CHAPTER I

INTRODUCTION

A. Background

Indonesia is the largest archipelago country known as having 17.504 islands with the fourth largest population in the world that exceeds 260 million with Javanese tribe and Islam religion as majority. Each island in Indonesia has its own tribes, language, art, and different cultures. For instance North Sumatra, for instance, is well known as Batak, and the people speak Batak language, and also West Sumatra is known as Minang and the people speak their own peculiar language. Therefore, Indonesia is known as its wealth in art and culture, as well as the richness in natural resources. In addition, Indonesia has a diversity of flora and fauna, as well as relics of ancient history or civilizations such as the site of Gunung Padang alleged as the oldest civilizations in the world. Indonesia has become an attractive tourist destination to be visited by local and foreign tourists.

In the era of autonomy every region has authority to develop its region, as well as to manage its natural resources in accordance with the existing potential for improving the well-being of the community in the area. The law number 23 year 2014 about the local government explains that local governments are directed to expedite the welfare of the community by managing the wealth of the area that meets the conditions, characteristics, and potential areas. To manage and build on their respective regions, the regional government runs a design development. The construction has a role as a tool to encourage and to control the development process faster and more directional (Sjafrijal, 2015). Each area has its own development planning with the sector varies based on its potential and natural resources which are available in the area, one of them is tourism.

In some countries, tourism is one of the important sectors. Tourism is one of the sources of the country's income which is used for the regional economical increment, development and prosperity of the society. The development of tourism sector in each region will trigger other sectors to be developed, because the products in other sectors will be used to support the tourism sector. Utilization and
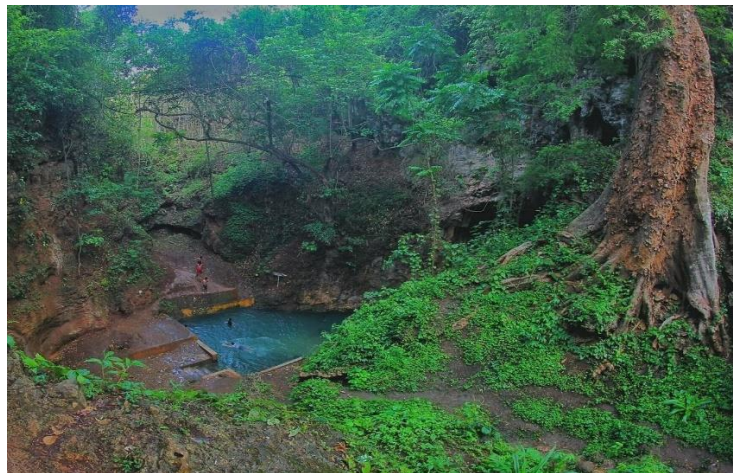
management of tourist attractions could optimally boost economic development in the region. For attracting the attention of foreign tourists as well as local tourist, the tourist attractions must have supporting infrastructures or facilities so that the tourists will be satisfied with places or attractions that they encounter.

The law number 10 year 2009 about Tourism explains that tourism is a great variety of tourism activities that supporting wide range of facilities and services provided by the public, and the government. Knowing from the law, the management of tourism facilities is not only the responsibility of the central government and the regional government, but also it is the responsibility of the public who has a role to develop and manage tourism attractions. The management and development of tourist attractions also should carried out to maximize the potential of tourism so tourists will increasingly come to visit. Each region has an obligation to manage its region, to utilize and to preserve some existing potential for improving the income of the region.

A villagers is a group of people who reside in the same geographic area and makes use of local natural resources that exist in the surroundings (Subadra, 2007). The villagers is instrumental in the development of tourism because the tourism development is essentially is the interaction of social, economic and industrial sectors. A role of villagers in the development of tourism is very relative to knowledge, experience, and expertise of the villagers. The villagers can act as a provider of public facilities, selling typical regional products, as well as a provider of information about tourism objects which aims to increase tourism potential and economical increment for the villagers and region. The development of tourism potential is included in development planning that is essentially economic planning which aims to improve the welfare of entire villagers. To improve the optimization of the role of the villagers in the development planning, the government should involve the villagers in activities of the development planning discussion which involves some relevant figures and leaders of the villagers to participate (Sjafrijal, 2015).

Special region of Yogyakarta has many tourism attractions, such as the well-known temples of Borobudur and Parangtritis beach. However, there are still many tourism attraction which unknown by the tourists and they are not managed properly which it happens in Ngeposari village, Semanu, of Gunungkidul regency. Ngeposari village have many tourism potency that can be develop, also some of the tourism spot already known by the public but it still lack of facilities. One of the tourism spot that already known by the public is Ngereneng spring which is located in Wediutah hamlet, Ngeposari. However, to get to the location the tourists must step down to derivative that is filled with slippery rocks, so the location is difficult to be reached by older people or children.

Picture 1.1: Kali Ngereneng

Alongside *Kali Ngereneng*, there are a few of other tourism objects, involving the caves attractions, culinary and agro-tourism. Unfortunately, these tourism potency have not been managed sufficiently. The village government had been managed and promoted tourist attractions at Ngeposari village, through website. However, due to the lack of awareness of the importance of tourism as well as the participation of the villagers, it has resulted in inhibition of the development of tourism potential that exists in the village. One of the factors that affect the lack of participation from the villagers is the fact that most of the villagers are old people living as farmers.

