

PARTICIPATORY RURAL APPRAISAL (PRA) TECHNIQUE AS AN ALTERNATIVE FOR DEVELOPMENT OF TOURISM VILLAGE POTENTIAL IN SELUR VILLAGE, NGRAYUN DISTRICT, PONOROGO REGENCY

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Abstract

This paper shows that village development is an important program in community development. Of course, this development also relies on community participation. The tourism village cannot be separated from the participation of the community in it. The condition of the community will be the main factor in the interest of the ongoing process of developing a tourist village. When people are able to think properly and correctly, the management of natural resources will be better. The results of this research also show the results if the packaging of the tourist village will affect the results of the tourists who attend, because good creations and innovations will bring some good things or visitor participation will be better for the tourism manager and the surrounding community. To achieve this maximum result, one of the efforts is to use the PRA or Participatory Rural Appraisal method. This research method uses a qualitative method with the type of case study. The method of data collection was carried out by in-depth interviews and observation. For future research, it can be done by deepening the PRA technique in village development.

Key Word: Participatory Rural Appraisal, Tourism Village, Development

INTRODUCTION

This study will discuss the development of the tourism village potential of Selur Village, Ngrayun District, Ponorogo Regency. For the development of this tourist village, we use an alternative development with the PRA methodology or participatory rural appraisal. We chose the PRA technique because we think it is the most ideal in community development (Andari & Ella, 2019) Indonesia is a country with a million existing tours. Tourism owned by the Indonesian state is a concept that is already known to the outside world. Through the existing tourism potential, Indonesia has become a destination that is visited by many ecotourists from abroad. Tourism in Indonesia really needs updates, especially on the system and on tourism so that it can continue to be developed (Adriyanto & Triani, 2015).

The development of village potential is something that is now becoming an object for people who want their village to be developed and able to become the center of attention, so that the village has an economic improvement for the village. The development of tourism village potential can improve the local economy, reduce poverty and unemployment and be able to prosper the community by increasing village income. One of the government's efforts to support the development of tourist villages is through village funds which are dropped every year for village development (Ella & Andari, 2018). The development of tourist villages is carried out to foster enthusiasm in the community to protect the environment, as well as to improve the residents' economy. Through the spirit that exists in the community, of course the community will want to participate in developing the potential of the existing village. With the results that will be found, the community will certainly provide potential in themselves, through this potential the community is able to develop the potential of the village according to its potential. (Harani et al., 2017).

The government focuses on developing tourist villages, through developing community creativity through human resources and existing ecosystems. A good ecosystem and able to be developed into a tourism will certainly be able to attract ecotourists. Because ecotourism is currently still in the stage of improving interest in ecotourism towards nature tourism. Returning the interest of ecotourism to natural tourism which is the task of the central government and to the village government, which is aware of the potential of the existing ecosystem. The development of village potential carried out by the community will result in the welfare of the community or a community empowerment which is an approach that will affect all levels of society, by awakening the community's ability to be independent and have advanced attitudes and behavior that refers to human empowerment and community development. The ability to be advanced and independent is able to make a contribution between the manager and the community. Through the PRA technique, the community is not only an object but also a subject, which is the main basis for development. And it is not said to be a PRA technique if the community does not take part in an ongoing empowerment.

Based on the author's search, there are several previous studies related to this research. The closest research is the research conducted by Eko Murdiyanto in 2011 with the title "Community Participation in the Development of the Karanggeneng Tourism Village, Purwobinangun, Pakem, Sleman", this study uses a survey method using facts obtained from existing information and institutions. in that village. The taking of respondents in the study was adjusted to the purpose of the study, based on the purpose of using the census. The census was carried out on the Karanggeneng Tourism village community, amounting to 70 families. To analyze the level of community participation, descriptive analysis is used, namely examining the status of a group of people, objects, a set of conditions, a system of thought or a class of events in the present. Participation in this study was measured in terms of participation of thought, effort and material. The analysis technique uses a Likert scale in a score of 1-3. To find out the direction of the development of the Karanggeneng Tourism Village for increasing people's income, a descriptive analysis was carried out on the development of village attractions and the development of tour packages. The development of tour

packages is based on the condition of the potential of the tourist village, both physical, socio-economic and cultural potentials as well as the willingness of the community to actively participate. So it is almost the same as this research that community participation is assessed through the activeness of the population in the programming process for developing village potential, so if you do not follow it then community participation will be seen clearly.

