can be conveyed as follows:

- Cooperative, Participative and Emancipative, namely all components involved in BUMDes Ponggok Village carry out their cooperation well, starting from the management listed in the BUMDes organizational structure, supported by the community.
- The principle of participation is manifested in the form of: a) planning and implementation; community empowerment; b) decision making; and optimizing the role of women.
- The principles of Transparency, Accountability and Sustainability are realized in that all activities that affect the interests of the general public can easily be known by all

levels of society. Meanwhile, BUMDes in the growth and development category show the principle of transparency starting from preparing swimming pool master plans, environmental planning and promoting promotions. The principle of sustainability accompanied by innovation is realized in various programs which include business development ranging from processing bottled drinking water, processed food industry, mini market trading, BRI Link, Pertades and the development of outbound arenas which are still ongoing and beneficial for village communities and tourists.

By implementing the principles of participation and empowerment, we succeeded in improving the prosperity of the Ponggok village community, which previously only had an income of Rp. 80 million per year, now it has increased 48 times to Rp. 3.9 per year and BUMDes income now reaches Rp. 14 billion per year.

Transparent, Accountable and Sustainable, that is, all activities that affect the interests of the general public can be known easily by all levels of society. The principle of transparency is realized starting from budget management, for example at the start of its establishment, it generated a profit of one hundred million rupiah which was deposited as PAD of thirty million rupiah which was thirty percent of the profit and all of this could be accounted for. The sustainable principle of utilizing the abundant natural potential of water is realized in various programs which include business development ranging from processing bottled drinking water, the processed food industry, mini market trading and others which are still ongoing and the results can be enjoyed by the community. The existence of the Ponggok Village BUMDes with various innovations implemented has had a positive impact, especially on the Ponggok village community, because it is able to absorb 25 local workers as BUMDes employees. Apart from that, it also encourages the growth of productive community activities by opening culinary kiosks and parking managed by the local community. Innovation and creativity with the existence of BUMDes managing Umbul Ponggok tourism can foster an investment climate for the community, because BUMDes has succeeded in going public by selling shares to the public.

If we refer to Hasan's (2015) opinion, BUMDes in Ponggok Village have implemented promotion strategies and facilitation strategies in terms of tourist destination marketing strategies. Apart from that, the BUMDes management has also succeeded in increasing the competitiveness of tourism destinations in Ponggok by prioritizing competitiveness based on the quality of facilities and services provided to tourists. Marketing strategies for tourism potential are carried out through social media, websites, and also in collaboration with travel agents and other work partners. Umbul Ponggok is busy not only because of the spring which emits strong natural water but also because the position of this village is not too difficult to reach from the main traffic route between Yogyakarta - Solo, because the construction of road access is easy to reach even though this village passes through rice fields but the road smoothly, one of which is the PADes contribution from this BUMDes business amounting to Rp. 1,545,900,000 was obtained from 40% x 5,153,000,000 (2019 Ponggok Village BUMDes income).

CONCLUSION

Based on the results of research and innovation results in developing the natural potential of each BUMDes in Klaten Regency linked to the principles of BUMDes management, it can be concluded as follows: *Innovation and Development Carried Out by BUMDes in Klaten*

The application of Cooperative, Participatory and Emancipatory principles means that all components involved in BUMDes in the two villages have carried out good cooperation for the development and survival of the business as a tourist village. All components referred to in BUMDes management include the Regent, Village Head, BUMDes Director and his administrators and employees, village communities, even including BUMN, especially collaboration with the management of Sojiwan Temple. Participation is realized in the form of planning and implementation, community empowerment, decision making and optimizing the role of women. By implementing the principles of participation and empowerment, it has succeeded in improving the welfare of the community in each village that is the object of research, starting from workers from village communities to BUMDes employees, stall businesses, parking lot management, assistance with three types of BPJS Employment payments, facilities *water park*, fishing, development of the agricultural sector, fisheries sector, original village income (PADes) even up to billions, especially BUMDes in the advanced category. Especially for BUMDes in Kebondalem Kidul Village, BUMDes in the growing category, the emancipatory principle is demonstrated by the restoration of the Sojiwan Temple which has been completely restored and officially opened to the public, where previously the temple was only ruins and boulders which were not at all interesting to visit. BUMDes which manage tourist destinations in tourist villages in Klaten Regency, the majority of tourist villages are still "pennant" baths or pools. Research results show that it is still very rare for BUMDes in the Klaten area to diversify their business. Most still have a core business in the field of water tourism. Constraints on the quality of Human Resources (HR) are also an agenda that hinders the development of BUMDes. The education level of some village heads and village officials, one of which is the quality of human resources, greatly influences a village head's ability to formulate economic policies for his village to innovate and develop BUMDes in his village. Efforts have been made to overcome obstacles to innovation and development of BUMDes in Klaten in various ways. For example, by diversifying the type of business such as BUMDes Tirta Mandiri in Ponggok Village, Polanharjo District, Klaten Regency which is successful and successful with a natural swimming pool, this BUMDes is innovating and developing natural resources in the form of water in its village.

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