Picture 1.2: Ngeposari village culture carnival

https://semanu.gunungkidulkab.go.id/berita/kirab-budaya-desa-ngeposari

Picture 1.3: The villagers of Ngeposari village

Source: https://ngeposari-semanu.desa.id

Ngeposari village has a vision which is the realization of Ngeposari village as a village-based nature and culture, supported by strong industrial and agricultural sectors in the frame of life of rural pancasilais, prosper, and peaceful. For improving the tourism sector, the use of funds mostly allocated on village development areas of the village. Ngeposari village budget is set in the village regulations 2 year 2017. To realize the vision of Ngeposari village the village government should be able to optimize the roles of the villagers in the development of tourism potency and to increase the awareness of the importance of tourism among the villagers. Seeing the background, the researcher conduct a research about the roles of the villagers and the village government in development of tourism potency in Ngeposari village 2018.

B. Research Questions

Based on the background of the problem above, the researcher has two research questions in this research. They are:

1. What are the roles of the village government and the villagers to develop the tourism potential in Ngeposari village?

2. What are the inhibitions faced by the village government and villagers of the Ngeposari village faces in managing and developing the tourism potentials in Ngeposari village?

C. Research Purposes

According to the research questions, there are two aims of this research. They are:

1. To find out the roles of the village government and the villagers in the development of the tourism potential in Ngeposari village.

2. To identify and analyze the problem faced by to the village government and the villagers in the development of tourism potential in Ngeposari village.

D. Research Benefit

The result of this research are expected to be useful for researcher, village government and also the villagers.

1. For the Researcher
   a. Theoretical Benefits. For theoretical benefit, this study provides ideas or thoughts regarding the contribution of tourism as well as the construction of the village to the government and the villagers in developing and managing the tourism potentials which are available in Ngeposari village.

   b. Practical Benefits. This study can provide some practical guides and information the government, and the villagers in managing and developing tourism potential in the Ngeposari village.

2. For the village Government
   a. It can be useful for the government to resolve the obstacle factors in the development of tourism potential in Ngeposari village. It also becomes the effort for realizing the vision and mission of the Ngeposari village as tourism village.

   b. It can be beneficial to the village government as suggestions and input that can be useful in the development of tourism potential in Ngeposari village.

3. For the villagers
   a. This study is to help the villagers in solving problems and obstacles that occur in villager's participation in the development of tourism potential in Ngeposari village.

   b. It can be beneficial to the villagers as source of information insights about tourism, and efforts to give education about the importance of tourism.

E. Literature Review

The Present analysis is supported by preceding research on the government role on the development of tourism potential, also other research on the development of the tourism potential.

(Wardana, 2017) Explained that to develop tourism potency the government of Pesisir regency prepare the measures strategy which contained in "*Rencana Induk Pengembangan Pariwisata Daerah (RIPPDA)*". Those strategies are (1) Human resource development, improving the quantity and the quality of tourism department personnels; (2) Budget management; to prevent Insufficient funds; (3) improving the infrastructure; (4) Partnership with the private sector, when the infrastructure is already sufficient at tourist sites, the strategy will be undertaken by the government who is to establish cooperation with private parties to encourage the development of the economy on the tourist attraction, (5) Marketing, promoting the tourism potency through exhibitions, events, and promoting through the media.

Based on (KANUNA, 2014) in managing the tourism potency the government of Toraja regency was focused on the facilities and infrastructues. The facilities and infrastructures has been provided by the government in attempted to be amenities that consist of public transportation, road access, restaurant, souvenir shop, travel agent, and information center to support tourism activities. The second focus was the participation of Toraja local community. The steps undertaken by the government of Toraja regency are (1) educating, as well as outreach to the local community, (2) Inviting the public to participate in preserving culture, and nature.

(Khasanah, 2015) The government of Kulon Progo regency has 4 roles in the development of tourism potency in the Kiskendo Cave. First, as a motivator; this role is aimed to encourage the community to help in the development of the tourism potency in Kiskendo Cave. Second, as a communicators; establishing communication between the authorities and the local community. Third, as a facilitator; providing training and education regarding the use of technical, strategy, and execution on tourism potency development program. Fourth, as a mediator; promoting all existing resources in order to provide benefits to the local community.

(Afandi et al., 2017) The government have important roles in the development of tourism attractions in Gili Noko Island. The local government have roles in planning, conducting and providing facilities to improve the tourism attractions. The development of tourism attraction in Gili Noko Island was aimed to provide accessibility for the travelers and the community. The roles of the community in Gili Noko island are (1) being active in all tourism development activities; (2) maintaining the culture and the natural environment of Gili Noko Island; (3) participating in training.

(Sinaga & Simamora, 2016) The efforts of the department of culture and tourism of North Tapanuli regency in the development of tourism potential is to do three roles as facilitator, motivator, and dynamist. As the facilitator, the government provides the facilities, infrastructure, and gives the policies and regulations that can protect and give benefit to the investors. The second role is as the motivator providing motivation to the community, investors, and entrepreneurs. The third role is as dynamist, the role of the Government's efforts is to shape dynamics between stakeholders; the efforts undertaken are through way of promoting, such as events, media, and socialization to tourists and the community.

(Ziku, 2016) This journal describes the local community participation in the development of ecotourism on Komodo Island. The majority of hereditary local societies of Komodo Island initially work as fishermen, but with the passing of ecotourism on Komodo Island, a majority of the public local switch to tourism businesses. The participation of the local community of Komodo Island is to give ideas or suggestions to the government, and participate in the execution of development. The participation of community in the implementation development is to provide manpower, material development, as well as ideas or innovations in government programs for the development of tourism infrastructure. One of the factors that influence community participation is a stakeholder, government as well as private by way of delivering education, and facilities to the community in order to participate in the development of tourist sites.

(Andriyani et al., 2017) This journal discussesed the empowerment of human resources in Panglipuran village, Bali. Empowerment of human resources in the tourism village of Panglipuran are running with 3 stages, which are awareness, provide the capacity, and the granting of power. The first stage, which is awareness was carried out by the village leaders through socializing about the concept of the tourism village for the villagers. The second stage is provide capacity which the efforts of the local government to improve the quality of human resources. The last stage is the grant of power, the efforts of the local government as a facilitator, providing facilities and services for the villagers.

