

PUBLIC PERCEPTION OF ECOTOURISM DEVELOPMENT IN SUBAK SEMBUNG, PEGUYANGAN VILLAGE, DENPASAR

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Abstract

The purpose of this study is to find out the potential that exists in Subak Sembung, Peguyangan Village, Denpasar and to identify the public's perception of ecotourism development in Subak Sembung, Peguyangan Denpasar Village. The population of the study is the community of Subak members and traders found in Subak Sembung. The research sample used the Purposive Random Sampling technique with a total of 125 people. The data collected through several methods, namely observation, in-depth interviews, and questionnaires. The data is then analyzed through qualitative descriptive analysis methods. Based on the results of observations and interviews, Subak Sembung has ecological potential which will indirectly become maintained because of ecotourism. The rice fields incorporated in the ecotourism can be saved from the conversion into long-term projects such as housing, highways, and other public facilities. In addition, based on the results of the questionnaire, the Subak Sembung Community stated that they really welcomed the presence of Ecotourism there and participated in maintaining its sustainability.
Keywords: ecotourism, public's perception of ecotourism development, Subak Sembung

Introduction

Tourism is an activity that directly touches and involves the community, so that it can bring changes to various aspects of local people's lives where tourism is developed. The change can involve changes in the socio-cultural and economic structure of the community concerned. Even tourism is said to have extraordinary breakout energy, which is able to make local people experience metamorphosis in various aspects. The impact of tourism in such a great way has become the study area that has received the most attention, especially the impact of tourism on local communities.

As one of the industries engaged in the service sector, and relying on the uniqueness of natural potential and local culture, tourism is one that is at least the mainstay of Indonesia in order to increase the country's foreign exchange in the non-oil and gas sector. Furthermore, the tourism sector in 2021 contributed to gross domestic product (GDP) by 4.3% with the country's foreign exchange estimated at US \$ 0.36 billion. The amount of GDP in the Tourism sector in 2021 increased from 4.05% in 2020 after going through the dark Covid-19 pandemic. Although this contribution is often more associated with the number of foreign tourists (tourists), because it generates foreign exchange, but domestic tourists also greatly influence tourism activities, including hotels, restaurants, travel agents, and souvenir industries. In addition to generating income for the country, tourism development can also create new jobs. Tourism cannot only be seen from the economic side, but also must pay attention to the other side. If tourism only pursues

economic interests, there will be mass exploitation that damages the natural, social, cultural, and traditional environment. In accordance with the mandate of Law number 10 of 2009 concerning Tourism Article 4, the implementation of tourism is not only to increase economic growth, improve people's welfare, eliminate poverty, and overcome unemployment, but also must pay attention to the aim of preserving nature, environment and resources, and promoting culture.

In recent years, Indonesian tourism is faced with a dynamic global market situation, especially a change in orientation, from mass tourism to alternative tourism or special interest tourism with travel patterns that emphasize aspects of appreciation and more appreciation for aspects of nature, environment, and culture (environmentally and culturally sensitives). Tourism actors have thought that tourism activities that are more friendly to nature and local communities are one type of tourism that has the potential to be developed and has high attractiveness. This change shows that tourists are no longer oriented towards conventional products that offer recreational activities, but have shifted to products that emphasize the elements of experience, uniqueness, authenticity, and respect for the local environment and culture (Damanik, 2016). The shift in tourist interest in traveling requires a reorientation in tourism development that emphasizes environmental preservation and cultural values as well as the development of local communities, one of which is through the development of tourist villages.

Peguyangan Denpasar Village is one of the areas that is trying to take advantage of its potential as a tourist attraction in Denpasar City. This village has a variety of potentials, both natural potential, cultural potential, and artificial potential. One of the potentials that has begun to be worked on is the potential for ecotourism in Subak Sembung, Peguyangan Village.

The number of Subak Sembung Ecotourism visits tends to fluctuate in its development. In 2016 there were 764 visits, then increased to 955 people in 2017, but in 2018 it was not recorded due to the change of management, then in 2019 it became 895 people and after that Ecotourism was forced to close at the end of 2019 to 2022 due to the outbreak of the Covid-19 pandemic which required people to carry out social restrictions (Wiguna, 2022). In its development in 2023, Subak Sembung Ecotourism is now back to function as before. This tourism is expected to foster many hopes for the community, especially the hope of getting jobs outside the agricultural sector. With the increasing number of local tourists who visit, it is able to open up wider job opportunities and business opportunities and has also fostered hopes and aspirations for the emergence of opportunities to improve education.

