

Socio-Policy of Rural Tourism Development of Sungai Raya Village, Kubu Raya, West Kalimantan, Indonesia

By

Mukhlis

Sociology Study Program, Faculty of Social and Political Sciences, Tanjungpura University,
West Kalimantan, Indonesia
Email: mukhlis@fisip.untan.ac.id

Bakran Suni

Political Science Study Program Faculty of Social and Political Sciences, Tanjungpura
University, West Kalimantan, Indonesia
Email: bakran.suni@fisip.untan.ac.id

Ida Rachmawati

Public Administration Science Program, Faculty of Social and Political Sciences,
Tanjungpura University, West Kalimantan, Indonesia
Email ida.rachmawati@fisip.untan.ac.id

I Made Sumartana

Management Studies Program, Faculty of Economics, Ngurah Rai University, Bali, Indonesia
Email: sumartana63@gmail.com

I Gusti Bagus Rai Utama

Management Study Program, Faculty of Economics, Business, and Humanities, Dhyana Pura
University, Bali, Indonesia
Corresponding e-mail: raiutama@undhirabali.ac.id

Abstract

Sungai Raya village is one of the entrances to Kubu Raya Regency so it has the potential to be used as a stop-over location and tourism storefront for Kubu Raya Regency. Sungai Raya Village has a lot of tourism potential that has not been explored, not packaged, and has not been marketed optimally. This study aims to analyze the tourism potential of Sungai Raya Village and formulate a strategic design for the development of Sungai Raya Village for sustainable tourism development in the Kubu Raya Regency. This study uses a qualitative research approach. The existence of these tourism potentials has received a good response from tourists, but since the Covid-19 pandemic, there have been fewer tourists. Agro-tourism, tourism, culinary, and selfie tourism have not been packaged properly and have not been promoted properly. In addition, some of the challenges faced are: the condition of the access road to the location is still not good, the handrails are still made of wood and are starting to become brittle, and the human resource constraints are still low in their ability to manage Tourism Villages, and coordination with tourism forest manager's area is still weak. The results of this study are very useful to be submitted as material for policymakers to formulate tourism development policies in Kubu Raya Regency.

Keywords: Tourism Village, Development Strategy, Management, Planning.

Introduction

On the socio-economic side, the Indonesian Ministry of Tourism has launched a program for twenty million visitors in 2021. One of the focuses of the government's program in the tourism sector is the development of tourist villages from Sabang to Merauke. Bali as the locomotive of Indonesian tourism is also continuing to improve to be able to display tourist attractions and tourist villages that attract foreign tourists and local tourists. However, the development of tourism in northern Bali is still far below southern Bali. If observed, the increase in the number of tourist visits to Kubu Raya Regency did not experience a significant increase. Moreover, when compared with data on tourist visits to Kubu Raya Regency in general so that the level of tourists is still low, the Kubu Raya Regency Government strives to explore tourism potential that can still be developed to boost the Kuburaya Regency's Original Opinion (Rodenburg, 1980); (Mitchell, 1994).

On the policy side, the Tourism Development Policy in Kubu Raya Regency is carried out based on the Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the National Tourism Development Master Plan 2010-2025. The National Tourism Development Master Plan (RIPPARNAS) as stated in the Ministerial Regulation of the Republic of Indonesia Number 50 of 2011 Article 1 (3) is a national tourism development planning document for a period of 15 (fifteen) years from 2010 to 2025. This RIPPARNAS is also based on the West Kalimantan Provincial Regulation Number 10 of 2015 concerning the Master Plan for the 2015-2029 Regional Tourism Development of the West Kalimantan Province and the West Kalimantan Province's Regional Regulation Number 16 of 2009 concerning the 2009-2029 Regional Spatial Planning of the West Kalimantan Province. The regulations that have been compiled become the basis for formulating tourism development policies in Kubu Raya Regency (Rizieq et al., 2021).