(Purnomo, 2015) The research conducted by Purnomo explaining forms of participation which is done by Limbasari villagers, the government as the facilitator held a discussion forum called "Focus Group Discussion (FGD) ". From the results of this discussions, the researchers revealed that the villagers' participating in (1) attending at FGD activities; (2) giving information about the existing tourism potency; (3) giving suggestions over infrastructures and facilities.

(Hermawan, 2016) This research explain about the impact of the tourism village development in Nglanggeran village. This development activities was judged to be good enough because every year the visitors has been increased. The result of the tourism village development shows a variety of positive impacts for the villagers' economical growth. The impact of tourism village development at Nglanggeran village was improving the villagers' income and job opportunities for the unemployment.

(Kurniawan, 2015) This research explain about the social economy impact of the tourism development in Umbul Sidomukti, Semarang regency. After the development of tourism objects in Umbul Sidomukti, the number of visitor has been increased. After the development of tourism spot in Umbul Sidomukti, the income of the community has increased, also it resulting more job opportunities.

Table 1.1: Literature review result

No	Researchers	Research Title	Literature review result
1	Wardana	Potensi dan Strategi Pengembangan Pariwisata di Kabupaten Pesisir Barat	The strategies of tourism potency development by the government of Pesisir Barat regency are: • Human resource development • Budget management • Infrastructure • Partnership with private sector • Marketing
2	Resky Sirupang Kanuna	Peranan Pemerintah Daerah Dalam Pengelolaan Potensi Pariwisata di Kabupaten Toraja Utara	The efforts of Toraja regency government are: • Focus on infrastructures and facilities • Educating the local community • Inviting the public to participate in maintaining the culture and the nature.
3	Zahrotul Khasanah	Peran Dinas Pariwisata Kulon Progo Dalam Pengembangan Potensi Wisata Goa Kiskendo	Kulon Progo regency government has 4 roles to develop tourism potency in the Kiskendo Cave. These roles are: • as a motivator • as a communicators • as a facilitator • as a mediator
4	Achmad Afandi Sunarti Luchman Hakim	Peran Pemerintah Daerah Dalam Pengembangan Destinasi Wisata Bahari Pulau Gili Noko Kabupaten Gresik	The government of Gili Noko island have roles in planning, conducting, and providing facilities. The roles of Gili island community are: • Being active in all tourism development activities • Maintaining the culture and the nature • participating in training

5	Rotua Kristin Simamora Rudi Salam Sinaga	Peran Pemerintah Daerah Dalam Pengembangan Pariwisata Alam dan Budaya di Kabupaten Tapanuli Utara	The tourism department of North Tapanuli regency have three roles in tourism development. which they are: • As a facilitator, providing facilities and infrastructure • As a motivator motivating the community, investors, and entrepreneurs • As a dynamist, shaping the dynamics between stakeholders
6	Rafael Modestus Ziku	Partisipasi Masyarakat Desa Komodo Dalam Pengembangan Ekowisata di Pulau Komodo	The participation of the Komodo Island community are: • Giving the ideas and suggestion to the government • participating in tourism development activities.
7	Anak Agung Istri, Andriyani, Edhi Martono Muhamad	Pemberdayaan Masyarakat Melalui Pengembangan Desa Wisata dan Implikasinya Terhadap Ketahanan Sosial Budaya Wilayah	Empowerment of human resources in the tourism village of Panglipuran are running with 3 stages, which they are: • Awareness, socialization between the villagers and the village leader. • Provide the capacity, were the government are training and educating the villagers, • Granting of power, were the government providing facility and services for villagers.
8	Aris Tri Cahyo Purnomo	Partisipasi Masyarakat Dalam Perencanaan	This research explain about the villagers' participation in the development of tourism village in Limbasari village. Those participations are:

		Pembangunan Desa Wisata di Desa Limbasari, Kecamatan Bobotsari, Kabupaten Purbalingga	- Attending at focus group discussion activities - Giving information on the existing tourism petency - Giving suggestions over the infrastructures and facilities
9	Hary Hermawan	Dampak Pengembangan Desa Wisata Nglanggeran Terhadap Ekonomi Masyarakat Lokal	The impact of the development of the tourism village in Nglanggeran village are: - Improvement of the villagers' income - Improvement of job opportunities
10	Wawan Kurniawan	Dampak Sosial Ekonomi Pembangunan Pariwisata Umbul Sidomukti Kecamatan Bandungan Kabupaten Semarang	The social economy impact of the development of Umbul Sidomukti tourism attraction are: - Improvement of the visitors - Improvement of the villagers' income - Improvement of job opportunities

From the few research have been review above, it can be concluded that the development of the tourism potency is an effort to develop a growth economy in the attractions locations. It can be restated from some of the research which are in general strategy, effort, and the role the local governments do to develop tourism potential being as a facilitator, and mediators. The role of the facilitator is used by the government to develop tourism potential carried out by the way of providing facilities to the community for all activities related to the development of tourism

potential. Apart from that, the government becomes a facilitator providing motivation, and empowerment of communities through coaching, and training-training to improve human resources. The government also provides the means/tools for easy mobility, and accessibility for tourists, and the local community. The second role of the government is as a mediator who listen to aspirations and suggestions from the local people to communicated to stakeholders, and promoting tourism through an event, publication, and dissemination through the media.