However, the economic impact that accompanies the development of tourism more or less affects the behavior of people who tend to be commercial so that the values of togetherness and cooperation will be reduced. According to Urbanus & Febianti (2017), the number of commercial facilities such as supermarkets, malls, and souvenir centers in tourism areas has changed people's behavior and lifestyles in a short time towards living luxuriously and began to forget the main values of togetherness and mutual assistance. This is certainly a concern that can occur in Subak Sembung Ecotourism. Based on Denpasar Mayor Regulation Number 14 of 2014 concerning North Denpasar District Zoning Regulations, Subak Sembung is

an agricultural urban green space or RTH zone (RTHK-2) with an ecotourism agricultural zone classification (T-2). Buildings permitted in ecotourism RTHK consist of buildings supporting agrotourism or ecotourism activities, namely: restaurant buildings, craft workshops, performance stages, relaxation/yoga buildings, exhibition halls, art markets, limited villas. In the RTHK Ecotourism zone (T-2) can be developed jogging tracks, cycling, fishing ponds or other artificial ponds with minimal changes in landscape and pavement using materials that are not massive and able to absorb water.

Another problem that is no less important and needs attention from all parties because the different levels of ability and knowledge of local communities will give birth to various perceptions so that it is feared that the outside community who are more able will take advantage of it. The current of modernization progress from outside brings influences that can change people's lifestyles (Arida, 2017). If this is not anticipated in advance, it is likely to lead to various social problems that need to be solved.

The changing lifestyle of the community believed by Arida (2017) due to the flow of modernization from outside, and many commercial facilities built in the Tourism area as revealed by Urbanus & Febianti (2017) is believed to need serious handling from related parties so that the development of ecotourism as a tourist attraction can really provide benefits for the community around the tourist attraction. Suryada & Paramadhyaksa (2017) added that the Potential and Tourism Attraction of Subak Sembung Ecotourism has not been managed optimally. This is reflected in the length of the jogging track that has not met the expectations of visitors, competitions that are not held regularly, and traditional agricultural activities that rarely invite tourists to see it.

Based on this, an effort is needed to find out the mindset or perspective or perspective of the Community in Subak Sembung Ecotourism to avoid negative things from ecotourism development efforts. So that the results of a known community perspective can later be made a concrete plan both in the long and short term so that the implementation of this development can be carried out appropriately so that it is achieved as expected. The existence of physical development and the flow of tourists in and out will more or less have an influence on the local community, so early attention is needed to the potential that needs to be developed and the impact must be able to maintain the preservation of cultural values and be useful for the community. Until future development plans pay attention to the preservation of local customs and culture and are able to provide additional income to the community.

Based on the description in the background above, the problems raised in this research are as follows; (1) What pontency are available in Subak Sembung, Peguyangan Denpasar Village? (2) What is the public perception of the development of Ecotourism in Subak Sembung, Peguyangan Village, Denpasar?

This study aims to determine the existing attention in Subak Sembung, Peguyangan Village, Denpasar, and to find out the community's perception of the development of tourism in Subak Sembung, Peguyangan Village, Denpasar. Based on these problems, it is better for us to pay attention to the following literature review systematically to reduce misconceptions.

Literature Review

The Nature of Perception

In a book on Educational Psychology, Asrori (2020: 50) revealed that perception is the process of a human being interpreting, organizing and giving meaning to stimuli that come from the environment in which the individual is located which is the result of the learning process and experience. Based on this, interpretation and organization are two important things in a perception. Interpretation is an effort to understand the information obtained by individuals. While organization is the process of managing certain information to have meaning.

Adding to the above meaning, Myers (2010: 80) adds that a perception can be formed 1) when understanding and remembering events through the filter of our own assumptions, 2) judging events, informed by our intuition, by implicit rules that guide us to make a judgment, and by our mood, 3) explaining events by sometimes relating them to situations, sometimes to the person; and 4) when expecting certain events, which sometimes help make them happen. Of course, Myers' explanation above is very related to the process of forming perceptions in society in general.

