



Development of Waterfalls and Penikit Hot Springs Tourism Objects in Belok Sidan Village

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Abstrak

Daya tarik Air Terjun Penikit terbilang unik, yaitu dikenal sebagai air terjun panas dan dingin. Namun, perkembangan wisata Air Terjun Penikit belum cukup mempengaruhi perekonomian masyarakat setempat. Minimnya pengunjung dan minimnya informasi di masyarakat luas tentang tempat tersebut menjadi salah satu kelemahan dari objek wisata ini. Selain itu, infrastruktur di objek wisata ini masih kurang. Untuk itu perlu diadakan PKM untuk pengembangan Air Terjun Penikit dan Pemandian Air Panas di Desa Belok Sidan Kecamatan Petang Kabupaten Badung. Mitra sasaran dalam PKM ini adalah Kelompok Sadar Wisata (Pokdarwis) Wana Giri yang berjumlah 33 orang. Kegiatan PKM yang dilakukan adalah, perbaikan jamban (pekerjaan struktur dan pekerjaan finishing), pemasangan air bersih untuk toilet, pembersihan lahan parkir, pengerasan dan penyemenan kolam air panas, pembuatan WEB, pelatihan penggunaan WEB dan pembukuan sederhana. Hasil dari program PKM di Air Terjun dan Pemandian Air Panas Penikit membantu peningkatan potensi ekonomi yang mendukung pembangunan di kawasan Penikit khususnya yaitu: ada peluang usaha, ada peningkatan pendapatan, dan ada penyerapan tenaga kerja.

Kata Kunci: Air Terjun Penikit, Obyek Wisata

Abstract

The attraction of Penikit Waterfall is unique, which is known as a hot and cold waterfall. However, the development of Penikit Waterfall tourism has not sufficiently affected the economy of the local community. The lack of visitors and the lack of information in the wider community about the place is one of the weaknesses of this tourist attraction. In addition, the infrastructure at this tourist attraction is still lacking. For this reason, it is necessary to hold a PKM for the development of Penikit Waterfalls and Hot Springs in Belok Sidan Village, Petang District, Badung Regency. The target partner in this PKM is the Tourism Awareness Group (Pokdarwis) Wana Giri, totaling 33 people. The PKM activities carried out are, repairing toilets (structural work and finishing work), installing clean water for toilets, parking lot cleaning, hardening and cementing hot water pools, making WEB, training on using WEB and simple bookkeeping. The results of the PKM program on the Penikit Waterfall and Hot Springs help increase the economic potential that supports development in the Penikit area in particular, namely: there are business opportunities, there is an increase in income, and there is labor absorption.

Keywords: Waterfall Penikit, Tourism Objects

1. INTRODUCTION

The development of the Penikit Village Waterfall and Hot Spring Tourism Object is an activity of the Community Partnership Program which aims to assist the Penikit Village community in improving the economy through the development of tourism objects. Remember Bali is one of the provinces in Indonesia that has diverse and unique tourism potential while making the tourism sector its mainstay (Wijaya, 2015; Setyanto and Winduwati, 2017; Nur and Mariantha, 2018; Yuendini *et al.*, 2019). The development and empowerment of tourism potential on a large scale in Bali in general has placed Bali as a very promising tourist destination for regional development (Picard, 2006; Arcana and Wiweka, 2015; Ariana and Astina, 2019). Tourism is one of the fastest growing industries in

History:

Received : November 21, 2022

Revised : November 20, 2022

Accepted : April 13, 2022

Published : May 25, 2022

Publisher: Undiksha Press

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Indonesia and has been proven to contribute a large income, which will continue to grow in line with the development of industrialization and changes in lifestyles that cause people to have the ability to travel more and have more time to travel, especially to Indonesia (Mudrikah, 2014; Hermawan, 2016; Ma'ruf, Kurniawan and Pangestu, 2017; Santoso, 2022). Tourism is various kinds of tourism activities and supported by various facilities and services provided by the community, businessmen, government, and local governments (Bahiyah, Riyanto and Sudarti, 2018; Yani, 2021). Tourism is a travel activity carried out temporarily from the original place of residence to the destination area for reasons not to settle or earn a living but only to fulfil curiosity, spend leisure time or holidays and other purposes (Nieamah, 2014; Sari and Aliyah, 2019).