Moreover the community participates in the development of the tourism potential which located in the area of their living environment. The participation of the community are done by accepting referrals and from stakeholders in particular local governments. The participation of the local community in general is providing physical or non-physical, energy, thoughts, ideas or innovation, funding, as well as the materials used for the construction of the infrastructure around the location of tourism attraction. Other forms of participation of local communities are to maintain and preserve the culture, natural resources, and the cleanliness of the environment that exists in the tourist sites. Besides that the participation is to open business goods, and services, as well as to maintain public amenities have been provided by the government to boost the economy at the tourist sites.

The results of the literature review above have not been enough to support this research because some of the results have not been implemented yet at Ngeposari village. The results of the literature review above describes the situation and conditions where tourism has developed, and it is already known by the public. It is different from the results of the review above, Ngeposari village is still unfamiliar to the public because Ngeposari village have changed the new direction of the vision towards the tourist village. Change the direction of the vision was began in 2016; it can be said that the age of this change are still young, so the Ngeposari village is still at the development stage. Because of that, the reason why the researcher did the research was to find out the roles and the efforts of the village government and also the villagers when the Ngeposari village had just developed.

F. Theoretical Framework

1. Potency

A potency is the basic capabilities of something hidden in it, still waiting to be transformed into something real power (Wiyono, 2006). According to (Kartanegara, 2005) potency could be interpreted as a material that does not yet have the form, but such content could accept or convert to various forms. It can be concluded that the potency is resources or advantages of belonging to something material; it could be a person, item, site, or the state where value is not yet activated, still hidden, or still not managed.

2. The Role

The role is a dynamic process of having position (status). According to (Suhardono, 2016) when a person carries out his rights and obligations in accordance with his position, he has played his role. A role in the social sciences refers to the set of norms which is applicable to behaviour for a position in the social structure. Norms consist of expectations from others that include how someone runs his role, and how he expresses his attitude towards others when playing his role, as well as how he must accept that roles, (Syamsudin, 2016). In understanding the structural and interactions, a role is a unit that refers to the cultural rights and obligations supported by normative culture.

The role refers to a functionality, adaptability and process. Ideally, a person occupies a certain status in society and plays his role optimally, Linton (Cited in Soekanto, 2009) a role is further explained as follows:

- The role includes the norms associated with a position or place a person in the community. The role in this sense is a series of regulations that guide a person in the life of society.
- The role is a concept of what an individual can do in community as organization.
- The role also be described as individual behaviours crucial for the social structure of community.

The conflicts of the role can be interpreted to be that each person plays a number of different roles which often bring hopes to the contrary. According to (Hendropuspito, 1989) the conflict of roles (role conflict) often occurs toward people who hold a number of different kinds of roles, if these roles have a pattern of behavior which vary even though the intended target or subject of the same. On the other words, the role of the clashes likely happens when it is to obey a pattern, one must infringe other patterns. There are at least two kinds of role conflicts, namely, the conflict between various roles and conflict in a single role. First, one or more roles (whether it is the role of independent or parts of a set of roles) might give rise to conflict obligations for someone. Second, in the single role, there may be inherent conflicts (Hendropuspito, 1989).

3. Community

The community is a gathering of individuals who live together and are interdependent of each other. Generally a community occupies a geographic area that has the same language, culture and customs. A community is a social union that is organized into groups with a common interest, whether it is functional or territorial. A community refers to a section of society who live in a geographical area and social life that is marked by a degree of social relations (Tonny, 2014). A community can be defined as a whole complex of relations which extensive. A group of humans who are relatively self-sufficient, living together with the hierarchy quite a long time that inhabit a region independent and having the same culture and doing the same activity (Damsar, 2016).

According to (Tonnies, 2001) in Community and Society, "society is divided into two types namely Gemeinschaft and Gesellschaf as a form of social organization". Gemeinschaft is a community oriented by values of norms, aspiration, and customs which became a reference for the social. Gemeinschaft society has the same relative background; each individual knows each other, and is active in a long term community which has a same purpose. Whereas, Gesellschaf is community which has developed rational

thinking, and each individual is superficial wherein each individual tends to have a different background and does not know each other. The other characteristics of Gesellschaf are depletion of indigenous values, norms, and community futures short.

In modern society, there are two terms in the sense of community that is villagers and urban communities (Tonnies, 2001). The villagers have characteristics mentioned as follows:

- Belonging religious life which is more active compared villagers to urban areas.
- Being interdependent Individuals
- Having a close relationship that is familial
- Having the same basic necessities
- Having greater tolerance, values, norms, attitudes.
- Having mutual relation and cooperation.

Meanwhile the characteristics of urban communities are stated as follow:

- Religious activities are reduced
- Independent Individual
- Greater employment opportunity
- Think rationally

4. Government

The government is an organization that is authorized to make policy in the form of laws and legislation enforced in the areas of governance. The executive, legislative and judiciary institutions have policies to manage and to organize the governance system. The governance is the activities that define various policies that are held to achieve the goal of country. Communities and society gives the direction of the development of society in the future, prepare policy measures for dealing with the development of the community, as well as manage and direct the public to the goals set (Surbakti, 2010). Governance regards to the creation and implementation of political decisions in order to achieve the objectives of the community, countries and

governments which are the authorities that execute it. According to (Ibrahimi, 2011), other functions of Government are mentioned as follows:

- Regulation Functions
- The function of this legislation aims to create the right conditions, so the conducive conditions create upon the existence of a wide variety of activities and the creation of a good social order in a wide range of display society.
- Ministry Functions
- The functions of the Ministry aim to create fairness in the life of a country in the midst of the community.
- Empowerment Functions
- The function of directing the community empowerment towards self-sufficiency and development for the prosperity of the community.

