

# Community Involvement in Packaging Innovation Ensuring the Sustainability of Destination

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## ARTICLE INFO

### Article history:

Received February 06, 2022

Revised February 10, 2022

Accepted May 01, 2022

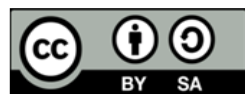
Available online May 25, 2022

### Kata Kunci:

Pelibatan Masyarakat,  
Pengemasan, Keberlanjutan, Desa  
Wisata

### Keywords:

Community Involvement,  
Packaging, Sustainability, Village  
Tourism



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## ABSTRAK

Di masa Pandemi Covid-19 banyak vila yang ditutup tetapi masih banyak masyarakat desa untuk membangun kembali pariwisata. Tujuan dari penelitian ini adalah untuk menganalisis keterlibatan masyarakat lokal dalam mengemas desa wisata di desa Cepaka dan Petak selama masa pandemi Covid 19 agar berkelanjutan. Penelitian ini merupakan penelitian kualitatif. Data dan informasi dikumpulkan dari para pemangku kepentingan yang menjadi narasumber utama. Jumlah informan sebanyak 10 orang di desa Petak dan 16 orang di desa Cepaka. Focus group discussion (FGD) dilakukan di dua desa dan wawancara mendalam dengan pedoman wawancara terstruktur dilakukan dengan semua informan kunci. Teknik analisis data yang digunakan yaitu analisis deskriptif kualitatif. Temuan penelitian ini adalah Keterlibatan masyarakat secara spontan dan terinduksi dalam mengemas potensi wisata desa dan alam spiritual memberikan manfaat ekonomi, sosial dan lingkungan. Pengembangan destinasi wisata yang mempertimbangkan nilai-nilai sosial, ekonomi dan lingkungan memberikan dampak yang seimbang bagi masyarakat, bisnis dan memastikan keberlanjutan, Sentuhan kreativitas pemasaran digital dalam kemasan, meningkatkan kualitas tampilan produk, mempercepat penyebaran informasi dengan cakupan yang tidak terbatas. Pengemasan desa wisata Cepaka dan wisata alam spiritual Petak melalui sinergi dan kerjasama dengan UMKM dan pemangku kepentingan, meningkatkan citra destinasi.

## ABSTRACT

During the Covid-19 Pandemic, many villas were closed, but many rural communities still needed to rebuild tourism. This study aimed to analyze local communities' involvement in packaging tourism villages in Cepaka and Petak villages during the Covid 19 pandemic to make them sustainable. This research is qualitative. Data and information are collected from stakeholders who are the primary sources. The informants were ten people in Petak village and 16 in Cepaka village. Focus group discussions (FGDs) were conducted in two villages, and in-depth interviews were conducted with all key informants using structured interview guidelines. The data analysis technique used is descriptive qualitative analysis. The findings of this study are spontaneous and induced community involvement in packaging the potential for village tourism and spiritual nature to provide economic, social, and environmental benefits. Developing tourist destinations that consider social, economic, and environmental values has a balanced impact on society and business and ensures sustainability. Touches digital marketing creativity in packaging, improves product display quality, and accelerates information dissemination with unlimited coverage. The packaging of the Cepaka tourism village and the Petak spiritual nature tourism through synergy and collaboration with MSMEs and stakeholders enhances the destination's image.

## 1. INTRODUCTION

Tourism is a new economic commodity that impacts a country ([Arliman, 2018; Paramita & Putra, 2020; Udayana, 2017]). Tourist destinations are often visited due to environmental conditions, infrastructure, and cultural values. One of the efforts to realize a comparative advantage is to develop a tourist village. A tourist village is a form of the tourism industry in the form of similar tourist activities,

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which include several activities that encourage tourists as consumers to use products from the tourist village or take trips to tourist villages (Indiyati et al., 2020; Sudiartini et al., 2020a). Tourism products include tourist transportation, tourist attractions, and tourism accommodation (Risal et al., 2021; Ubaidillah & Nazlia, 2022). A village that can be called a tourism village is a village that has tourism potential that can be developed, a tradition, and a distinct culture, accessibility and infrastructure that support the tourism village program, guaranteed security, maintained order, and cleanliness (Sidik, 2015; Sudirman et al., 2021; Trisnawati et al., 2018).

