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Guliang Kangin Village Development in Bangli Regency as an Innovative Village Model for Flower Village in the Asian Region

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Abstract. The objectives to be achieved in this study are determining the digital marketing conditions for the tourism flower village in Guliang Kangin Village, determining problems and digital-based development strategies in rural areas, and formulating innovative village development models according to local potential. Guliang Kangin Village Development in Bangli Regency as an Innovative village model towards flower village in the Asian Region is a tourism marketing strategy to meet the target number of tourist visits expected to contribute to the village government and society. The strategy includes planning to identify types of flower plants that will be used as tourist attractions, assisting in mapping the areas that will become Flower Village areas, facilitating proposals for developing Flower Village to the government, developing agricultural innovations according to technology, providing special financial assistance, carrying out training and agricultural cultivation activities. and plantations, building cooperation with related parties.

Keywords. flower village, innovative village, agricultural technology. tourists, tourism

1. Introduction

The development of technology is currently growing rapidly, to support the development of innovative villages towards flower villages, this technology must be utilized properly. The development of an innovative village towards a flower village aims to improve the welfare of the community in the village, one of which is through developing tourism potential in the village. The Minister of Villages, Development of Disadvantaged Regions, and Transmigration (Mendes PDRT) Eko Putro Sandjojo stated that the industrial revolution 4.0 with the use of data, big data, and artificial intelligence cannot be avoided. All of that must be used so as not to be left behind. He further said that currently, many tourist villages drive the economy, which is one of the fastest promotions using internet technology such as Instagram, Facebook, or portals from BumDes. (Setiawan, 2019)

The provincial government of Bali launched a digital-based village innovation program. This program is a step forward for Bali so that villages in Bali can promote and offer their

village potential for the progress of village development, including the matter of the Bali Mandara Program which has been in villages throughout Bali. The success of the Bali Mandara programs that have been running so far cannot be separated from the role and leadership of village heads in their regions. (Dhae, 2018)

Guliang Kangin Village is one of the villages in Bangli District, which is located about 30 km from Denpasar city which was chosen as an innovative village towards a flower village. To the best of the researcher's knowledge, the majority of people's livelihoods are flower farmers, with the superior products of pacah flowers and gunitir flowers. Reporting from the website Guliang Kangin(2016), nearly 120 farmers in the village used pacah flower plants as a side crop after planting rice. Of the 63 hectares of rice fields, nearly 20 hectares are planted with flowers. The results of flower farmers are currently being sold to flower sellers in the Gianyar market with an average yield of 60 kg/family of flowers/day (if the weather is good), with a selling price of Rp. 15,000 / kg. Until now, there are no flower farmers in Guliang Kangin Village who are direct collectors. The number of tourist guests (both foreign and domestic) in the village is still around 20 people/day without staying overnight. For this reason, the village has implemented a digital-based marketing strategy through the website. However, the website has not provided documentation in the form of photographs about tourism potential that can attract tourists to visit. Based on this description, the potential of Guliang Kangin Village needs to be developed.

The objectives to be achieved in this study are 1) Determining the digital marketing conditions for tourism flower village in Guliang Kangin Village, 2) Determining problems and digital-based development strategies in rural areas, and 3) Formulating innovative village development models according to local potential.

2. Literature Review

2.1 Strategic Management

Wheelen and Hunger (2012) define strategic management as a set of management decisions and actions that determine organizational actions in the long term. This process consists of four basic elements, namely (1) environmental scanning, (2) strategy formulation, (3) strategy implementation, and (4) strategy evaluation. Environmental scanning is the process of monitoring, evaluating, and disseminating information from the environment both internally and externally to important people in the organization. The aim is to identify both internal and external strategic factors that will determine the future of the organization. Strategy formulation is the development of a long-term plan to create effective management of opportunities and threats by considering the strengths and weaknesses of the organization. This includes the steps to determine the organization's mission, specific targets, develop strategies, and determine guidelines in policymaking. Strategy implementation is a process in which strategies and policies are put in a series of actions through the development of programs, budgets, and procedures. Evaluation and control is a process where the activities and achievement of organizational results are monitored so that the results achieved can be compared with the expected results. Strategic management focuses on the process of setting organizational goals, developing policies, and planning to achieve goals and allocating resources to implement policies and plan for achieving organizational goals. Besides, strategic management combines the activities of various functional parts of the business to achieve organizational goals. There are three stages in strategic management, namely strategy formulation, strategy implementation, and strategy evaluation. (David, 2011).