a. **Governmental System**

There are two systems of governance namely the presidential system and the parliamentary system or the combination of the two systems. The difference of presidential and parliamentary power relations lies within the executive and the legislature. In a presidential system, the authority of the executive is outside the direct supervision of legislative institutions. Whereas, in parliamentary systems a legislative institution which acts as the implementing of authority and oversees the Executive agencies. Currently Indonesia embraces the President System of Government, but it also takes some elements from the Parliament system to renewal and eliminate the weak spots in the presidential system. Several variations of the presidential system of Government in Indonesia are:

1) The president may be sometimes dismissed by parliament over the proposal of Parliament. The legislative institutions still has the power to supervise the executive indirectly.
2) The parliament considers the decision of the president when appointing State officials.
3) The representatives consider all policies proposed by the President.
4) The legislative Institutions have greater authority in shaping legislation and budgets.

b. Executive Institutions

The executive institutions are president, vice-president, and minister headed by President as the holder of the Executive power authorities in running the government. In the articles 4 and 5 of the Constitution 1945 mentioned that the president of the Republic Indonesia holds national power, in aid of a vice president. The president is authorized to submit the legislation to the house as a form of law or the government regulations. The basic tasks of executive institutions are to run the government based on with planned regulations act as the legal basis. The executive have the authorities which are to implement the legislation, to organize the country, to maintain a code of conduct, and to secure anything within the country and outside the country.

c. Legislative Institutions

Usually, the function or task of this legislative institution is making laws that will be implemented by executive agencies. In Indonesia, the territorial institutions consist MPR (people's Consultative Assembly), DPR (House of Representatives), and DPD (Regional Representative Council). The MPR has the authority to change and set the constitution, appoint, dismiss the president and vice president, and file the proposal changes the article to the constitution. The House of Representatives have the authority in making legislation,

setting a budget of revenue and expenditure of the State (state budget), and overseeing the government in carrying out the law. DPD has the authority in the filing as well as joining the design law on autonomous regions, giving consideration to the house's design-related legislation, draft state budget, taxes, education and religion.

d. Judiciary Institutions

In a democratic political system, the role of the judiciary is very crucial because it has authority in addressing the issues that involve the institutions of the state. Besides that judiciary authorities in the interpretation of the law provide penalties for infringement of the law. Indonesia's judiciary consists of the supreme court, the constitutional court, and the judicial commission. The supreme court is an institution that holds the power of justice with freedom in organizing the judiciary in upholds the law. The supreme court is the highest court in Indonesia above the general judiciary, religion judiciary, the state judiciary, and the military court. The constitutional court has the authority and final decision in judging and testing legislation against the constitution, deciding the dissolution of political parties, and determining the dispute about the outcome of the elections. The judicial Commission has the authority to propose the appointment of judges, as well as to maintain the honor, the dignity, and the notability of the judge's behavior.

e. Regional Government

The local government is host of the affairs of the government led by the regional heads (mayors and governors) and regional people's representative council (DPRD based on the principle of autonomy and helped with the principle of the autonomy of the existence in the system and the principle of the Republic of Indonesia. In the Act number 23 year 2014 local governments are directed to expedite the welfare of the community by managing the wealth of the area which fits the conditions, characteristics, and potential areas that are tailored to the

the characteristics of the region. Regional people's representative Council (DPRD) is the agency that serves as the organizer of the Government. Legislators have the authority in shaping local regulations along the head area, conducting surveillance against the implementation of regional and national regulations, discussing, and providing approval against the draft regulation areas and shopping districts were filed by the head of the region, as well as dismissed the head of the region. At the provincial level the head of DPRD can be dismissed by the President through the minister of regions in the country, while for the city or regency level, the parliament submits and dismiss the chief minister to the region in the country through the governor.

f. **Village Government**

The village is the unity of community law which has territorial boundaries that have the authority to manage and administer the affairs of the government, the interests of the local community based on the initiative of the society, the right of the origin, as well as traditional rights recognized in the system of government and respected Nation Indonesia. The village government is headed by the village chief who is assisted by a village in organizing the affairs of government and the interests of the local community. The village chief has the authority to create legislation in the form of a village regulation agreed by the consultative body of the village. The Agency's consultative village (BPD) is an institution that carries out the functions of a Government that is representative of its members, residents of villages in the area representatives democratically elected. In a village formed the territory of the *dusun/dukuh/kampong* it is led by the head of the village/administrative problems for the host. A village can change status towards government initiatives through the village, and BPD in consultation with village of opinions and suggestions of the community of the village.

g. Civil State Apparatus

Civil State apparatus (ANS) is a government agency which is composed of civil servants and Government employees with the work agreement officials appointed by the Builder with the task of staffing the service public. Civil State apparatus required to have integrity, professionalism, neutral, free from political intervention, and of the practices of corruption, collusion, and nepotism. In carrying out its work, it is led by the head of the regional ASN in running the government. The construction and management of ASN is the authority of state staffing agency (BKN). Generally the duties and functions of the ASN is the public implementing policies made by officials of the builders of the employment act, the public service professionally, and glue the unity and the unity of the Republic of Indonesia.

5. Tourism

The word "*pariwisata*" etymologically is taken from the Sanskrit word derived from two words, namely *"pari"* and *"wisata"*. *"Pari*" means the entire, full or a lot, while *"wisata"* is a journey, which means that *"pariwisata"* is a journey that is done from a place heading to one or more different places. According to (WTO, 1991) tourism is the activities of a person travelling outside his or her usual environment for less than a specified period of time whose main purpose of travel is other than for exercise of an activity remunerated from the place visited. Based on (Hanif & Pramana, 2018) tourism is an activity that is done people to travel or tour which has characteristics that are relaxed, joyful, and happy with the aim of having fun. It can be concluded from the above definitions, that tourism is an activity that is done by people to travel outside his/her usual environment, headed to some destinations to fulfill diverse need such happiness, relaxation, or education.