On the Political Policy side, referring to the regulations issued by the Regent of Kubu Raya number 51 of 2017 regarding the second amendment to the Regent's regulation number 32 of 2014, then on August 18 2017 26 tourist attractions in Kubu Raya Regency were determined. The list of names of tourist attractions in Kubu Raya Regency is attached to this study. In addition, with the Decree of the Regent of Kubu Raya number 430/405/HK/2017, 11 Tourism Villages have been established in Kubu Raya. One of the tourist villages that has been stipulated in the decree is Sungai Raya Village. Sungai Raya Village is one of the entrances to Kubu Raya Regency before continuing the journey to other tourist objects in Kubu Raya Regency. Sungai Raya Village also has several waterfalls as some tourist attractions that are visited tourists, namely the Water boom qubu resort, the Kapuas river flow waterfall, and the Tirta Ria recreation area (Dwikusuma, 2018). Some photos can be seen below:

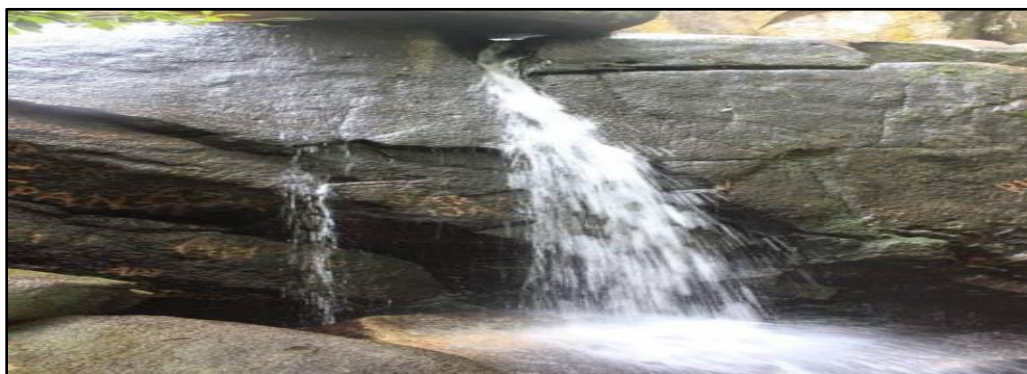


Fig. 1 The Waterfall in the village of Sungai Raya and Selfie Point, Taken by Mukhlis, 2021

Several tourist objects such as waterfalls and selfie spots have been able to provide income to the community. In a day approximately 100 tourists come to visit the Waterfall in the village of Sungai Raya and Selfie Point (See Figure 1). However, other potentials are still not widely explored and the marketing is still not optimal. In addition, the concept of developing the Sungai Raya Tourism Village is still not well structured. Therefore, this study aims to analyze tourism potential and draft the concept of developing a tourist area in Sungai Raya Village. The results of this study are expected to be input to the local government of Kubu Raya Regency for the development of the Sungai Raya tourist village to boost the Kubu Raya Regional Original Revenue. Based on the background and problem formulation described above, this study aims to: (1) determine the potential of Sungai Raya Tourism Village as a tourist destination in Kubu Raya Regency; (2) Knowing the concept of developing the Sungai Raya Tourism Village area as a tourist destination in Kubu Raya Regency (Trinisa et al., n.d.).

Research Methods

The research was conducted in Sungai Raya Tourism Village in Kubu Raya Regency, West Kalimantan Province research was chosen based on a request letter from the Kubu Raya Regency Government regarding the request for assistance regarding the planning of a Tourism Village as a leading tourist destination in Kubu Raya Regency (Moriarty, 2011); (Utama, 2016).



Fig. 2 The Map Sungai Raya Village, Taken from Google Map, 2021

This is empirically and directly from informants who understand the research context. Following the opinion of experts, it is stated that the interview technique used in this study (Patton, 1987); (Seaman, 2008). Researchers used structured questions and recording aids as tools to assist in conducting interviews. Observations are made to enrich the research results and adjust the planning to the real conditions that occur in the field. Collecting data that is not directly addressed to informants but to documents related to historical narratives on the route to be traversed in the Sungai Raya Village tour package. During data collection, researchers always use several data collection tools, such as; (1) interview guide, (2) observation format, (3) documentation sheet, and (4) photo camera a documentation tool (Utama et al., 2021). The data collected in this study was analyzed using analytical techniques in the form of qualitative data (Maxwell, 2008). The main activities of qualitative analysis are reading notes, documents, photocopies of writings and transcripts, listening to interviews and interview notes transcribing data, and coding, sorting, and

organizing data at the same time (Veal, 2017); (Crowther & Lancaster, 2012)

Results And Discussion

The Tourism Potential of Sungai Raya Village

One of the potentials to be developed in the forest in Sungai Raya Village is nature tourism. The forest in Sungai Raya Village itself represents the topology of jungle forests, highland hills, and lowlands with diversity. The main tourism utilization potential in this village forest area is in the form of waterfalls and beautiful recreation areas. There are more than a few waterfalls and bathing places scattered in the Sungai Raya Village Forest area, but only a few have just been developed for nature tourism.