The Nature of Ecotourism

Tourism cannot only be seen from the economic side, but also must pay attention to the other side. If tourism only pursues economic interests, there will be mass exploitation that damages the natural, social, cultural, and traditional environment. In accordance with the mandate of Law number 10 of 2009 concerning Tourism Article 4, it is stated that the implementation of tourism is not only to increase economic growth, improve people's welfare, eliminate poverty, and overcome unemployment, but also must pay attention to the aim of preserving nature, the environment and resources, and advancing culture.

Around the 1980s a concept of "Alternative tourism" was born which provided a critique of the old paradigm of tourism. Tourism development in the old paradigm tends to be a large-scale development characterized by rapid growth, exploitation of natural resources without regard to sustainability, and marginalization of local community interests. The new paradigm of tourism then emerged as a critique of all deviations from mass tourism practices. This new concept is then popularly called ecotourism.

Ecotourism according to Arida (2017: 15) is a sustainable nature-based tourist spot with a focus on experience and education about nature, managed with a certain management system and has the lowest negative impact on the environment, is not consumptive and locally oriented (in terms of control, benefits that can be taken from the business activities of the surrounding community).

While the international ecotourism society or TIES (The International Ecotourism Society) defines ecotourism as a responsible nature tourism trip by conserving the environment and improving the welfare of local people (TIES, 2000). From this understanding, ecotourism can be seen from three perspectives, namely: first, ecotourism as a product; second, ecotourism as a market; and third, ecotourism as a development approach. As a product, ecotourism is all attractions based on natural resources. As a market, ecotourism is a journey directed at environmental conservation efforts. Finally, as a development approach,

ecotourism is a method of utilizing and managing tourism resources in an environmentally friendly manner.

Meanwhile, according to Indonesian ecotourism observers, ecotourism is defined as the implementation of responsible tourism activities in natural places and areas managed based on natural principles, with the aim of not only enjoying beauty, but also involving elements of education, understanding, and support for nature conservation efforts and improving the welfare of local communities (Sudarto, 1998)

This definition is then elaborated in five principles, namely (1) having care, responsibility, and commitment to environmental sustainability; (2) its development shall be based on the deliberation and consent of the local community; (3) provide benefits to local communities; (4) being sensitive and respect the socio-cultural values and religious traditions of the local community; and (5) pay attention to laws and regulations in the field of environment and tourism (Anonim, 1997).

Ecotourism is a typical tourist activity. In this case, only activities that contain elements of "eco" can be grouped into ecotourism, which pays attention to ecological, economic and community perception aspects, even specifically there are experts who say that this ecotourism activity must involve educational elements. Ecologically, ecotourism activities have an environmentally friendly character. It is economically beneficial for the community, especially for the community around which the activities are carried out. In addition, the activity must take into account the opinions of local people. If we consider the principles of ecotourism as recognized by IES (Indonesian Ecotourism Society) since 1996, ecotourism activities must indirectly empower local communities.

Ecotourism is one form of alternative tourism that not only provides tourists with entertainment from the natural environment but is also expected that tourists can participate directly to develop environmental conservation as well as a deep understanding of the in and out of the environment so as to form an awareness of how to behave to preserve the area in the present and the future. Nature tourism is also a type of tourism that utilizes the beauty and wealth of nature directly or indirectly. Direct activities include tracking, cycling and others. Indirect activities such as picnics enjoying the beauty of nature and seeing flora and fauna (Siti Nurisyah in Lewaherilla, 2002).

Meanwhile, according to other experts, ecotourism is a type of tourism that has an environment with various activities such as seeing, watching, studying, admiring nature, flora and fauna, local ethnic socio-culture and tourists who do it participate in fostering the preservation of the surrounding natural environment by involving local residents (Yoeti, 2000). Furthermore, it was also mentioned that basically ecotourism in its implementation is carried out with simplicity, maintaining the authenticity of nature and the environment, maintaining the authenticity of art and culture, customs, living habits, creating tranquility, solitude, maintaining flora and fauna, and maintaining the environment so as to create a balance between human life and the surrounding nature.