The tourism sector is one of the largest economic sectors, this is because all sectors of life are very dependent on the tourism sector (Holik, 2016; Ardika, 2020; Khurramov, 2020; Susilawati, Falefi and Purwoko, 2020). The tourism sector has been a driving force for the economy and development in Bali since the 1970s. Badung Regency is one of the regencies in Bali which has many tourist destinations for tourists who come to visit it. One attraction that has the potential to be developed is the Penikit Waterfall Tourism Object. This waterfall is unique, known as the hot and cold Penikit waterfall, because there are two different water sources, hot and cold. As well as having an area that is still thick with rural nature, breathing fresh air, far from pollution and noise, feeling and being involved in the activities of the local community, in the sense that tourists do not just see the beauty of nature, but can live in it. Tourists can feel and fully enjoy nature and socio-culture in the village. In Penikit Village there is a tourism awareness group (Pokdarwis) who pioneered the development of tourist attractions there. One of the steps that need to be considered to develop a tourist attraction is the operation of Pokdarwis as a local tourism community (Harjianti and Subekti, 2019) (Yatmaja, 2019; Sholeha, 2022) (Althalets *et al.*, 2021). In order for a tourism object to develop properly, the alternative strategy used is to improve the image of tourism objects in order to compete with other tourism objects, improve cleanliness and maintenance of existing facilities, add facilities/facilities to support tourism that are still lacking, realize development of tourism objects by the government, improving the environmental quality of tourist areas, and carrying out effective promotional activities (Sylvia, 2017). The promotion program is one of the strategies to develop waterfall tourism (Yuni, 2011).

However, the development of Penikit Waterfall tourism has not sufficiently affected the economy of the local community. The lack of visitors and the lack of information in the wider community about the place is one of the weaknesses of this tourist attraction. In addition, the infrastructure at this tourist attraction is still lacking. Of the problems that occur, partners need assistance regarding the improvement of tourist facilities. The perception of tourist facilities has a positive influence on the demand for hot spring tourism services (Setiawan, 2019). Partners need also promotion through online media. Digital marketing is a new way to increase customer growth (Arifin *et al.*, 2015). The use of the internet and social media have changed consumer behavior and the ways in which companies conduct their business (Dwivedi *et al.*, 2021). Through e-commerce promotions it can be done quickly throughout the world without being constrained by distance and time. The costs required can also be cheaper.

By looking at these problems and potentials, in this PKM (Community Service) program we are encouraged to help develop the Penikit Waterfall tourist attraction so that it is better known by the wider community. The development of tourism opens up many new opportunities for the community to earn additional income (Hermawan, 2017).

2. METHODS

This service activity aims to develop a waterfall and hot spring tourist attraction in Penikit village, so that in the future it can bring about an increase in the economy of the local village community. The implementation of PKM activities at the Penikit Waterfall tourism object involved a team of proposals consisting of one chairperson and two members, three students and Pokdarwis partners in Belok Sidan Village. The implementation of this activity is planned for 8 months, from January to October 2021.

The method of implementing this PKM activity has several stages as follows: The First needs analysis stage, at this stage, what is done is to identify the scope that aims to maintain the consistency of this PKM activity in order to achieve the expected goals. Data collection is carried out directly in the form of photos of the situation at Penikit waterfall. PKM partners in this case play an active role in providing the required data. The second, design stage, at this stage, the design of physical work drawings that are recommended as solution in solving problems faced by PKM partners consists of making 90 cm high iron railing along 20 meters on a dangerous path down the road to the location of the waterfall. Procurement and installation of water pumps in toilets, manufacture of trash cans, designing technology for website creation, Instagram and Facebook social media accounts.

The third, assistance and implementation are carried out, namely: Assistance in the administration of waterfall retribution permits to village, sub-district and district governments is carried out to ensure that retribution permits can be obtained. Physical work assistance, namely the installation of iron railings, making concrete bath mats rebates, trash bins and toilet cleaning equipment, installing water pumps in toilets, hot water pool hardening. Assistance in the creation of the Penikit Waterfall Tourism Object website. The website will later be used as an online promotion medium. The use of online promotions can improve purchasing decisions and training in making simple bookkeeping. Pokdarwis partners in this case also play a role in providing locations for mentoring and implementation.

The last stage is evaluation stage, after providing assistance and implementing technology as a solution to the problems of Pokdarwis Belok Sidan partners, the proposer team conducted an evaluation to find out how far the program implemented could run effectively. The evaluation was carried out using a pre-test and post-test through the distribution of a designed evaluation questionnaire. After providing assistance and implementing technology as a solution to the problems of Pokdarwis Belok Sidan partners, the proposer team conducted an evaluation to find out how far the program implemented could run effectively. The evaluation was carried out using a pre-test and post-test through the distribution of a designed evaluation questionnaire.