In the chapter 1 the general provisions of law number 10 year 2009 about tourism set that things related to tourism are explained as follows:

- Tour is an activity undertaken by a person or a group of people through visiting a certain place for recreational purposes, personal development, or the study of the uniqueness of the attractions visited for a while.

- Tourists are people who carry out tour

- Tourism: is the wide range of tourism activities, and it is supported by several of facilities and services provided by the public, entrepreneurs, Government, and local governments.

- Tourism is the overall activities related to tourism, and it is a multidimensional and multidisciplinary appears as a manifestation of the needs of people and country, as well as the interaction between tourists and the local community, fellow Tourists, the Government, Local Government, and entrepreneurs.

a. The types of Tourism

According to (Pendit, 2003) there are the types of tourism and tourist attractions. The types of the tourist attraction are:

1) Cultural Tour: travel is done on the basis of a desire to expand view of life in a way to make a visit to another place or abroad, to study the society, habits, customs, the way of life, culture and art.

2) Health/Medical Tourism: tourist trip is aimed to change the usual circumstances and environment, to get rest or get physical, and spiritual health.

3) Sport Tour: the trip is done by travellers for the purpose of sport participating in sports activities, as well as playing an active role in the multi-sport event in a place or country.

4) Commercial Tour: the trip is to visit commercial exhibitions such as, the exhibition industry, and trading exhibition.

5) Industrial Tour: the journey is undertaken by groups of students, people to the industrial complex area, with the intention or purpose to conduct the review or research.

6) Nautical/Marine Tour: the tourism activities are undertaken on the beach, the sea, or Lake, such as fishing, and diving.

7) Nature Reserve Tour: the tourism trip is organized by travel agency or Bureau that arranges tours to regional nature reserve, protected forest, mountain, which the sustainability of the area are protected by law.

b. Objects of Tourism

In law number 10 year 2009, tourist attractions or sights are all things that have the uniqueness, beauty, and value in the form of natural wealth, cultural diversity, and the result of man-made target or purpose of visit tourists. When it is described in detail based on law number 10 year 2009, the following is tourism object based on the types which are:

1) Natural attractions are tourist attractions that occur naturally, such as beaches, mountains, caves, and waterfalls, which are managed by the community, or governments with the amenities or services that can facilitate accessing to the tourist sites, and give satisfaction to tourists.

2) Artificial attractions is a deliberately constructed by humans as a tourist attraction in certain areas. The example of artificial tourist attraction are museums, playgrounds, parks, and reservoirs.

3) Cultural relics and tourist sites of human civilization is a tourist attraction tourist attractions built by humans in ancient times, which has a historical value of human culture and civilization in ancient times.

c. Types of Tourists

The tourist is a person or a group of people doing activities. According to (Hanif & Pramana, 2018) there are two types of tourists which are:

1) Domestic Tourists: Tourism activities undertaken by a person or a group of people who travel to a place that was still in the scope of his/her country.

2) International Tourists: Tourism activities undertaken by a person or a group of people who travel to a place that is in a foreign country.

G. Conceptual Definition

A conceptual definition is the definition that is used to describe a research staple concept used for a research. The conceptual definition in this study are:

1. The Roles of the Village Government

The roles of the village government are the authorities, obligations, and the rights of the village government to achieve the prosperity of the community. The government has the authority to make policies and budgeting for the needs of the community and the development of tourism potency. Based on the theories which used from the previous research that had been reviewed, the roles of the government in tourism potency development are as a regulator, as a facilitator, as a motivator, and as a communicator.

2. Villagers

Villagers is a small community living in the village, with an agricultural livelihood and homogeny (Syarif & Zainuddin, 2017). The life of the villagers has the family system and the close relationship between the people. In general cultural values, customs and norms become the legal basis for the villagers. The livelihoods of villagers in Indonesia are generally derived from the ground, which are, gardening, farming and livestock businesses. In this study examined, villagers are the community of Ngeposari village.

3. Stakeholder

According to (Polonsky, 2009) stakeholders are group or individuals with whom the organizations interacts or has interdependencies and any individuals or group who can affect or is affected by the actions, decisions, policies, practices or goals of the organization. In this research that serves as the stakeholders are village government, villagers, small and medium-sized enterprises, and *pokdarwis* Sedyo Makmur community.

4. SME (Small and Medium-sized Enterprises)

Small and medium-sized enterprises is an enterprises which independently owned and managed by its owners, and it may be unincorporated or incorporated (Council of Europe, 1994). Republic of Indonesia Law number 20 year 2008 about micro, small, and medium enterprises, article 1 number 3 explains that the SME is a self-productive economic endeavour, conducted by individuals or business entities that are not subsidiary or branch of the company. At Ngeposari village there are two types of SME industry, which they are culinary industry and handcraft industry.

5. *Pokdarwis* (Tourism Aware Community)

Pokdarwis (tourism aware community) is a group of self-reliance and community groups that serve as the driving of tourism development through the enhancement of tourism attraction (Departemen Penerangan R.I, 1998). Pokdarwis community at Ngeposari village is Sedyo Makmur community that is engaged in forest tourism at Mojo hamlet.

6. Tourism Village

Tourism village is a tourism asset based on the potential of the countryside with all the uniqueness and charm which can be empowered and developed as a tourism product to be used as a tourist attraction (Andriyani et al., 2017). According to (Andriyani et al., 2017) journal explain that the tourism village is a rural area that offers the whole atmosphere which reflects

the authenticity of both the socio-economic, socio-cultural, Customs, daily life, has a distinctive building architecture and village layout structure, unique and interesting economic activities, and has tourism potency that can be develop into various tourism component such as attractions, accommodation, food and beverage needs.