The basis for developing a tourist village is an understanding of the character and capabilities of elements in the village, such as environmental and natural conditions, socio-culture, community economy, the layout structure, historical aspects, community culture and buildings, including indigenous knowledge possessed by the community (Abubakar et al., 2019; Rahmawati & Purwohandoyo, 2019). Tourism development and development will directly penetrate and involve the community to provide various influences on the local community, both in the form of positive influences (Mahfudz & Admawidjadja, 2020; Suni & Badollahi, 2021). While during the Covid-19 Pandemic, many villas were closed, the spirit of the village community to rebuild tourism was still burning (Nuruddin et al., 2020; Paramita & Putra, 2020). Several groups of art studios, culinary SMEs, duck farming SMEs, fish and mushroom farming require assistance to return to activities so that the family economy remains smooth. The potentials that drive the entrepreneurial spirit include several carving/sculpting craftsmen and dance and mask studios, incense making SMEs, mushroom cultivation, Balinese culinary business SMEs, and livestock and fisheries businesses. All of this potential is very feasible to be transformed and packaged to be part of the tourism village activities. This Covid-19 also impacts tourist villages in Bali, namely Cepaka Village in Tabanan Regency and Petak Village in Gianyar Regency. These two villages have similar natural characteristics and people. Cepaka village has natural advantages in jogging tracks of rice fields and old Dutch irrigation wells. On the other hand, Petak Village has a unique natural source of holy water, which the community believes can provide healing or spiritual benefits.

Cepaka Village is a village in Tabanan Regency whose livelihoods depend on tourism. Since 2006 along the "Penet" river that flows through Cepaka Village, foreign investors have built several villas. These villas also contribute to creating jobs for the community. Guests staying at the villa who always enjoy the nature of this village collaborate with the village community to provide an economic impact for the community. In Cepaka Village, the community is already involved in the tourism sector based on local wisdom. However, it has not been able to package the existing tourism potential into a tour package with a high selling value. Potential and Business Opportunities in Cepaka Village include the fertile soil structure of Cepaka Village, with green rice fields with abundant harvests. Cepaka Village is one of the villages that significantly contributes to Tabanan Regency's determination as the rice granary of Bali Province. Residents of Cepaka Village have a stretch of rice fields that are still beautiful with footpaths that are often used as a four-kilometre jogging track. This path is a place for relaxing walks, selfies, cycling for the surrounding community and even for bicycle lovers from various regions.

Petak Village is located in Gianyar Regency, which has been very famous since Ubud became an international icon that invites foreign tourists. The profession of the Petak Village community is quite diverse; some are farming, raising cows, ducks, chickens and pigs. Petak Village, synonymous with tourist destinations, is also supported by people involved in the arts, including a traditional dance, sacred dance, gamelan, sekere Santi, sculpture, and painting. These diverse professions make Petak village also worthy of being packaged as a tourist destination. The support of village financial institutions such as Cooperatives (Microfinance Institutions) and LPDs (Village Credit Institutions) is quite strong and has become the backbone of the economy of small communities. However, since the Covid-19 Pandemic, the economy of rural communities has been very concerning; only tourists who already have an extended stay in Bali can enjoy Bali, Gianyar (Ubud) and its surroundings, thus affecting demand in the tourism sector. From a geographical point of view, the fertile soil structure allows the people of Petak Village to cultivate crops, garden and raise livestock. Apart from agriculture and plantations, Petak Village is also famous for its artistic and cultural creativity because Gianyar Regency is supported by villages with the potential for arts and crafts typical of Petak Village. The handicraft industry produced by the Gianyar people is in great demand and demand by foreign tourists. Several natural water sources further strengthen the natural and religious atmosphere. People believe that natural water sources contain minerals and good health benefits. The waterfall is majestic and allows tourists to bathe and enjoy the water for therapy, giving tourists a distinct impression. In addition, Petak Village does not lack water because there are 9 (nine) springs with high water discharge, which are used for agriculture.

Initial surveys show that 80% of people in the tourism sector are turning to odd jobs due to the Covid-19 Pandemic. There are raising livestock, gardening, and farming. However, due to the paralysis of the tourism sector, the community's agricultural products have not been absorbed by hotels and villas in

Gianyar Regency. The discussion with the Petak Village Head explained that the reduced tourism brought disaster to the people in Bali, both in the city and the village. MSMEs were not optimal in producing, and many even closed their businesses. Many human resources in Petak Village have been laid off from hotels and are unemployed. Meanwhile, the demands for fulfilling household and educational needs must not stop. From the discussion with the village head, it can be concluded that the plot village must involve the community to package the potential of village tourism to be developed and provide sustainable economic benefits for the community. Community involvement in various arts, cultural, culinary, and natural exploration activities are synergized to support the packaging of tourist villages that require community involvement. In this study, the village head stated that the limited knowledge of the community in packaging tourism potential into a tourist village greatly affected its achievement. The presence of tourism students and lecturers helped to realize the excavation and packaging of tourism potential into attractive tourist village packages, which were successfully implemented. The packaging of spiritual nature tourism potential in Petak village greatly contributes to the community.