Public Perception of Ecotourism

Community perception and response is a response given by the community to the existence of a particular program. In the case of ecotourism development in Tenganan Village, community response began to emerge after socialization activities were carried out. The community's response is divided into three categories: positive response (accepting ecotourism), negative response (not accepting or less accepting ecotourism), and neutral response (half accepting and half rejecting).

Community groups that can accept the idea of ecotourism are characterized by their growing awareness of the importance of ecotourism in responding to the development of mass tourism trends. This awareness is generally obtained after they follow the stages of the socialization process and various trainings and workshops, such as: ToT training (training on trainers), CO (Community Organizer) training and PRA (Participatory Rural Appraisal) training. In addition, the leaning process also occurs through discussion activities carried out between community members and between communities with assistance from NGOs.

Training does have a very strategic role in the community awareness process. Training designed based on the concept of andragogy (method of educating adults) provides opportunities for participants to learn together with other participants about a topic. In it there is no teacher-student relationship, as is common in the education system that develops today, but in the training always creates an equal relationship between participants and facilitators. The dialogue process that occurs is no longer one-way or two-way but in all directions, meaning that each participant is a resource person who can share his life experience with all participants. From this experience, other participants had the opportunity to discuss it widely so that in the end it produced a synthesis that was useful as new knowledge for all training participants.

Meanwhile, those who have a negative attitude (refuse to the point of lack of acceptance) towards the ecotourism development program consider that ecotourism will not be able to have a significant economic impact on the village community. In addition, there are also some community members who consider that ecotourism programs are not so important for the community. Those who hold this view are generally people who have a lot of experience in their fields, but do not really understand well things related to ecotourism. In other words, there has been an information bias in understanding ecotourism.

From the statements of several respondents in Tenganan Village, it can be seen that there is a less positive attitude from some community members due to the lack of community understanding about ecotourism. The lack of understanding of the community, if traced further, is caused by the lack of socialization carried out by the management and the relevant government. Meanwhile, the younger generation expressed their difficulties in starting socialization steps.

Implications of Ecotourism Development in Indonesia

With the potential of infinite natural wealth, Indonesia has an extraordinary diversity of products, which if managed properly can become an attractive tourism destination/commodity. Ecotourism has now become a global world market trend and is the concern of many countries. In Indonesia, although not yet widely developed, ecotourism has become one of the important agendas for the development of Indonesian tourism in the future as stated in the agenda of the 2010-2025 RIPPARNAS Bill concerning the paradigm of tourism development (sustainable tourism development, green economy and tourism, responsible marketing, community-based tourism development, triple track strategies).

Lately there has been a shift in tourist interest from buying products to buying experience. This causes demands for the availability of special products that are natural, cultural, health, beauty, and even lifestyle also experience significant potential demand growth. The existence of the "back to nature" movement, causes people to have a great desire for natural tourism. Because of the demand, it is undeniable that ecotourism that prioritizes the authenticity of nature becomes a potential tourism product for Indonesia that can be packaged and promoted to foreign markets.

In line with the growing interest of tourists in the type of adventure tourism, especially in the tourism segment group at a young age, various potential adventure tourism activities developed in Indonesia are special interest tourism including diving, snorkeling, surfing, and various types of water sports. All of these activities are in contact with nature, and must be observed further for the development of ecotourism.

Based on PES 2010 data, the travel pattern of foreign tourists according to natural tourism activities shows that ecotourism activities are 4.75%, while the highest in agro tourism activities is 21.49%, related to beaches 19.82%, adventure tourism 9.69% and other natural tourism 3.23% (Kembudpar, 2010). Although relatively small enough for ecotourism, at least this tourism product can be a potential that should be developed.

Several applications of ecotourism development at this time, prove that ecotourism has developed. This tour is not just to do various activities such as enjoying the beauty of nature, bird watching, hearing animal sounds such as monkeys, riding horses, tracing tracks in the wilderness, but has been related to the concept of forest preservation and local residents. Ecotourism is a mix of interests that grow out of environmental, economic and social concerns. Although it has developed, there is still confusion in interpretation, so there needs to be clear restrictions for ecotourism.