2.2 Marketing Strategies Village Tourism Online

Marketing online has many benefits that are not available in the traditional marketing and offline, including benefits in marketing travel packages a tourist village, which is about to be marketed, among others: (Antara & Arida, 2015).

- 1) Make changes to fast: One of the benefits of marketing online is that you can make changes quickly. When you do your advertising, you can change it quickly if something goes wrong by monitoring and tracking whether your ad and all your marketing efforts are working well. You can also decide to change the graphics or the words and do it all without a problem. This is what traditional marketing and advertising lack.
- 2) Be able to track results in real-time: online marketing allows you to track results in real-time using analytics online to make determinations on how your marketing campaign is performing. There are many ways to track traditional marketing efforts, but most of the time they can't be done in real-time. This can affect the success or failure of your campaign.
- 3) Can target specific demographics in your ads: online marketing allows you to target specific demographics such as gender, age, and location. You can even target specific income levels, education levels, and jobs. You can do this in traditional marketing, but it's not easy and is often a guessing game.
- 4) Many options in online marketing: There are so many choices when you decide to do marketing online. You can use audio, video, blogging, email, social media, and newsletter. If you do the same thing in traditional marketing, you have to choose several media outlets, this is not the case when you come to online marketing.
- 5) Capability Instant Conversion: When you do marketing online, you can convert customers instantly. This is not the case when evaluating marketing options in traditional media such as magazine, newspaper, or television advertisements. When you market online, you are not only tapping into potential customer information, but you can take instant sales with a few mouse clicks. When it comes to marketing offline, you need more time to turn customers into sales, not to mention that you often need additional human resources to take care of it.

2.3 Previous Research

Research Jalali et al. (2011) entitled "A new applicable model of Iran rural e-commerce development" examines the practical model of e-commerce for rural Iran. The proposed model relates to a national project known as "10000 Rural ICT Center" which started in 2004. In this project, EC Rural services are part of IT application services in Rural ICT Centers which supply four services; Communication Services, IT services, Postal Services, and E-Banking services. Then Rolinek et al. (2015) with the research title "Model strategy for village development in the Czech Republic" shows that based on the qualitative analysis of the structured interview summary, eight model strategies were confirmed. These include integration strategies, service differentiation, spending cuts, use of urban property, stabilization of rural populations, business support, fundraising, and resident identification with the village (village pride). The most common modeling strategy is integration, followed by stabilization of the village population. Then research Mujanah's et al. (2015) with the title "The strategy of tourism village development in the hinterland Mount Bromo, East Java" concluded that the SWOT analysis is based on the weight and score of respondents' scores showing that rural tourism development aims in the first quadrant for a strategy of optimizing strengths and opportunities. The results show that AHP in Wonokitri village has the highest number, the second is Ngadisari, and the third is Ngadas. The tourism village model strategy can be

developed when the program is optimally supported by the community and government such as the Central Government namely Bromo, Tengger, Semeru National Park (TNBTS), the Tourism Office, PU, the Ministry of Cooperatives, and Community Empowerment, and is also supported by the private sector, SMEs, and local investors and educational institutions.