The first is the Water Boom Waterfall. This location has been beautifully arranged by the community under the Pokdarwis management, supported by the Village Head of Sungai Raya Village. In normal situations before the Covid-19 pandemic, the Kapuas edge waterfall was very crowded with local and foreign tourists. In a day there are about 100 tourists who come to the waterfall on the banks of the Kapuas River.



Fig. 3 Waterbom Kubu Resorts, Taken by Mukhlis, 2021

Second, Tirta Ria Waterfall, which is located on the side of the main road, km 9.6 arterial, Sungai Raya Village, Sungai Raya District, Kubu Raya Regency. To get to the location, you have to follow the path, it takes a little struggle. Tiredness will pay off when you arrive at the Tirta Ria Waterfall in Sungai Raya Village. In this area, there are 2 locations with 4 (four) waterfalls that can be visited. At the first location, there is a waterfall with a height of approximately 10 meters, and another one that is not too high, but the waterfall comes out of a fairly wide cliff wall. This is the most special and most beautiful in this area. Furthermore, the third and fourth waterfalls can be reached in 5-7 minutes from the location of the first waterfall.

Third, Kapuas Waterfall (see Figure 4) is located on the banks of the Kapuas river which is also included in the river area of Sungai Raya Village. This waterfall has very extraordinary beauty both from the nature which is still very beautiful and the height of the waterfall which reaches 10 meters makes it very attractive to visitors. The beauty and natural beauty that supports the waterfall because the feel of the river can still be felt cold around the waterfall,

and the trees that are still growing shrubs (not taken care of) and the many water sources that are there add to the charm of this waterfall. more interesting to visit.

Because the management of this area is still in the early stages of the structuring and development process carried out by the tourism, it takes quite a long time and an excellent system in terms of further management so that nature remains sustainable and without any conversion of land functions which could later be the effect on forest ecosystems and the water resources contained which lead to an exit from the concept of tourism based on conservation and local wisdom. The existence of this Kapuas edge waterfall is indeed quite interesting, especially with the water that is scattered in triplets which presents natural views that are rarely found in Kubu Raya Regency and surrounding villages.

In addition, Sungai Raya Tourism Village has a selfie spot that attracts many tourists. Domestic/local. Some well-known selfie spots include Hidden Hills Desa Sungai Raya.



Fig. 4 Kapuas Waterfall, Taken by Mukhlis, 2021

The attractive village forest with flowers planted by the community around the forest area is also a beautiful location for camping or glamping that young people can enjoy. Several locations have been observed directly in the field and several locations have been found that could become campsite locations. According to Bumdes, the Village Community Empowerment Service has drafted a floor plan to develop a campsite located near the waterfall on the banks of the Kapuas River. The location of the Rasau Jaya camp is also expected to be a place for the younger generation to learn to recognize some of the plants used for religious ceremonies and other religions. That way, the insertion of cultural values in the context of loving nature is very important to be carried out in the millennial's current and future



Fig. 5 Housing Sungai Raya Village, Taken by Mukhlis, 2021

Another potential that Sungai Raya Village also owns is culinary tourism. Several interesting locations have been accessed by lovers of traditional village cuisine. However, the location traversed is still a yard that has not been much worked on by the Tourism Awareness Group photos can be seen in Figure 6.



Fig. 6 Waterfall at Sungai Raya Village, Taken by Mukhlis, 2021

The tourism potential that has not been well packaged is agro-tourism organic coffee. Sungai Raya Village has a very large coffee plantation, all of which are community forest products and at the same time are a community that is quite promising. Therefore, the coffee is very good to be processed and packaged to become an agro-tourism attraction (see Figure 7). The coffee produced is also a choice of beans with special processing techniques so that it has a different taste. The coffee is already packaged and ready to be marketed. It's just that the

promotion is still not optimal.