Previous Research on Ecotourism

One of the previous studies used as a reference in this study was research conducted by I Gusti Agung Bagus Suryada¹⁾ and I Nyoman Widya Paramadhyaksa²⁾ themed "Ecotourism in the cultural landscape of Subak as the identity of the city of Denpasar, an Effort to Explore Ecotourism Potential in Subak Sembung, North Denpasar District". The results of his research stated that there are various tourism potentials that can be developed in Subak Sembung, including: tracking, festivals, training, agro tourism, and ecoliteracy.

In general, the problems faced are related to the management and guarantee of visitor continuity. Of these potentials, the tourism potential with the least problem is ecoliteracy. The potential of ecoliteracy facilities is adequate, namely the object of ecoliteracy is subak sembung in all aspects. Supporting facilities are adequate such as: parking facilities, semi-indoor multipurpose rooms in the form of wantilan, open spaces, service facilities, and rest areas.

In the two years since the launch of Subak Sembung ecotourism by the Mayor of Denpasar, ecoliteracy has been going well, as evidenced by the visits and activities of kindergarten, elementary, junior high school, high school, students, and organizations. The guarantee of continuity of visits lies with the learner consumer, because ecoliteracy can be applied in various subjects. The strategy that can be done is to propose to the relevant officials to issue regulations on the application of ecoliteracy in the school curriculum. In general, the existing tourism potential is: tracking (walking, cycling), festivals, training, agro-tourism, and ecoliteracy.

Another research was conducted by Dhayita Rukti Tanaya¹⁾ and Iwan Rudiarto²⁾ entitled "The potential for community-based ecotourism development in the Rawa Pening area, Semarang regency". The recommendation given is to develop a community-based ecotourism concept based on the potential of the village, namely villages with ecotourism potential, villages with community-based potential, villages with community-based ecotourism potential, and villages that do not yet have this potential.

The development of community-based ecotourism is aimed at other villages that do not yet have ecotourism potential or community-based potential, further studies are needed on their rural development potential. Overall, the potential of community-based ecotourism has not contributed optimally to rural development in the Rawa Pening area, so the 3 dimensions of rural development in the area need to be integrated, so that rural development in the tourism sector in the Rawa Pening area has sustainable development.

The third research used as a reference is a research conducted by I Kadek Arie Jaya Wiguna entitled "Community empowerment through Subak Sembung ecotourism in Peguyangan traditional village, North Denpasar district, Denpasar city". The findings obtained in this study are that community empowerment through Subak Sembung ecotourism in Peguyangan Village is still not optimal. This is based on a theory where there are several indicators that have not been met and there are obstacles in the empowerment process.

Community empowerment through Subak Sembung ecotourism in Peguyangan Village has not run optimally. This is because among the 4 (four) existing dimensions, the dimension of business development has not run well because the components offered such as attractions, access and facilities are still limited even though they are very potential to be developed. Ecotourism promotion is still limited from word-of-mouth socialization, through guides, and social media accounts have not been managed properly. Meanwhile, the dimensions of human development, community development and institutional development have been running quite well.

Based on the literature review of the three studies above, this research is more focused on exploring public perceptions of the development of an ecotourism

object, because public perception can determine the concept of developing a tourist attraction and future promotion/marketing strategies. The similarity of this research with previous research lies in the data collection techniques and analysis techniques used. The difference lies in the location of the study, the time of research and the object of the study.

Research Methodology

This research uses a qualitative approach. The qualitative approach will describe phenomena according to actual circumstances in the field systematically to obtain clear information or picture of the current situation. Data collection in the study was carried out by observation, in-depth interviews, and document studies related to this study. This research will be carried out in Subak Sembung which has an area of about 115 hectares with a total of 198 Subak members, located in Peguyangan Village, North Denpasar District, Denpasar Madya City, Denpasar City. It is customarily located in Pakraman Peguyangan Village.

Based on Denpasar Mayor Regulation Number 14 of 2014 concerning North Denpasar District Zoning Regulations, Subak Sembung is an agricultural urban green space with an ecotourism agricultural zone classification. Buildings permitted in ecotourism urban green space consist of buildings supporting agrotourism or ecotourism activities, namely: restaurant buildings, craft workshops, performance stages, relaxation/yoga buildings, exhibition halls, art markets, limited villas. In the RTHK Ecotourism zone (T-2) can be developed jogging tracks, cycling, fishing ponds or other artificial ponds with minimal changes in landscape and pavement using materials that are not massive and able to absorb water.

