Development of the Candi Kuning Waterfall Eco-Tourism Potential Through Community Empowerment in Silangjana Village, Buleleng Regency

Ni Made Anggriyani, I Made Wimas Candranegara and I Nyoman Mangku Suryana*

Faculty of Social Science and Political Science, Universitas Warmadewa, Indonesia
Email:nimadeanggriyani@gmail.com

Abstract. Silangjana Village, located in Buleleng Regency, is still very beautiful and has beautiful natural scenery. The potential opportunity for the development of the tourism sector in Silangjana Village is very large because in the village there is a waterfall that is not yet known to many people. Local people call this waterfall by the name of Candi Kuning Waterfall, so named because it is said that there is a yellow temple that can only be seen by people who have special abilities. The purpose of this community partnership program service activity is to help partners in this case the Silangjana Village Government, Sukasada District, Buleleng Regency to overcome the problems faced related to the management of natural ecotourism potential, especially objects in Candi Kuning Waterfall ecotourism, namely from the side of the mentoring master plan to the community. Pokdarwis through FGD (Focus Group Discussion), making village profile booklets containing village potential, and assistance in managing village social media accounts by making village profile videos. The conclusion of this activity is that the Ecotourism Potential of Candi Kuning Waterfall in Silangjana Village, Sukasada District, Buleleng Regency is a potential destination to be developed, therefore the need for attention from the Buleleng Regency Government in particular and the general public in Silangjana Village both from Pokdarwis and Youth groups to be involved in developing the ecotourism potential of Candi Kuning Waterfall.

Keywords: ecotourism; development; community empowerment

Introduction

Indonesia is a country that is rich in natural beauty, every corner presents a variety of very beautiful panoramas. Indonesia even won many awards and records because of its tourist attraction. One of the popular tourist destinations in Indonesia is Bali. Where, the island of Bali is still thick with culture, customs and natural tourism. Ecotourism is defined as a new form of eco-friendly tourism activity by prioritizing aspects of nature conservation, aspects of socio-cultural empowerment, local community economics as well as aspects of learning and education. This public service is an activity or series of activities in the context of fulfilling service needs in accordance with the laws and

regulations for every citizen and resident of goods, services, and or administrative services provided by public service providers.

Silangjana Village, located in Buleleng Regency, is still very beautiful and has beautiful natural scenery. The potential opportunity for the development of the tourism sector in Silangjana Village is very large because in the village there is a waterfall that is not yet known to many people. Local people call this waterfall by the name of Candi Kuning Waterfall, so named because it is said that there is a yellow temple that can only be seen by people who have special abilities.

So far, the potential of Candi Kuning Waterfall in Silangjana Village, Sukasada District, Buleleng Regency has not been fully exploited. The problems they have include:

Tourist visits to Candi Kuning Waterfall in Silangjana Village, Sukasada District, Buleleng Regency are still lacking.

There is still not much information about tourist locations and tourist rides in the Candi Kuning Waterfall Ecotourism Area in Silangjana Village, Sukasada District, Buleleng Regency.

Involvement of participation from the Silangjana Village community, especially the tourism awareness group (Pokdarwis) which is still lacking.

The use of online media, especially social media and websites, has not been maximized as a promotional medium.

The purpose of this community partnership program service activity is to help partners in this case the Silangjana Village Government, Sukasada District, Buleleng Regency to overcome the problems faced related to the management of natural ecotourism potential, especially objects in Candi Kuning Waterfall ecotourism, namely from the side of the mentoring master plan to the community. Pokdarwis through FGD (Focus Group Discussion), making village profile booklets containing village potential, and assistance in managing village social media accounts by making village profile videos.

Method

From the problems faced, they can be solved by conducting Focus Group Discussions and making a master plan for developing the natural ecotourism potential of Candi Kuning Waterfall, Silangjana Village, Sukasada District, Buleleng Regency together with village government officials, pokdarwis and the local community. The material themes and the parties involved include: Village Potential Management Strategy (University/Devotion Team), Integrated Tourism Village Concept (by the Bali Province Tourism Village Communication Forum), Digital-Based Tourism Promotion Strategy (Buleleng Regency Tourism Office) and Making Profile Booklets Village and Village Potential Profile Videos.

Result and Discussion

In accordance with the purpose of community service carried out, is to help partners in this case the Silangjana Village Government, Sukasada District, Buleleng Regency and the local Pokdarwis which in this case is to develop ecotourism potential in Candi Kuning Waterfall which it owns provides an opportunity to be used as a tourism object. as an ecotourism area with the hope that later the number of tourist visits both domestic and foreign can continue to increase, this is inseparable from the cooperation of many parties, including:

- Where the first element is the Government in this case the Buleleng Regency Government through the Buleleng Regency Tourism Office, through the communication that has been carried out between the Community Service Team and the Buleleng Regency Government that it has been approved to provide assistance to tourism-aware community groups (pokdarwis) in carrying out the arrangement in around the Candi Kuning Waterfall area.