The participation of the Selur village community can be known through their thoughts and physical assistance to the best of their ability because not all Selur villagers can contribute energy to the village's potential, so villagers who cannot contribute financially and as much as they can. So there is no reason for residents not to participate in the process of developing a tourist village. Development is a way, the making of developing, with this the government is always trying to build gradually and continuously which will lead to a development. The development of a tourist village will have a fairly broad impact on the community and of course for the tourism village developers themselves.

According to Hasibuan (2011: 68), development is the second operational function of personnel management, employee development needs to be carried out with a system that has been planned, and is sustainable so that development can be carried out properly, so there must be an employee development first. Hasibuan in his book *Human Resource Management* said that development is a stage to increase the potential, conceptual, morale of employees according to the needs of employees through a job or training (Regina et al., 2020) (Hasibuan et al., 2021). Village potential is an ability possessed by the village, which is a strength, an ability that must be developed for the sustainability of the village. The potential of the village must be utilized as well as possible for sustainable village development. With the development carried out by the village, it is hoped that the government will convey aspirations to the community with good tangible results and be able to prosper the community.

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A tourist village is a village which is located in a village, which contains a tour, which has a potential so that it can be developed into a tourist village. The village with all the potential it has, therefore the village has provided many opportunities for the community to be able to develop the existing potential so that the cultural order, customs and economic aspects will be able to develop so that it can become a characteristic of the tourist village. It is through the tourist village that the community can recognize how a potential exists. That way, on the community side, people will get to know new potentials, people will know new things, including new knowledge when the introduction process is carried out, as well as new cultures that come along with the village potential development program (Purnomo et al., 2020).

METHOD

The method used is a qualitative research method, knowing that of the existing samples, this method is considered the most accurate method. Researchers conduct research by collecting data that will be sourced from the subject (society). Research (observation) is carried out directly (coming to the place of

research). The research was conducted by meeting with the tourism manager of the Ngrayun sub-district, and the tourists who went to these tourist attractions. This study provides how the situation in the field. The data collection process is carried out by interviewing related parties, especially for tourism managers, as well as residents who always play an active role in the sustainability of tourist villages (Agung & Andriyani, 2017).

The research was conducted in Selur village, Ngrayun sub-district, Ponorogo district. Researchers conducted research in Selur village because the village is a tourist village that has a lot of tourism potential in it. Data were collected through interviews and field observations. This study uses primary data (main), and secondary data (second). Primary data is data obtained from field information after conducting interviews with owners and tourists who come. Secondary data is obtained from additions such as through previous research, someone who raised the Selur village tourism village, documentation or data obtained from the Selur village government, Ngrayun sub-district, Ponorogo district. The population in this study is the Selur village community, including land owners, managers, visitors and the community around Selur village. Here the researcher takes the sample from Selur village residents in his research.

The validity that will be obtained in this study is good validity, because in a study it will present many valid results and data and there is no data engineering and data theft. Pure data will lead to a real understanding and behavior, because invalid data will cause failure and problems in research. Data analysis was carried out with 3 stages of data collection, before the field, during the field and after the field. At the time before eating the researchers collected data in the form of previous research that discussed Selur village tourism, documents on the internet, as well as from existing uploaded photos. The second data collection process is by direct research when in the field. Through interviews with residents and tourists who at that time came to the tourist village of Selur village. Data collection is dug continuously until in the end the data will be more and more and some similarities between the two appear so that data saturation arises and conclusions from the data in the field.

RESULT

Selur tourist village is a village that has been developed since 2021, in the Ponorogo district. Selur village has a lot of potential that can be used as a tourist attraction, through the beautiful nature and views of the waterfall will make the main attraction for tourists. In addition, the potential of soil and land that has a good texture so that it can be planted with plants and plants that can be used by farmers. Selur village tourism is an object that must be utilized. Other Sekur village tours include:

1. Tapak Siman

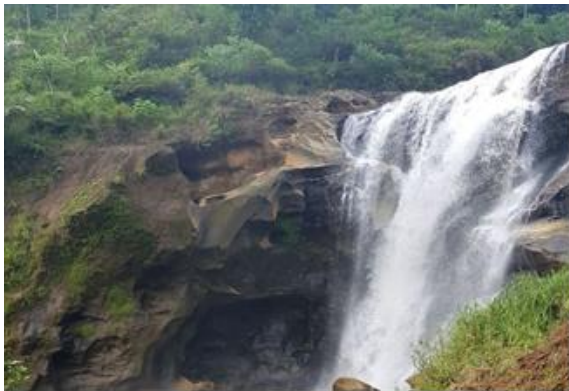
Tumpak Siman is a tour located in Selur village, Ponorogo district, this tour has an aspect of using vacant land, which is on a hill, as an object of natural tourism, which is packed with shades of rocks and very shady trees. The tourists are presented with various places or photo objects in the Tumpak Siman tourist area. Visitors are also presented with a tour entrance fee with a very cheap ticket and no parking payment for the visitors. A hill that is used by the opening of a shelter and a place to restore the spirit of the body and mind with ideas that will emerge after returning from the Tumpak Siman tour.



Picture 1. Bukit Tumpak Siman

2. Sunggah Waterfall

Supload Waterfall which is approximately 33 km from the center of Ponorogo district. That way, indeed this tour is not well known by outsiders of the Ngrayun sub-district, but for the residents of the Ngrayun sub-district, it is not uncommon for those who already know about it and have even visited this Supload waterfall. The original waterfall does not have genetic engineering in its formation, the Supload waterfall is well known by the public for its very beautiful waterfalls, as well as many places or locations that can be used to take photos. There are several large rocks that can be used as a resting place for visitors to the Supload waterfall. Not a few residents sit back and relax around the waterfall, even the Adams also swim in the Supload waterfall, because the waterfall is not too deep for puddles of water. Supload Waterfall is a natural destination that brings tourists to be able to restore positive energy to the body. Supload Waterfall is indeed a natural destination that is very different from the others, because before going through the beautiful and beautiful Supload waterfall, visitors travel quite a bit far, and pass through a very large stone alley to be able to see the purity of the Supload waterfall.



Picture 2. Sunggah Waterfall

3. Watu Semaur

Watu Semaur in Indonesian is a stone that can give answers or in short Watu Semaur is a stone that can reflect sound. Many tourists and young people who passed Watu Semaur stopped and took photos. Because of the position of AWatu Semaur which is next to the road, between the directions to Trenggalek district and Ngrayun sub-district itself. So not infrequently tourists or people who pass Watu Semaur take photos for this very good object. Watu Semaur is a very large rock located between many pine trees that are the same towering and below it stretches a very beautiful rice field area so that it is not uncommon for motorcyclists to rest for a moment in front of the Watu Semaur area.

Through existing tours, with the power of the community, it can be said as a form of gratitude for the blessings that God has given. The people of Selur village make good use of the potential of the tourism

village. Through the awareness of one of the residents of Selur village, they were finally able to invite several people to join in preserving the potential of Selur village which is full of natural tourism. After the formation of an organization that is responsible for everything related to the tourist village, they began to invite residents to be able to develop the village through environmental conservation and development of the existing tourism village potential (Harani et al., 2017).

Tourists do not see much in terms of potential through its management and how the tour is packaged to attract tourists. More or less the visitors will be influenced by factors such as the topography of the layout and how the attitudes and responses of related parties are. Therefore, an understanding of how to process the topology so that it can be of interest to tourists must be emphasized, so that the tourist village can run well in a sustainable manner in its system and development. Tourism villages can take place gradually and will really need good knowledge of geology so that tourism management can be managed properly and on target (Sunan et al., 2019).

The implementation of counseling carried out by the organization with the aim of utilizing the existing global potential and being able to wisely improve the economic factors of the Selur villagers. Through this outreach program, it is hoped that the community can become independent and able to take advantage of the potential of the existing village, improve the residents' economy and make it easier for tourists to be able to access some of the existing tourism knowledge. This can be measured by tangible results that how many tourists are present to visit the tourist village of Selur village.

The socio-cultural potential of Selur village is why tourism in Selur village is an important factor in the views of tourists. Selur Village has a fairly good governance structure, it is structured and can be used as an example for other village governments. A very close social culture will bring a special meaning for every villager who visits the Selur village tourist village. On the other hand, the real prosperity that comes is because every Selur villager has understood the meaning of commitment between one resident and another. It is the attitude of mutual help and awareness that brings them to understand how to behave towards others and of course for tourists who do tourism.