Data Types and Data Sources

The types of data used in this study are qualitative and quantitative data. Qualitative data is generally in the form of data delivered verbally, both in the form of symbols and descriptions. In this study, qualitative data was sourced from observations and structured interviews, the distribution of questionnaires conducted by researchers. Meanwhile, quantitative data in the form of data that can be calculated and measured, generally described in the form of numbers. In this study, quantitative data was obtained from the results of Questionnaire Analysis, data on the number of tourist visits, the number of Subak members, and so on.

The data sources used in this study are primary data sources and secondary data sources. The primary data in this study are data obtained directly from the research location through in-depth observation and interviews, and questionnaires. Some primary data sources that will be used such as an overview of the research location and conditions at the research location as well as structured interview results using questionnaires. Furthermore, secondary data in this study are data obtained indirectly by researchers, either obtained from the research location or outside the research location in the form of literature studies and documentation. Secondary data sources of researchers in this study are articles, journals, master plans from Peguyangan Village and several internet sites related to this study.

Research Instruments

The instruments to be used in this study, namely 1) Observation guidelines, are guidelines that will be used to explore information and data directly in the field; 2) Interview guidelines, are guidelines or references that will be used to obtain data from informants that have been determined based on a number of criteria that have been previously determined through in-depth interviews related to the problem under study; 3) Camera, used to take pictures or photographs of objects and research activities (observation and interviews); 4) Questionnaire, used to determine public perception on Subak Sembung. The questionnaire has been systematically designed.

In qualitative research, researchers as “human instruments” validate their own research focus, research instruments used as mentioned in the paragraph above, data sources, data collection, data analysis, and penaninterpretation of the data. Related to this, to make the research design is clearer, the researcher will create a simple instrument such as a questionnaire, after conducting an observation and interview (Sugiyono, 2013).

Data Collection Methods and Techniques

Data collection techniques in this study will be carried out through two stages. First, primary data collection is carried out in two ways, namely observation and in-depth interviews. Data collection techniques by making direct observations in the field aim to obtain data or information or a clear picture of the problem under study, which is in accordance with actual conditions or circumstances. The second way is data collection through in-depth interviews and the distribution of questionnaires to obtain more detailed information related to the problem under study. At this stage data is obtained or excavated from documents, literature, books, previous research results, journals, papers, magazines, newspapers, pictures, and other writings relevant to this research. This technique is carried out to obtain data, information and important material related to research. Data collection techniques will be carried out in several ways, among others.

Observation

In this study, observation and recording will be carried out systematically regarding the symptoms that appear in the object of research. The observation technique used is non-participant observation which means that the researcher is not directly involved in the activity being observed. Observations were made in this case covering aspect 4A in Subak Sembung Peguyangan sub-district to find opportunities and challenges they had.

Unstructured Interview

Data collection techniques through unstructured or open interviews are used as preliminary research and carried out in tandem with observations on Subak Sembung Ecotourism. Unstructured interviews do not use systematic or structured interview guidelines but only in the form of an outline of the problem to be explored (Sugiyono, 2013). In-depth interviews were conducted to explore or obtain data on the development of Subak Sembung Ecotourism as well as opportunities and challenges in the development of Ecotourism in the future.

Document Study

Initial data collection in this study, is carried out through the study of documents relevant or related to the problem under study. This data is secondary data that is used as a reference in the next stage of research. The documents used in this study, among others, are books, literature, previous research results, journals, papers, magazines, articles, newspapers, pictures, and official reports, obtained from various government and private agencies, groups and individuals relevant or related to the problem studied.

The document study in this study will take data from the profile of Subak Sembung Peguyangan sub-district to determine the number of Subak members, the population and area of Subak Sembung, and the output of Peguyangan. Then use some previous research and journals to review the results of previous research. In addition, in document studies researchers use books as reference material for concepts and theories used in research.