7. Tourism Potency

Tours can be interpreted as a charm, uniqueness, strength and ability possessed by an object that has the possibility to develop something into actual. According to (Supriadi, 2017) tourism potency is anything owned by the area, region, province, or country as tourism destination which is useful for the development of tourism. Human resources, natural resources, and every resources that can be used as artificial strength to become a tourist attraction. The appeal was the main factor in attracting tourists to travel in order to feel and enjoy the charms of the place. In the book of "*Perencanaan dan Pengembangan Destinasi Pariwisata*", Supriadi explained some of the potency that becomes the capital's attractions; these potentialities are:

- Natural potency is the potency that comes from natural resources such as physical-shaped caves, waterfalls, beaches, rivers, and mountains, flora, and fauna having charms and formed naturally.
- The cultural potency is the culture which belongs to an area or place that is formed naturally or hereditary; it is formed without any intervention from other cultural/externals that influence culture at the venue.
- Human Potency is a potential attraction that is done to attract tourists such as acrobat, typical dances, wayang show or things done by human as a tourist attraction.

H. Operational Definition

Operational definition is a definition used to change concepts that are abstract (not empirical) into a form that can be measured empirically; uses words that describe the behavior or symptoms that are observable, can be tested, and the truth could be determined by others (Bakry, 2016). With the operational definition researcher can find out anything that was examined and what should be in check in the field. The operational definition in this study are:

1. The Roles of the Village Government

The roles of the village government are the village government actions taken in the form of program activities, infrastructure development, information sources, and the promotion as an effort in the development of tourism potency at Ngeposari village. The development of tourism potency is the village government effort to embody the Ngeposari village as tourism village. In accordance with the theory used in this research following are the roles of the village government in development of tourism potency which they are:

- As a regulator, the government made regulation to be used as the legal basis of the village.
- As a motivator, the government encouraging and motivating the community or the villagers to participate in tourism development.
- As a facilitator the government provide facility to be used for the community or the villagers' activity, also giving them training and educating about the tourism.
- As a Communicator, the government provide information about the village through the media or the website that can be accessed by the public.

2. The Roles of the villagers

The role of the villagers is as a supporting factor for the village government through participations. Based on the previous research about tourism potency development, following are the form of participation that

usually done by the community or the villagers which is used as the villagers' participation theory in this research. Those participation's are:

- Participating in socialization about tourism development.
- Participating in tourism development activities.
- Participating in maintaining the culture and natural environment.
- Participating in training which provided by the government.

I. Research Methodology

Research methodology is the science that studies the work procedures in the search for truth. Research methods of scientific activity is a planned, structured, systematic, and have a specific purpose as well as the theoretical, practical, well planned with time, funds, and accessibility to the place where data are collected. (Sarwono, 2006) Mentioned that the research method has the following characteristics:

- The method must be critical, right processes and to identify problems, also it determines the methods for problem solving.
- The method must be logical, meaning that the method used to provide a scientific argument.
- The methods must be objective, meaning that the investigation could produce brought emulated by other researchers in the same study.
- The method must be conceptually and theoretically to be able to steer the process undertaken in order to have results that can be accountable.
- The method must be empirical meaning that it must be based on facts.

A qualitative research is the kind of research which the research data cannot be retrieved through the statistics and procedures has the purpose to reveal symptoms in holistic-contextually through collection of data from natural background with utilizing key researchers, (Sugiarto, 2017). A qualitative research is research that is aimed to try to figure out the meaning of an event or events by interacting with people in the situation/the phenomenon, (Yusuf, 2014). A qualitative research data can be obtained from the results of the interviews, notes, photographs, video tape, personal documentation, and field notes.

1. Research Resources

According to (Moleong, 2005) the main data sources in qualitative research is the words and actions; the rest is additional data such as documents and others. The types of research are distinguished based on the type of data required is generally divided into two, namely primary, and secondary research (Bungin, 2015).

a. Primary Research

A primary data is data that is obtained from the location or object of research. A primary research needs data or information from the first source usually referring to the participants. The data or information is obtained through the written questions by using questionnaires or oral by using the method of interview. It includes in this category as follows:

1) Case study: case studies using individual or group as his studies.
2) Survey: a study of a quantitative nature is used to research the symptoms of a group or individual behaviour.
3) Experimental research: study using of the individual or group as study material. It compares to more than two groups for the object of study.

b. Secondary Research

Secondary research uses materials that are not derived from the primary research to obtain data or information to answer the problems examined. This research was known as research that uses the libraries study used a qualitative approach. Secondary data sources can be obtained from the local tourism office, the media, both print and electronic media such as books and the internet to support and discussion of the results of other studies.

2. Data Collection Techniques

In a qualitative research, data collection techniques that most effectively applied are interviews, observation, and documentation by using these techniques in a comprehensive manner. The things that should take precedence in the process of collecting data are the quality of the researchers because of a direct role as a research instrument (Suwendra, 2018). Therefore data collection techniques used in this research is through interview, observation, and documentation. The following is a description of the data collection techniques to be used:

a. Interview

An interview is a conversation that has the purpose of obtaining a construction on a person, organization, activities, events, feelings, motivation, and recognition, (Suwendra, 2018). The interview was conducted to obtain information, which could not be obtained by observation or questionnaire. Because the researcher could not entirely observe. In using interview techniques, the success in getting data or information from the object examined relies heavily on the ability of researchers in conducting the interview techniques. The question was very important to get the perception, thoughts, opinions, or feelings about a symptom, events, facts or reality. Through asking, the-researcher observed the participants thoughts, feelings, perceptions, because people's minds can be understood and can be analyzed scientifically.