Badri (2016) with the research title "Rural Development Based on Information and Communication Technology (Study on the Building Village Movement)" shows that: (1) GDM was born as a criticism of rural development practices that tend to be top-down with public service programs, resource management, application of appropriate technology and protection of villagers; (2) the rural development paradigm implemented by GDM based on ICT by optimizing the village information system application and the rural internet; (3) ICT development problems related to the low level of ICT infrastructure in rural areas and community capacity in development, which are resolved with a training and mentoring strategy; (4) The rural communication media developed are websites village with the desa.id domain, application development open source, and village interconnection. Widhiantini's research (2017) with the research title "A Dynamic Model for Sustainable Tourism Village Planning Based on Local Institutions" concluded that by including these three aspects a new model will be obtained in a dynamic system and it can be seen that local institutional aspects are aspects that must be taken into account in making a sustainable development model in an area or region so that problems that arise can be eliminated as early as possible and policy alternatives that must be taken by policymakers for each region are strengthened by local regulations (awig-awig) and local government regulations.

Then the research of Chen et al. (2018) with the research title "From coordinated to integrated urban and rural development in China's megacity regions" which describes coordinated urban development in 2 megacities developing in China with the most advanced coordination programs (Chengdu and Chongqing) and 2 megacities that are very urban with a well-developed strategy of integrating urban and rural (Shanghai and Suzhou). It describes 4 coordination process models: top-down city-government-led model (post-1990 Shanghai), empowerment municipal government entrepreneurial model (post-2008 Suzhou), negotiation model (Chengdu 2003), and labor transfer mode (post- 2003 Chongqing). It examines the forms urban and rural integration has taken in China's most developed megacities and their implications for other cities in China and other developing countries with different characteristics and stages of development.

3. Research Methods

The type of research is a descriptive study with a qualitative approach. The data analyzed are in the form of phenomena concerning the object of research. The data collected is in the form of reports on interviews and documentation. The types of data collected in this study are secondary data and primary data. Primary data were obtained through field observations and in-depth interviews with various participants. Meanwhile, secondary data is in the form of news and journals related to research problems.

The research was conducted in Guliang Kangin Village, Bangli District, Bangli Regency for five months. The subjects of this study included individuals from the Bangli Regency government apparatus, the Guliang Kangin Village government, and the Guliang Kangin Village community. Specifically, research participants included the village head of Guliang Kangin, village officials, and the Village Consultative Body (BPD).

To check the accuracy of the data obtained, triangulation will be used. Triangulation is a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison to the data (Moleong, 2014). The data analysis stage in this study

used an interactive model, which is an interactive data analysis that is interconnected. According to Miles and Huberman (2009) who state in this analysis process, there are three lines of qualitative data analysis, namely data reduction, data presentation, and conclusion drawing. This process continues as long as the research takes place, even before the data is collected as can be seen from the research conceptual framework, study problems, and the data collection approach chosen by the researcher.

Data analysis in research using software Nvivo. Sources of analyzed data can be divided into internal research data sources (internals), external research data sources (external), research notes during data collection (memos), and framework matrices. Internal sources in this context are all sources of qualitative research data that can be included in NVIVO, such as recordings, interviews, interview transcripts, notes during research, photos, survey data tables, content on websites certain, databases, and videos. External sources are research materials that cannot be included directly in NVIVO, for example, reference books from libraries / printed journals. Memos are a source of research data in the form of researchers' notes during research. The matrices framework is a summary of the results of observations of certain participants and the themes in the project that have been made in a matrix table (Bandur, 2016).

4. Results and Discussion

4.1 Data Visualization Results Using NVIVO

Data visualization using NVIVO can be seen in Figure 1 below. This figure is a form of output from several nodes that have been compiled, where the nodes in this study consist of four parent nodes, namely natural resources, development, agriculture, and marketing. In the following, one of them will be presented outputs of the parent node development which contains informants' reviews regarding tourism development in Guliang Kangin Village.