Determining Number of Samples

Research respondents were determined based on the Purposive Random Sampling technique. The technique is used to find samples with certain considerations (Sugiyono, 2013). At the research location, the expected respondents are the community who act as members of Subak Sembung, MSME traders who sell in Subak Sembung, Mr. Lurah Peguyangan, Kelian Subak Sembung who will have knowledge and information about the development of ecotourism in Subak Sembung Peguyangan Village. The number of respondents based on records held by Pekaseh was 181 people. The number of respondents was selected several to be used as research samples determined using the Slovin Technique, with the following calculations:

$$n = \frac{N}{N(d)^2 + 1}$$

Where:

n : number of samples

N : total population

d : error tolerance limit is taken at 5% (Significance 0.05)

Therefore, it will get the following amount:

$$n = \frac{N}{N(d)^2 + 1} = \frac{181}{181(0,05)^2 + 1} = 125$$

Furthermore, in accordance with the determination of the number above, the sample of this study was determined as many as 125 people consisting of Subak Sembung member communities and Micro, Small and Medium Enterprises (MSME). While several MSME traders who sell in Subak Sembung, Peguyangan sub-district who provide explanations / opinions and information related to business opportunities, challenges, and obstacles faced during the development of Subak Sembung ecotourism to date.

Data Analysis Methods and Techniques

This research uses qualitative research methods which are research methods to seek a broad understanding of complex social situations so that later they can be used as a consideration or hypothesis. The analytical method used in this study is qualitative descriptive analysis method. This analysis method is used to describe

the potential potential that has not been optimally tapped so that in the future it can be used as a priority scale for further development. In essence, qualitative research is a systematic activity to explore theories from facts in the real world, not to test theories or hypotheses. Qualitative research still recognizes empirical facts as a source of knowledge but does not use existing theories as a basis for verification. The test of data validity in research is often only emphasized on testing data validity and data credibility. The credibility of the research results will show how far the truth of the research results can be trusted. In examining its credibility using techniques of extending the presence of researchers in the field to see the situation and conditions, then making deepened observations, triangulation (using several sources, methods, research, theories), peer discussion of negative case analysis; tracking the suitability of results, and checking members. Furthermore, it is necessary to check whether or not it can be transferred to another background (transferrability), dependence on the context (dependability), and whether it can be confirmed to the source (confirmability). (Rukajat; 2018).

To obtain perceptual data from the public, researchers used a Likert scale model questionnaire with five choices. The answer value in each item moves from 5 to 1 which is arranged according to the flow of positive statements. Thus, the Strongly Agree (SA) option gets a score of 5, Agree (A) gets a score of 4, Neutral (N) gets a score of 3, Disagree (D) gets a score of 2 and the Strongly Disagree (SD) option gets a score of 1. Data analysis from Likert scale models with range values to obtain a ranking of public perceptions. A total of 10 questions on the questionnaire with a maximum score of 5 and a minimum score of 1. Here is the calculation of the range

$$\text{Range Difference per category} = \frac{\text{Skor tertinggi} - \text{Skor terendah}}{\text{Jumlah Kategori}} = \frac{5-1}{5} = 0,8$$

Based on the calculation above, please see the range of values from each category.

Table 1 Scale of Community Attitudes

Community Attitude Scale			
No.	Attitude	Score	Range
1	Strongly Agree (SA)	5	> 4.2 - 5.0
2	Agree (A)	4	> 3.4 - 4.2
3	Neutral (N)	3	> 2.6 - 3.4
4	Disagree (D)	2	> 1.8 - 2.6
5	Strongly Disagree (SD)	1	1,0 - 1,8

[Sugiyono, 2013]

Furthermore, to find the interval of each category, the number of scores (avg) is calculated, the number of people who answer "SA" will be multiplied by 5, "A" will be multiplied by 4, "N" will be multiplied by 3, "D" will be multiplied by 2, and "SD" will be multiplied by 1. Thenceforth, to find the range (R), add up all the scores from those who answered "SA" to "SD", then divide by the number of respondents (125).