The Interview techniques had advantages where the researcher could get the amount of data, also the interview techniques had its disadvantages because it involved emotional aspects, so it needs good cooperation between the researcher and the informant. In the interview, the researcher should be willing to interact properly, convey the question properly, as well as being able to subtly partners what was asked if the informant has not been provide enough information.

This research used structured interview techniques. A structured interview is an interview that interviewers apply own issue and questions to be asked. It is aimed to find an answer to that question, hypothesis is arranged with tight; every informant has different questions in accordance with the role of each. This interview aimed to dig the depth information from the informant. This technique was done in formal and informal based on the position or role that owned the informant. Informal enquiries to the society were open, in order to be able to dig out the honesty of the answers given by the informant. Formal questions put to the Government of the village, and community leaders, to get information that was supported by the archive documentation, or history on the location of the interview.

In addition to the structured interview, there was also unstructured interview. Unstructured interviews are an interview that the question is not prepared in advance or otherwise depends very much with circumstances or subject. The creativity of researcher was needed in these unstructured interviews, the absence of guidelines for the interview. This interview was freer, but it must remain cautious in conducting interviews. The researcher must create a comfortable informant while digging up information, so it did not make the informant found suspected and still want to give complete information. Then, the right timing was very important, and also interviewed informants when they were having spare time, so it was to make them comfortable to provide the correct information. In collecting data based on interviews, there were steps to do, the following steps are:

1) Researcher determined where and from whom the data were collected. These activities included the determination of the activity of the material and the identification of informants which are necessary in the interview.

2) The introduction of the characteristics of the informant. The more elite informants interviewed, the more necessary the introduction

of informant. After that the researcher prepared questions, roles, clothes, level of formality, and confirmed the time and place.

3) Third: as the prefix of the interview, the researcher made a warm-up by doing the questions that are general, so the informants could tap into the core of the problems gradually.

4) The researcher monitored the situation, condition and productivity of the interview with no dominating the talks, as well as avoided excessive criticism or comment related to information provided by informants.

5) When the researcher already got a lot of information from the informant, investigators must look at the circumstances and condition of the informant. If the information provided was sufficient, and the informants were already visible not conducive, so the researcher must close or end the interview sessions. Summarizing and rechecking the data required, were to avoid the lack of information provided the informant.

b. Observation

Observation is a method of data collection done by way of observing and noting the systematically investigated symptoms. Observation is essentially an activity that uses the senses in order to obtain the information required to answer the problems of research (Fitrah and Lutfiyah, 2017). The observation was performed according to the procedures and rules in order to be re-examined by the researcher and the results of observation gave the possibility to be interpreted scientifically. The observations were classified into three parts namely observation participate, blatant and subtle observation, as well as unstructured observation. The following an explanation of the classification of these observations.

1) Participating observation. This involved the observation of daily activities, the researcher observed what people listen to, what they say, as well as participated in their activities.

2) Observation outright and subtle. In the study, the researcher had to come clean to the data source which the researcher were conducting. However in certain situations the researcher also did not need to come clean to avoid when data sought is confidential data.

3) Unstructured observation. This observation is an observation that is not prepared systematically deals with what is researched. When the researcher found the circumstances, situation, or new condition on her experiences, the researcher conducted unstructured observation.

The process was begins with the identification of the observation place examined, and continued to the mapping to obtain an overview of the research objectives. Then the researcher identified the subject of the observation, time, and date, as well as the duration of the observation. The observation involved the village chief , community leaders, the head of the host and the community around the Ngeposari village. The purpose of this field observation conducted was to know of any opinions, advice, and the efforts of the government of the village, as well as community leaders about the development of tourism potential in Ngeposari village. Not only Governments and community leaders, the observation was done also to the community because the community has an important role in this research.

c. Documentation

The documentation is a mean that helps in gathering research data or information by way of reading the letters, books, transcript, meetings, written statement, certain policies and other writing materials. The library study was very useful because it could be done without disturbing the object of research. By studying these documents,

the researcher expected to know the culture and the values embraced by the object examined. How to analyze the content of the document was to examine the documents systematically forms of communication that is poured in writing in the form of documentation objectively.

According to (Fitrah and Lutfiyah, 2017) the documentation is a fact in the form of letters, archive, and photo, the result of the meeting, souvenirs, and journal activities. The data from the documentation could be used to find information that occurred in the past. The researchers must have a theoretical sensibility to give meaning to all these documents so they were not just meaningless document. In this study, the documents were used to complement the results of the research; the documents used in this research werethe archive of the village, a general overview or Ngeposari village map with locations that have the potential for tourism developed.

3. Research Location

The research location was where the research was conducted. The determination of the location of the research was an important stage in the qualitative research. The determination of the location of the research makes easy the researcher because the object and purpose had been set. The research location in this study took place in Ngeposari village, Semanu district, Gunungkidul Regency, Special Region of Yogyakarta.

4. Research Participant

The participant is a person, the individual or group to get the variables in question and attachingto research. Thus the participant is a very important position in research. Informants should be selected before the researcher was ready to collect data. When the participant is a society or a group of individuals, the researcher should blend in with the community. The approach aimed to be able to hear, see, or feel the experiences endured by the informant. In this study, the participant are the villagers, the village government, as well as villager leaders, or other parties of Ngeposari village.

5. The Methods of Data Analysis

The data analysis in qualitative research was done before doing the research, at the time of research, as well as once data collection was complete. The methods of analysis used data tailored to the circumstances of the data, the nature of the data, the purpose, as well as the formulation of research problem, (Suwendra, 2018). The data analysis methed that used in this study was qualitative analysis, which the data analysis method was done by way of constructing the data that had been collected systematically, so the researcher gained an idea of the issues that were examined. The method of thinking used in deduction was method of inductive thinking.