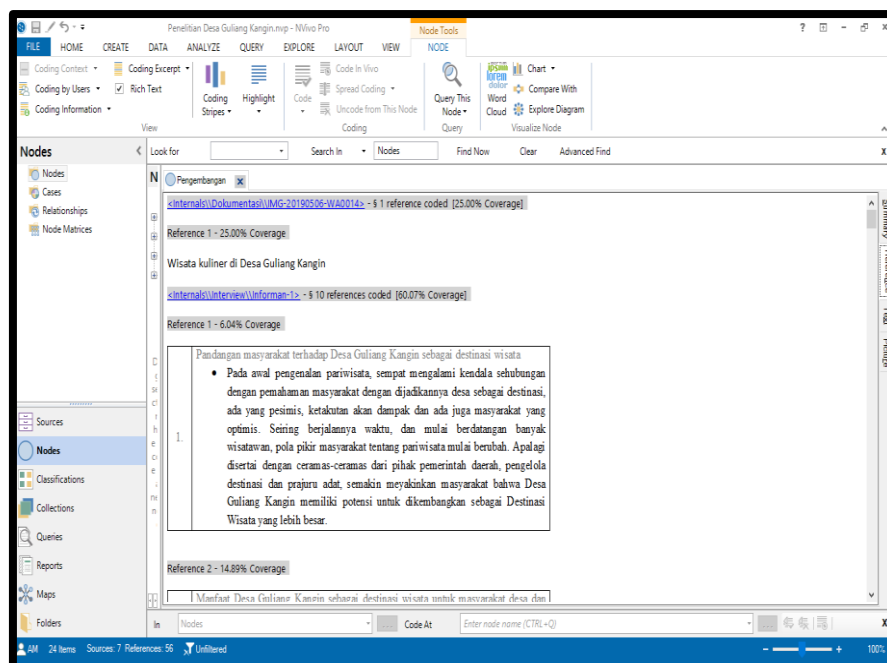


Figure 1. Interview Data Visualization

The figure below presents the percentage coverage of six informants who are the Guliang Kangin village government.

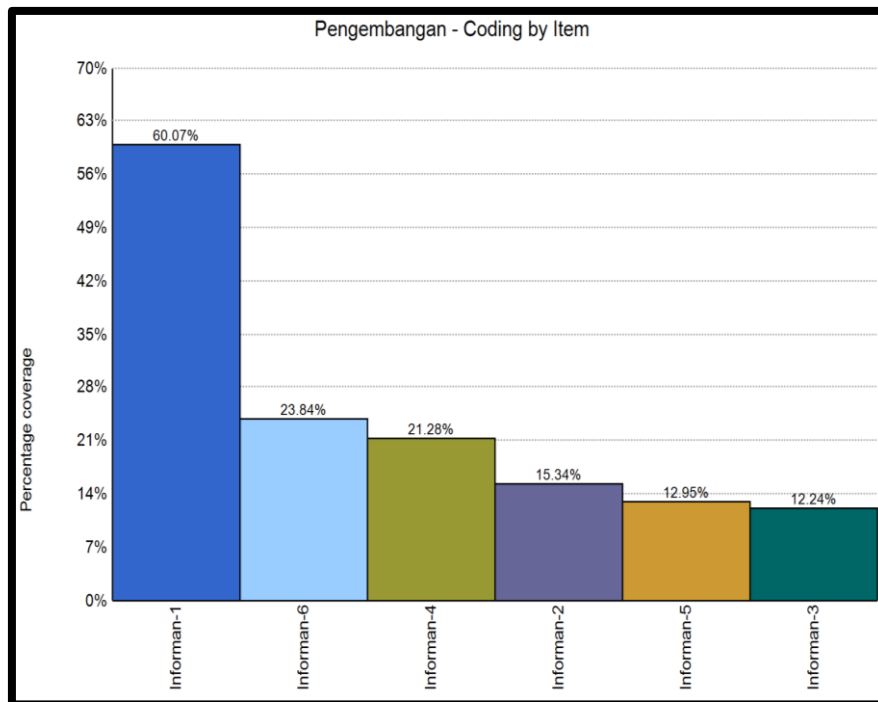


Figure 2. Graph Coverage Percentage Informant

4.2 Development of Guliang Kangin Village in Bangli Regency as an Innovative Village Model Towards Flower Village in Asia

4.2.1 Conditions for digital marketing of flower village tourism in Guliang Kangin Village

The natural potential that supports Guliang Kangin Village as a tourist destination