Fig. 7 Coffee Local Product at Sungai Raya Village, Taken by Mukhlis, 2021

Obstacles and Challenges in the Development of Sungai Raya

Tourism Village Sungai Raya Tourism Village already has many interesting potentials to be packaged tourist beautiful attractions today. However, there are several obstacles to its development, as can be conveyed by several informants in the research and the results of direct observations in the field revealed as follows:

Access to Tourist Locations/Spots: The first is related to the development of tourism supporting facilities and infrastructure in Sungai Raya Village. The main road to Sungai Raya Village is in good and smooth condition because it is a provincial road and is traversed by many cross-district vehicles. However, the access road to the waterfall is still using the Tanah Merah road with a road width of only enough for one car, so if you pass another car, one has to stop. Then, the path leading to the location can only be reached by foot with the road conditions not yet paving the blog. The path condition during the rainy season becomes muddy and uncomfortable to pass.

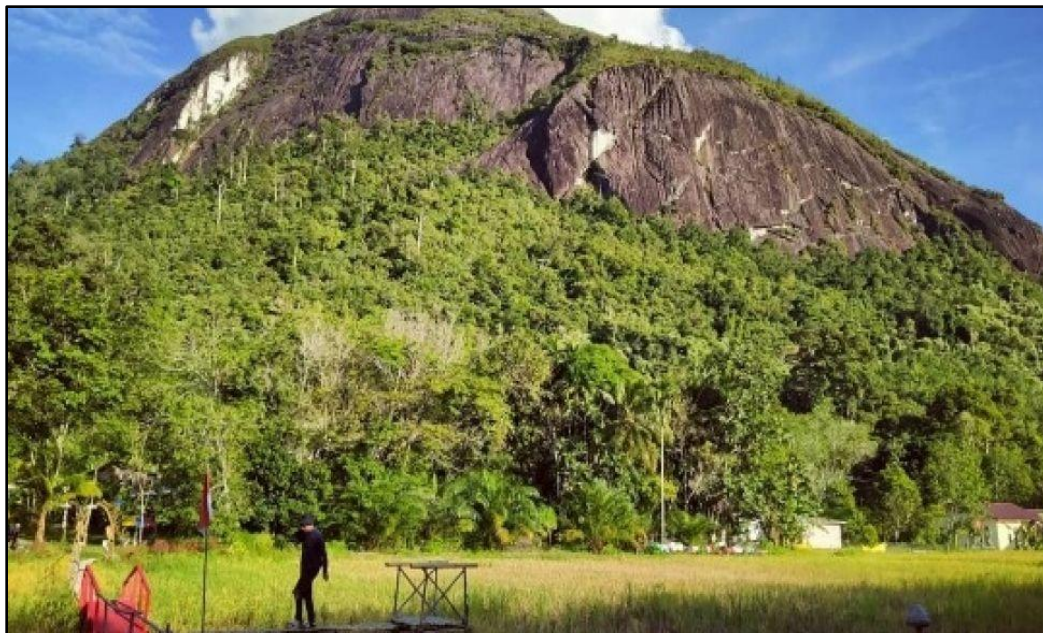


Fig. 8 Panorama at Sungai Raya Village, Taken by Mukhlis, 2021

Handrails/stairs to get to the location of the waterfall do use wood/stone to make it look natural. However, the condition has begun to be fragile and dangerous for visitors who hold the wood. The steep conditions leading to the location make visitors need the wooden handle. Therefore, replacing wooden handles for tourists so that they can go to the waterfall location safely and comfortably is urgent that every tourist must do.