The results of the study describe the main findings of the study. If the research results are presented in the form of tables or figures, then only a short sentence is needed to support the tables or figures presented. Tables and figures are included in the body of the manuscript. Table titles and figures are numbered and written in Minion pro font 9, spaced 1. For images, we recommend using a pixel size of 300 for optimal sharpness and image quality.

DISCUSSION

Selur village, Ngrayun sub-district, Ponorogo district, is a village that has a lot of tourism potential in it, quite a lot of potential that must be developed and utilized in it. Tourism village is a potential that must be developed that is able to provide a donation that has a very positive effect on the community. Through tourism villages, the community can receive and feel how a potential that has been utilized becomes a real result which will provide overall feedback if management will be carried out in a sustainable system. The welfare of the people will be the main focus in developing the potential of the Selur village tourism village.

Selur Village uses the PRA technique in managing the potential of the existing village. Through community participation and using the subject of existing potential to be developed. Community participation is very necessary in a development in any case, because without community participation, the potential will not be able to run by itself, and also the system that has been designed will experience bottlenecks in the program. Participation is community participation in the management of existing natural resources, following

activities that have been held and planned to be followed properly and correctly. Participation is the active role of the community in the sustainability of existing development programs.

The initial stage is to raise awareness of the potential that exists, through several seminars held by tourism managers. The seminar will be conducted with the aim of being able to provide an understanding that village potential is a village asset that must be protected, developed and preserved. Socialization can also be done for the process of public awareness of the potential that exists, over time the community will also experience the awareness that village potential, natural potential should be utilized properly as much as possible (Andari & Ella, 2019). Because it will greatly affect the progress of Selur village itself. After the community is aware of the potential of the existing village, the community is invited to be able to heed the existing potential through reforestation, preservation of the surrounding nature, also by keeping the environment clean so that nothing can interfere with the implementation of ecotourism activities in the village. The small things that the local community do will certainly have a good impact on the sustainability of the tourist village. Selur village tourism visitors see how they behave, behave, and how the conditions around the tour will make them feel better (Cavestro, 2003).

Increased collaboration with stakeholders with the management of the Selur village tourism village is very necessary, it should be able to collaborate with many participants from outside so that it can be used as a supporting factor for the continuity of the tourism village potential development program. The role of the government is needed in an awareness and participation of stakeholders in the tourism village program. The government should also participate in the process of socializing the population to the potential of the community. With the existing cohesiveness, of course, the community will be more interested in participating in the Selur village tourism village development program (Murdiyanto, 2011).

The development of human resources as well as through the various existing personnel certainly requires a development. Not only from the potential that is developed, but from the management point of view, it should be managed, improved, developed so that it can give a good result. Improving all existing facilities will add various aspects of profit for tourism managers and visitors (Subhakala et al., 2017). To create world effectiveness and efficiency, the development of village potential will result in success in the tourism development program in the Selur village tourism village ((Purnomo et al., 2020) (Chapman et al., 2018)).

The obstacle in the process of developing a tourist village lies in some people who sometimes do not want to participate in carrying out the tasks that have been given, to always maintain the peace and harmony that should exist. Young people towards adulthood sometimes make a noise that is not enough to cause the tourists to be disturbed. That way the Selur village tourism manager anticipates by holding periodic socialization, because every socialization agenda it is not uncommon for residents to not participate in the socialization due to tasks or obstacles

CONCLUSION

Village development will be a very important program in community life. Of course, the community will become an object in the development of the tourism village-based village. Without a community, village-based tourism development will certainly not run properly and correctly. The tourism village cannot be separated from the participation of the community in it. The condition of the community will be the main factor in the interest of the ongoing process of developing a tourist village. When the community is able to think properly and correctly, the management of natural resources will be better, but if on the contrary, the programming process for tourism village development will be increasingly backward.

The packaging of the tourist village will affect how the results of the tourists who attend, because good creations and innovations will bring some good things or visitor participation will be better for the tourism manager and the surrounding community. The tourist village will provide progress at the economic level of the community if only the community is able to contribute to the environment. Because basically God has destined every servant to become a caliph on earth. With that, there is no reason for someone to waste the potential of the surrounding natural environment. So, the community should be able to take advantage of the potential of the existing natural environment and be able to preserve and maintain tourism potential by not forgetting to always develop it into a tour that is not beautiful to be forgotten.

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