Figure 3. Natural Potentials of Guliang Kangin Village

includes the expanses of rice fields and moor that have not changed their function make Guliang Kangin Village appear green and sustainable, the layout of most of the residents' houses still follows the traditional house layout pattern according to “Asta Kosala Kosali” with modifications to several buildings but the yard pattern is still according to tradition, there are many The springs around the Melangit River, have the potential to be used as malukat and other water tourism, there are two temples that have a very high historical value, namely Pura Dalem Tengaling related to the Kingdom of Taman Bali, and Pura Penataran Agung Dalem Dimade related to the History of the Gelgel Kingdom. , and still is the existing traditions and cultural heritage are preserved, and are still performed to this day. Some of these potentials can build the attraction of tourists who want to visit the tourist village of Guliang Kangin.

The road facilities and infrastructure to the destination are generally in normal condition, such as footpaths to tourist destinations, applets, district protocol roads, and neighborhood roads. However, several repairs need to be made to the neighborhood road which has many holes, so that access to destinations still needs to be improved. Unfortunately, there are no public transportation facilities available directly to tourist destinations, only public transportation that reaches Jalan Raya Umum Taman Bali - Gianyar, or the Gianyar - Klungkung route in Tulikup Village. The means of transportation are motorbikes, microbuses, and minibusses. Until now, only accommodation facilities are available in the form of homestays that use slightly modified houses. There are already 10 rooms, 8 standard rooms, and 2 rooms with AC and a private bathroom.



Figure 4. The mascot for Leading Guliang Kangin

The main commodities of Guliang Kangin Village that support tourism include agriculture with a pattern of rice, secondary crops, and flower plants (Pacah and Gunitir), and rice. The development of the pacah flower plant is very helpful for tourism managers as a road attraction on rice fields which is unique to tourists. The peculiarity of the Guliang tourism village is the pacah flower which is well known among the wider community as flower tourism. Talking about pacah flowers, if there is one in the market, it is called the origin of the Guliang Kangin. This is the motivation for the community to continue to develop pacah flowers as a source of income for farmers/communities as well as a natural tourist attraction. Not only concerning commodities, but agricultural systems are also exhibited for tourism such as the arrangement of cropping patterns between rice, crops, and flowers, traditionally preserved agricultural ceremonies, nenggala (metekap), irrigation and terracing, plowing fields, and planting rice seeds. To attract tourists, there are several ideas for printing new tourism products, starting from planting fruits that tourists can pick directly, such as melons, guava, papaya, watermelon, and others. Then the planting of henna and gunitir flowers, which tourists can pick directly. Besides, there is a development of the concept of planting flowers, from just henna and gunitir to the concept of Flower Village. In terms of planting for agricultural commodities, intercropping models will be made. Not only that, to maintain the interest of tourists to visit again is to better maintain the quality of the goods produced by observing and surveying needs and visitors.

Tourism Village Guliang was initiated in 2013 with the featured mascot as a tourist village, in the form of a Balinese house, the tradition of Prapen tools (a place for making traditional weapons), and woven from coconut leaves in the form of hats. The tourism activities developed include tracking in the form of roads around the village, traditional rice field plowing, traditional houses, and typical Guliang culinary delights. To support the creativity of the

community involved in tourism activities, pacah flower plants are developed in the community's agricultural fields, besides being a tourism product it can also increase community income from selling pacah flowers.

At the beginning of the introduction of tourism, there were obstacles in connection with the understanding of the community by making the village a destination, some were pessimistic, fearful of impacts and there were also optimistic people. Over time, people's views began to change and were very positive, because many tourists began to arrive so that the people's mindset about tourism began to change. Moreover, accompanied by lectures from the local government, destination managers, and customary leaders, it is increasingly convincing the community that Guliang Kangin Village has the potential to be developed as a bigger tourist destination. Guliang Kangin is the initiator of the first tourist destination in Taman Bali Village which is very creative and innovative. Guliang Kangin Village which is used as a tourist destination brings benefits to the village government and even the community.