The findings of previous studies stated that various ways were carried out for COVID-19 recovery (Mediastari, 2021; Permata et al., 2022). Seizing this moment of crisis, when ordinary policies and social norms have been disrupted, bold steps can steer the world back on track toward the Sustainable Development Goals (Kristanto & Putri, 2021; Mu'minin et al., 2022). It is a time for a change, for big systemic change towards a more sustainable economy that works for people. The Covid-19 condition that weakens the community must be addressed appropriately (Paramita & Putra, 2020; Sudiartini et al., 2020a). The whole community must rise again to build a village within various limitations. Whatever the role and involvement of the community in packaging tourism potential, it must turn into an attractive natural tourism village to be sustainable (Nugroho et al., 2019; Paramita & Putra, 2020). Several essential aspects in the form of theoretical studies must be considered in this activity. Success in developing tourist destinations in the community cannot be separated from the role and contribution of the surrounding community. Massive transformation efforts were carried out in terms of human resources related to their capacity and competence and other things that are development priorities in Bali. The purpose of this study is to analyze the community in Cepaka and Petak villages must be involved in packaging the village's potential into a tourist village, analyze the economic benefits for the community and ensure its sustainability.

## 2. METHODS

This research is qualitative research. Data and information were collected from stakeholders who were the main resource persons for the research, namely indigenous community leaders, religious leaders, Cepaka and Petak village leaders, youth leaders, tourism actors, engineers, craftsmen and hoteliers in the Puri Saron Hotels, as well as villa managers in Cepaka village, who is involved in the packaging of the jogging track tourist destinations in Cepaka village and the spiritual nature tourism village of Tirta Gunung Mertha, Petak village. The total number of informants was 10 people in Petak village and 16 people in Cepaka village. They are stakeholders who are fully involved in various development and packaging activities of the two tourist villages. Focus group discussions (FGDs) were conducted in two villages and in-depth interviews with structured interview guidelines were conducted with all key informants. Furthermore, information on community involvement in the packaging of the Cepaka tourism village and spiritual nature tourism in Petak village was explored and analyzed qualitatively and associate with the sustainability of the tourism villages. The data analysis technique used is descriptive qualitative analysis.

## 3. RESULTS AND DISCUSSIONS

### Results

Based on the results of interviews and qualitative analysis of the data and information received, it can be explained that in general the people of Cepaka Tabanan and Petak Gianyar villages are very enthusiastic about packaging village products so that they are better known to local and foreign communities. Covid 19 has brought a downturn for the tourism community in Bali, but the demands of life must still be met. The potential which is the mainstay in the form of very beautiful and attractive natural wealth in the village of Petak Gianyar, is not difficult to be packaged into a new source of income for the village community. Cepaka Village is a small village that relies on agriculture, although along the river around the village there are many villas, but Covid 19 has made people lose their jobs. Petak Village is one of the art villages in Gianyar Regency. The natural beauty that is still natural, the profession of the people who are involved in the world of art / entertainment makes this village inseparable from the target of

tourist visits. The existence of the former kingdom in Ubud, Sukawati, Bedulu, Mas makes Gianyar Regency a pristine heritage site with the characteristics of an ancient kingdom. Covid 19 has made almost 90% of tourist destinations in Bali unable to operate. This condition makes the villagers feel lost and almost no economic income. The packaging of jogging track tours, spiritual tourism, agro tourism and collaborating with MSMEs supporting tourism villages have been carried out in stages in the last eight months. There are interesting things that became the focus of the team's research in these two villages, namely strong local community involvement in village development. There are traditional groups, service groups that have the same interests so that academics help them to package the potential of tourist villages.

When linked to the "Penta Helik" model initiated by the Minister of Tourism, the tourism minister at that time, illustrates to the public that the contribution of elements of business, government, community, academic and media (BGCAM) in the development of sustainable tourism is very balance. In the concept of the penta helix (BGCAM). found that the media is the last element that determines the sustainability of MSMEs (Suarthana et al., 2021). Good collaboration between MSMEs as business actors, the government as policy makers, the community as implementers and those who benefit, as well as the contribution of academics as motivators / movers and strengthened by the media are able to raise the competitiveness of MSMEs in Cepaka village.