3. RESULTS AND DISCUSSION

The Community Partnership Program (PKM) was carried out in the Penikit banjar, Belok/Sidan village, Petang sub-district, Badung district at the Penikit waterfall and hot spring tourist attraction. In order to run well, cooperation is needed between the implementing PKM in this case Ngurah Rai University Denpasar and the partner, namely the Wana Giri Tourism Awareness Group (Pokdarwis). The process of designing the arrangement of the Penikit waterfall area, as for the process that is passed in discussing the problems or problems contained in this paper using the process, the process is described as follows: the initial stage, including identification, by coordinating in groups to find sources whose purpose is to obtain data that will be used to find out how to solve the problems contained in this activity. The second step is preparation which includes collecting and analyzing information data about the problem to be solved obtained from sources related to the management of the Penikit waterfall, the data collection techniques used are:

Observation, searching for data directly to waterfall attractions, such as seeing firsthand how the condition of the tourist attraction is, starting from the condition of the available tourism infrastructure facilities, access roads to be traversed by tourists, and also the environment of the tourist attraction itself. Product quality, services provided and customer satisfaction are the main concerns. Search data by interviewing the waterfall manager (POKDARWIS), Kelian Dusun, Chairperson of the Air Merta Suci Banjar Penikit Sekeha (Group) to obtain information, and those interviewed are people who are very knowledgeable about the history and management of the observation location.

Assistance in the administration of waterfall retribution permits to village, sub-district and district governments is carried out to ensure that retribution permits can be obtained. This assistance was carried out by the proposing team Nyoman Dwika Ayu Amrita, S.E., M.Si. Physical work assistance. Increasing tourist facilities will affect visitor satisfaction (Marhanah and Wahadi, 2016). In this community partnership program improvement of tourist facilities such as the installation of iron railings, cleaning parking lots, trash bins and toilet cleaning equipment, installing water pumps in toilets, hardening and cementing hot water pools. Physical work assistance was carried out by the proposing team Ir. Agus Wiryadhi Saidi, M.Si.

Training in making simple bookkeeping carried out by the team of proposers Made Mulia Handayani, S.Pd.H., M.Pd.H, M.M.. Most small and medium-sized businesses have to close, not because there is no bookkeeping. However, because it does not record and analyze the results of the business (Machfuzhoh, . and Widyaningsih, 2020). To be able to record and analyze the results of your business, you must understand accounting. Guidance activities and the provision of materials can provide new knowledge to partners (Cynthia et al., 2021). Systematic recording of financial statements has the benefit of the financial position of the business at a certain time, and can provide financial information about the results of operations in an accounting period (Wardiningsih et al., 2020). The training activity was shown on Figure 1.



Figure 1. Training in Making Simple Bookkeeping

Community partnership program, we also create a website and conduct training on the use of the website. Creating a website to make it easier for waterfall managers and the local community to introduce waterfalls to the wider community. Websites have an unlimited range of time and space. Online marketing through the web (digital technology) is now widely used, in all aspects of human life, so that business actors must be able to adapt to existing technological advances so that they can continue to run and develop (Suwarni et al., 2020). To obtain a website as an effective medium in conveying information, it is necessary

to implement certain strategies so that the website promotion activities carried out achieve maximum results (Surentu, Warouw and Rembang, 2020). There was a significant effect of Digital marketing on marketing performance (Lestari, Pradani and Digdowiseiso, 2022). Tourism online marketing is considered complete if it is able to deliver all required information along with supporting facilities, directions, and related matters. Not only creating a website and conducting training on the use of the website, the community partnership program team also made a video of the waterfall and penikit hot spring tourism as promotional materials. Good and integrated online marketing can support the level of tourist visits so as to increase regional income (Puriati and Darma, 2021).

Besides, at this stage it is necessary to have supervision, coordination, and evaluation aimed at achieving the above activities in accordance with the planning. The community partnership program activities have an impact economic and social Impact. Tourism is one of the important things for an area. With the existence of a tourist destination, it means that the area will get income. Therefore, the development of the Penikit Waterfall and Hot Spring tourism sector is seen as having very important economic potential to support development in the Penikit area in particular, namely: there are Business Opportunities, there is an increase in income, there is Labor Absorption.

4. CONCLUSION

The Community Partnership Program (PKM) was carried out in the Penikit banjar, Belok/Sidan village, Petang sub-district, Badung district at the Penikit waterfall and hot spring tourist attraction are going well. The collaboration between the PKM implementer in this case Ngurah Rai University Denpasar and the partner, namely the Wana Giri Tourism Awareness Group (Pokdarwis) also went well. The process of designing the arrangement of the Penikit waterfall area, as for the process that is passed in discussing the problems or problems contained in this paper using the process, the process is described as follows: the initial stages, including identification, collection and analysis of information data about the problem, activities to prepare and implement a plans that have been prepared. The Community Partnership Programs that have been implemented are repairing and arranging infrastructure and facilities, such as installation of clean water for toilets and hand washing places, parking lot cleaning, hardening and cementing hot water pools, management training for waterfall management groups, hardening around waterfalls and hot springs, then create a website to make it easier for waterfall managers and the local community to introduce waterfalls to the wider community (tourists), and last is simple bookkeeping training.

5. ACKNOWLEDGE

Acknowledgments are given to the Ministry of Research and Technology/BRIN for funding this PKM Program, as well as Ngurah Rai University for its support and the people of Penikit Village..

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