- From the university side, the Buleleng Regency Government through the Tourism Office and Indigenous Peoples, especially from the community service team, are currently preparing a strategic planning master plan for developing the ecotourism potential of Candi Kuning waterfall in Silangjana Village, Sukasada District, Buleleng Regency, of course with this master plan it is expected the potential possessed by Silangjana Village, especially the Candi Kuning waterfall, can provide good social and economic impacts in the future.

- In the last case, collaboration with the media, in this case the community service team has made a video profile of the potential of the village, where later this video will be a promotional media by collaborating with the media both through print and online media.

For several months from the implementation of this community service, partners greatly contributed to the smooth implementation of this service, including;

- Partners play an active role in participating in communication and compiling a master plan together with the Buleleng Regency Government, in this case the Buleleng Regency Tourism Office.

- Partners play an active role in making Village profile videos.

There are several obstacles that are a bit of an obstacle in implementing the plans that have been set in this community service, including:

- The location of Silangjana Village which is about 3-4 hours from the Campus, as well as the location of the Village at an altitude and quite complicated road access resulted in the less than optimal intensity of meetings between the PKM Team and the Silangjana Village party.

- The post-pandemic situation resulted in public visits and tourists visiting Candi Kuning Waterfall which tended to increase compared to the previous year, but currently only domestic people made visits, and even then the number was not too much compared to before the pandemic.

- The branding strategy is still weak due to low community participation to help market the potential of Silangjana Village, especially the ecotourism potential of Candi Kuning Waterfall.

In addition to the obstacles encountered during the implementation of the service to date, there are also supporting factors that actually make this service run smoothly, namely:

- There is a strong desire from partners who want to improve the conditions experienced today, so that their potential can be developed so that they can have a significant impact on the social and economic conditions of the people of Silangjana Village, especially the potential of Candi Kuning Waterfall.
- From external factors, especially in overcoming problems in structuring infrastructure around the Candi Kuning Waterfall area, the Buleleng Regency Government, in this case the Buleleng Regency Tourism Office, also plays a very important role in helping to develop the ecotourism potential of Candi Kuning Waterfall.

From the obstacles or constraints that have been identified above, solutions and follow-up can be provided, to be able to overcome them, so that the development of partner businesses can be realized, including:

- In overcoming the minimal number of people/tourists who come to enjoy the scenic atmosphere of Candi Kuning Waterfall, to attract visitors to come to the Ecotourism Area of Candi Kuning Waterfall, a strategy is carried out by making a video profile of the potential of the village and uploading it on various social media.
- To overcome the problem of the lack of community involvement in developing the ecotourism potential of Candi Kuning Waterfall, in the future each community group, especially POKDARWIS and Youth Groups through STT Silangjana Village, will be provided with assistance and training in developing the potential possessed by the Silangjana Village community.
- After identifying the obstacles/constraints faced and considering the existing supporting factors, the community service team (PkM Unwar) and partners agreed to continue and develop the potential of Silangjana Village, especially the ecotourism potential of Candi Kuning Waterfall, so that later the community Silangjana Village can feel the impact both socially and economically and can improve the welfare of the community.

To realize the above plan, the long-term strategic steps that must be taken are:

- Expanding the marketing network (branding) of information regarding the ecotourism potential of Candi Kuning Waterfall in Silangjana Village by utilizing digital information technology, for example with YouTube, Facebook, Instagram, and others and applied continuously in order to be able to bring in tourist visits.
- Establish communication with various parties, especially private parties who have CSR (Corporate Social Responsibility) funds to help develop, especially in the arrangement of infrastructure in the Candi Kuning Waterfall Ecotourism Area.

Conclusion

From the description above, it can be concluded that the Ecotourism Potential of Candi Kuning Waterfall in Silangjana Village, Sukasada District, Buleleng Regency is a potential destination to be developed, therefore the need for attention from the Buleleng Regency Government in particular and the general public in Silangjana Village both from Pokdarwis and Youth Groups to get involved in developing the ecotourism potential of Candi Kuning Waterfall.

There are several things that need attention that can be used as suggestions, so that the goals of community service can be achieved optimally, namely:

For service partners, it is advisable to continue to expand the information network about the potential they have, especially in the Candi Kuning Waterfall Ecotourism Area by utilizing digital information technology, for example with YouTube, Facebook, Instagram, and others and applied continuously and later after completing the profile creation. Village potential is used for promotional purposes.

For the institution, which in this case is the Unwar Community Service Institute, to be able to carry out this community service activity in a sustainable manner, because there are still many things that can be developed from various points of view.

Reference

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