In the implementation of the packaging of the two tourist villages, the involvement of elements of BGCAM is eagerly awaited by the community. The competence of lecturers, students and the scientific substance shared by academics becomes a guide for all people who want their village to be better. In the activities carried out in these two villages. Cepaka village in particular, previously received assistance from academics in building learning houses during the Covid 19 pandemic. The presence of academics gave new enthusiasm to the community and school children. Parents who do not understand technology, do not have an internet quota to study, feel very resolved by internet learning facilities and teaching campuses in the village. Interview with the head of Cepaka village, felt that he was greatly helped by the contribution of academics in developing education and building tourist villages. The assistance provided by academics inspires the community to be directly involved in the village. Outsiders are very enthusiastic about helping the village community so that the villagers feel called to be more intensely involved in developing their village.

The results of the interview showed that the natural potential of Petak village is extraordinary. There are canyons, drizzling rain, waterfalls, natural spiritual springs that are believed to be efficacious, agro-coffee plants, durian, rambutan, and various processed food products from the local community. This potential still stands alone and there is no effort to package it so that it provides economic benefits for the community. Assistance in packaging the potential of Petak village to become an attractive tourist village received a positive response from the local community. The people of Petak village are still innocent and very responsive if a competent party wants to guide them. People want to be involved spontaneously without being paid because they feel they have and have to take responsibility for preserving the environment. The presence of academics and students who mingle in various activities for developing spiritual tourism areas, agro tourism and helping MSMEs seems to be a role model for them and become good learning partners in developing villages.

The packaging of spiritual nature tourism in this village, in addition to considering nature conservation, actually has a business orientation that is combined with other tourism businesses in the area. The community is also considering the economic benefits that become alternative income during this Covid 19 recovery. They are very cooperative and invited to pack the natural potential to be profitable. Likewise, the Cepaka village community, who have the same character and were victims of layoffs during the Covid 19 period. The FGD with 16 community leaders concluded that all MSMEs in Cepaka village are willing to collaborate in supporting jogging track tourism to become a center for tourism activities for the community. domestic tourists. Secretary to the head of the Cepaka village is very proud to see the Cepaka village community excited to build supporting facilities for jogging track services, in order to participate in obtaining economic benefits from tourism village activities in Cepaka village.

## Discussion

The condition of the community in Petak and Cepaka villages is in stark contrast to the findings stated that they are very vulnerable to developing community-based tourism, while in both villages developing community-based tourism is fully supported by the community (Sosa et al., 2021). This support is an indicator of the sustainability of a tourist village (Murphy et al., 2011; Sgroi, 2022). The people of Cepaka village and Petak village are working hand in hand to build tourism support facilities that are being built. Not a few of them sacrificed their personal money to support the realization of the packaging of the Cepaka tourism village and the Petak spiritual nature tourism. Community involvement

with various professions that will be part of the jogging track and spiritual tourism packages include; carvers, dancers, musicians, field plows, religious leaders, MSMEs, culinary, incense businesses, mushrooms, guides, villa accommodation managers really help speed up the packaging process. Considering the economic benefits felt by the two village communities, all components of the community contributed or got involved spontaneously without being specifically instructed. The community cooperates with stakeholders without restrictions. This condition induces other communities who have not contributed to participate so that they get the same economic benefits. The construction of tourism facilities, all elements of society join spontaneously, and in the packaging of tourism activities; community members involved are able to induce other communities to participate as well (Ji & Wang, 2022; Vantola et al., 2021). Based on the participation theory, the level of community participation in Cepaka and Petak villages is included in the level 1 and level 2 categories, namely spontaneous and induced participation (Tosun, 2006).

The packaging of the Cepaka tourism village and the Petak spiritual nature tourism is a community effort to get a positive impact on all sectors. Natural resources (planets) have their potential explored, packaged properly so that they provide benefits to the community (people) and are profitable (profit). The village has an obligation to form a prosperous society (Zhu & Xu, 2022; Zou & Yu, 2022). Village officials are obliged to help explore the potential of the village that can be developed so that it is economically beneficial for the villagers. On this basis, the entire village community supports every effort to develop the village's natural potential for the welfare of the community. The Three Levels of Sustainability (TLS) reveals the sustainability aspect from a more complete and multilevel perspective, namely at the outermost stage including economic value, social value and environmental value (Cavagnaro & Curiel, 2017; Kristensen & Mosgaard, 2020). The owner of the Purisaron hotel, stated that the benefits of tourism for the Petak village community in the form of economic, social, and environmental values are important considerations in maintaining the sustainability of the tourism business, thus the community will feel interested so that they are moved to get involved.