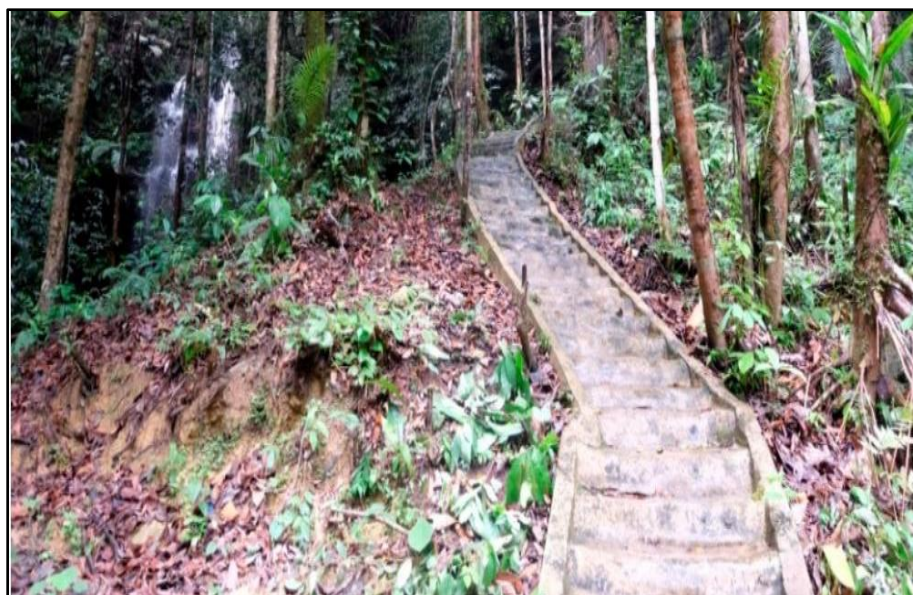


Fig. 9 Tracking Attraction at Sungai Raya Village, Taken by Mukhlis, 2021

Human/Personal Resources: The management of Sungai Raya Tourism Village is always fully aware that human resources in the tourism sector are still low. Ability in terms always trying to improve and develop the promotion of tourism products, services, and various kinds of diversification of tourism products whose selling value is still low. **Lack of tourism supporting facilities and infrastructure:** Directional signs and information about the location of other recreational waterfalls are still lacking. The steep field conditions require the availability of adequate first aid kits so that tourists who experience accidents at the location can receive early treatment more quickly. **Covid-19 pandemic:** The Covid-19 pandemic has undermined

tourism and the economy of the community in Sungai Raya Village. Tourism managers who previously depended heavily on the income of foreign tourist visits were forced to lose their income. Then it was revealed by the manager that no foreign tourists could visit Sungai Raya Village, meaning that there was no income for the local community.

Coordination with village forest managers was still lacking. The selfie tourism area is still a cooperation area of the Natural Resources Conservation Agency regional cooperation agency with the Sungai Raya Village Apparatus for a relatively short period only using a 5-year work agreement, so the manager is reluctant to invest too much in this area. ah more worrying because the Natural Resources Conservation Agency still has not issued a permit agreement to open this location for local tourists.

Based on the field data exposure above, several formulations of the Sungai Raya Tourism Village development strategy were then compiled and will be discussed in a focus group discussion which is still waiting for a schedule that has not been agreed upon with the relevant parties. Then the design of the Sungai Raya Tourism Village development strategy will be published in a scientific journal in the tourism and social scope. However, the results of this study are the foundation of the development strategy of the Sungai Raya Tourism Village in the future is not yet clear.

Conclusion

Sungai Raya Village is located in a strategic position and has potential tourism potential to be packaged as a stop-over tour at the forefront of the entrance to Kubu Raya Regency. The tourism potentials include waterfall tours, Water Boom Kubu Resort, Kapuas waterfalls, Sungai Raya waterfalls, campgrounds, organic coffee agro tourism, culinary tours, and selfie tours. Some of these tourism potentials have received a good response from tourists, but since the Covid-19 pandemic, there have been fewer tourists. Agro-tourism, tourism, culinary, and selfie tourism have not been packaged properly and have not been promoted properly. In addition, some of the challenges faced are: the condition of the access road to the location is still not good (well arranged), handrails/stairs for climbing are still made of wood/stone and are starting to become brittle/destroyed, HR/Personal constraints are still low in ability to manage Tourism Villages, and coordination with tourism forest managers in natural resource wealth areas is still weak. Therefore, the several tourism development strategies are recommended in Sungai Raya Village, including creating a website for the Sungai Raya Tourism Village for information and promotion media, continuous training for the human resources of the Sungai Raya Tourism Village, making a blueprint for the development of the best Sungai Raya Tourism Village.

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Data Availability Statement:

“Not Available” Please contact the team leader or Corresponding author.

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Conflicts of Interest:

No conflict of interest

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