The Village Government will be assisted in reducing the rate of urbanization of the population to the city. This can also be the first step to increase community participation in the implementation of village government activities, especially in community empowerment and poverty alleviation. People are starting to realize that the steps to preserve traditions and culture that have been carried out as an obligation can now become a tourist attraction. This condition will revive the public's desire to preserve the existing traditions, even revitalize those traditions that are almost extinct. Increasing public interest in pursuing the world of tourism better as shown by the large number of young people who continue their secondary and middle education in the tourism sector. Along with the increase in tourist visits, people feel an increase in the rural economy which will ultimately reduce the level of urbanization of rural communities to cities and also increase the purchasing power of rural communities. The Village Government will have a very big role, both in developing destinations and increasing human resources, so that the existing tourism potential will provide space for the village government to create innovative programs for the welfare of its people.

4.2.2 Digital-based development strategy in rural areas

To realize Guliang Kangin village as an innovative village towards a flower village started by several residents who work as tour guides and Travel Agents. Delivered to the Prajuru of the Traditional Village, remembering from his experience guiding tourists, the potential that exists in the Guliang Kangin Traditional Village is worthy of being developed as a tourist destination. Then form a Management Body, Socialization in the Community, Lectures, and training. Simultaneously, the package promotion was also carried out by Village Trekking. With the arrival of tourists, the Management Agency has begun to increase its efforts to improve destination management so that guests who have visited do not give negative comments on social media. Besides, additional packages were also made, such as Spiritual Blessing, Cooking Class, Cycling, and the revitalization of Pancoran Solas as a tourist spot in Malukat. Other efforts made such as the existence of a holy bathing place called Pancoran Solas (eleven) which has spiritual/magical value are believed by the public and European tourists who are attracted to this object. Besides, several efforts have been developed to anticipate the number of tourist visits to the rolling tourism village, namely the development of an English language group forum for children so that later the community will not be the priority because they cannot speak with tourists. Besides, the arrangement of cultural tourism areas (temples), the Ngaben ceremony as a product of tourist attraction.

4.2.3 An innovative village development model by local potential

Although there are obstacles encountered in realizing Guliang Kangin towards Village Flower Village, such as the mindset community that is only fixated on products/flowers that already have a market, there has not been a growing entrepreneurial spirit among farmer's flowers, the community and leaders do not understand the concept of Flower Village, technology, and the time of dry season the plants in Guliang Kangin Village lack maintenance. The obstacle on the way is still road access constraints, this area is included in a special area, so it is necessary to have facilities and infrastructure directly to the object. This is being worked on by the local government by creating channels and community environments.

Guliang Kangin's tourism village marketing strategy uses promotional media, online including websites, Facebook, and Instagram. For digital-based promotion to be more effective, several efforts were made, such as creating/developing websites, promoting links in promo spots online, uploading all tourism support activities, and providing a network online in the Guliang Kangin village area. After marketing, the online number of tourist visits in Guliang Kangin village has increased, but it is still not as expected so that more efforts need to be made. The role of the government in developing the Guliang Kangin tourist village is through promotion through social media, providing assistance in the form of delivery of goods to support the infrastructure of the Guliang Kangin tourism village, facilitating proposals for developing tourist villages in musrenbang, both RPJMDes and RKPDes, facilitating related agencies in coaching and developing tourism villages to carry out training on tourism.

Conclusion

The marketing strategy in Guliang Kangin village is considered good enough even though it has not met the target number of tourist visits expected so that more contributions from the village government and the community are needed which includes planning to identify the types of flower plants that will be used as tourist attractions, assisting in mapping the areas that will be used as area Flower Village, facilitates the proposed development of Flower Village to the government, develops agricultural innovations according to technology, provides special financial assistance, carries out training activities and agricultural and plantation cultivation, builds cooperation with related parties. The analysis of the existing model lies in the mind of the researcher; in this case, the researcher is the main instrument of analysis in qualitative research. The NVivo software here only presents raw data that has been organized according to the needs of the researcher.

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