The head of the Cepaka village, really feels the impact of mentoring from academics to reactivate community-based tourism, so that all elements of society feel the positive benefits. On the other hand, the TLS concept emphasizes caring, which includes caring for me, caring for you and me and caring for all as a reflection of indicators of sustainability leadership (Azimifard et al., 2018; Cavagnaro & Curiel, 2017). The Head of the Madangan Indigenous village stated that the community's concern for themselves, others and the environment is clearly illustrated in this project, where all the residents are involved in revitalizing the Gunung Merta natural tourism which has been trusted by the community for generations as a place to ask for blessings of health, chastity and even to ask for offspring. This sacred mission is doubly beneficial; In addition to cultural preservation, building rehabilitation, there is also a socio-economic mission that benefits all parties. This cohesiveness indicates that the community adheres to social, economic and environmental values so as to ensure the sustainability of the tourist village (Manalu et al., 2020; Sudiartini et al., 2020b).

Cepaka village has a beautiful jogging track with green rice fields, it becomes productive when all local people exercise in the rice fields and the surrounding community begins to find new business ideas, such as; selling coffee, snacks, roasted corn and juice and drinks. Business inclusion is built, connected to the activities of the Cepaka tourist village. The economic benefits are felt by the smallest strata of society so that it ensures the sustainability of the business in the village. One important thing that must be consider in packaging is the scourge of millennial conversation when buying a product in the era of digitalization. Attractive packaging is able to bring consumer expectations to the real product (Granato et al., 2022; Mukhtar & Nurif, 2015). Packaging, something that can improve product quality and attract consumers (Chen et al., 2022; Mukhtar & Nurif, 2015). The tourism potential in Cepaka and Petak villages is quite diverse and is supported by human resources who are ready to be trained to be involved. The touch of technology also needs to be balanced so that existing products are extracted, packaged and delivered to local, national and even international communities. The existence of students and academics in this spiritual nature tourism project provides a complete picture of how the existing potentials should be packaged and integrated into the concept of spiritual tourism that is economically beneficial. Interview with GM Purisaron Madangan hotel explained that in this digitalization era, tourists know a destination from e-commerce facilities designed by the manager. Petak Village has not been able to package and sell it at the same time. Through collaboration with the Puri Saron Madangan hotel, the people of Petak village can sell spiritual tour packages through the Purisaron hotel website and BUMDES. Meanwhile, Cepaka village relies on the BUMDES website to sell the tourism village packages.

The tourist village brand of Cepaka and the spiritual nature tourism of Petak are not yet known by tourists, making digital promo media and combining it with MSMEs is the right effort to make this product viral. Skilled hands are needed who can turn various existing spots into Instagram-able selfie spots.

Excavation of information revealed that Petak village could imitate the promo model carried out by other destinations in Gianyar, which is able to invite local and foreign tourists to visit Bali. Arta (2021) also adds; that the easiest way to be popular is to create photo spots that sell and invite the curiosity of tourists. Efforts to make several selfie spots uploaded on various digital media, are able to provide information quickly and have unlimited coverage. Tourists tend to have a high curiosity, when one piece of information becomes viral, then supported by a good satisfaction review, the destination will quickly become a favorite destination. Support the role and contribution of the community who participate spontaneously, the community participates directly, authentically and self-planning, the results will be good (Tosun, 2006).

#### 4. CONCLUSION

The involvement of local communities in packaging the tourism village gave the new experience for both of the parties. The tourist got the new experience, by visiting the destinations, the MSMEs can collaborate in selling the product, the local communities spontaneously and induced got the economic, social and environmental benefits. A touch of digital marketing creativity in the packaging and marketing, improve product display quality, accelerate the dissemination of information with an infinite scope. Packaging the Cepaka tourism village and the spiritual nature tourism of Petak village by synergizing and collaborating with MSMEs and existing stakeholders, are able to improve the image of the destination.

#### 5. ACKNOWLEDGEMENT

This research was carried out with funding support from the Ministry of Education and Culture, Ristekbrin in the PKM scheme, Ideathon Research and PHP2D which examined the same focus, namely tourist villages. This research also involved student members of the PHP2D team of the Accounting and Management Student Association. This international publication as a form of output that is promised in research activities, will be developed again for output with a reputable index. Thank you to all the Cepaka village community, the Petak village community, the Chancellor of Triatma Mulya University and the Ministry of Education and Culture and Research and Technology and all students who are members of this research team.

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