Qualitative Descriptive Analysis

Qualitative descriptive analysis by providing a review or interpretation of the data obtained so that it becomes clearer and more meaningful than just numbers. The steps are tabulation of data obtained from questionnaire results, structured interviews, then processed in the form of tables, presented with charts and text, and drawing conclusions. The results of data collection in the form of in-depth interviews, observations, and document studies on the development of tourism, the history of Subak Sembung and Peguyangan sub-district, and other matters related to research focused on basic and important matters will be used to answer every problem that occurs in the field. Thus, conclusions in qualitative research can answer the formulation of the problem in this study.

Results and Discussion

Subak Sembung Tourism Potential

According to Arida (2014), the development of ecological tourism must involve the community and provide opportunities for them to manage services to tourists, care for biodiversity, and preserve culture. Related to this, based on the results of the study, it is known that Subak Sembung Ecotourism has high potential for ecotourism development to support agricultural and economic development at the Subak and rural and urban levels. The potential possessed by Subak Sembung are described as follow:

1. Nature existence and biodiversity

The existence of Subak Sembung which is a rice field area in the Peguyangan Village area, North Denpasar District, Denpasar City, has a Subak area at the time this study was conducted around 103 hectares or there has been a decrease in Subak area of around 11 hectares when compared to the area of Subak in 2014 which was 115 hectares (Pekaseh, 2023). Based on its area, Subak Sembung is divided into six subak areas or what is called munduk (sub-subak), namely: Munduk Umawani, Munduk Sopian, Munduk Sembung, Munduk Umampuan, Munduk Umapalak and Munduk Jaba Kuta.

Furthermore, the existence of rice fields, Subak Sembung Ecotourism also has diversity in the area. Rice, which is the most prominent plant species, there are also other plants such as coconuts, corn, bananas, spinach, mustard, tubers, and beans. Various types of fauna can also be found here such as, bird species such as Yellow Honey egrets and buffalo egrets.

Administratively, the Subak Sembung area has hydrological boundaries located in Peguyangan Kaja Village, Peguyangan Kangin Village and Peguyangan Village. To the north Subak Sembung is bounded by Peguyangan Kaja Village, to the east it has a border with Peguyangan Kangin Village, while to the south and west Subak Sembung is bordered by Peguyangan Village.

The source of Subak Sembung irrigation water is sourced from the Mambal Dam on the Ayung River, where the dam was built permanently by the government and then utilized by 41 subak in Tabanan Regency and Badung Regency. Like the subak-subak in Bali, farmers in the Subak Sembung area have irrigation and agricultural management procedures based on traditional Subak values. Subak's traditional values are still carried out such as water distribution, irrigation water

allocation, planting schedule arrangements, and ritual activities in each planting season.

2. Culture the subak system

Subak Sembung ecotourism has cultural potential for the existence of Puri Peguyangan, which is close to Subak Sembung, daily Hindu prayer ceremonies in the Subak Sembung area, and religious rituals carried out by the surrounding community as a form of appreciation and smoothness in the process of planting rice to the harvest process. One example of a religious ceremony carried out is the first hoeing ceremony in the rice field or commonly referred to as Ngendangin, farmers do seeding or referred to as Ngawiwit, farmers plant rice or referred to as Ngandur activities, ceremonies to avoid pests or commonly referred to as Neduh, when rice has begun to contain Biyukukung ceremonies, before harvest or called Nyangket activities, and when rice has been harvested and stored in storage, a ceremony is carried out commonly referred to as Mantenin.

3. Social values in the Subak system

As is the case with the Subak organisation in Bali, Subak Sembung pays attention to the days based on the national calendar also bases its activities on the Balinese Hindu calendar (1 month is 35 days). For example, for mutual aid activities and religious ceremonies both at the subak, munduk and individual farmer levels. To get optimal yields, the ritual ceremony follows the stages of rice plant growth from the beginning of receiving water to harvesting. All of the subak member will join together to maximize the ceremony according to Pekaseh.

4. Innovative values of Subak members

In terms of ecotourism development, these mentioned potentials are integrated and interrelated with each other. According to Pekaseh in Subak Sembung, the ecological potential there will indirectly be maintained by the local community itself, it because of ecotourism. The incorporated rice fields in ecotourism can be saved from being converted into long-term projects such as housing, highways, and other public facilities. Furthermore, the development of ecotourism can also be used as a place of preservation of flora and fauna such as Bali Starling, and rare plants that are often needed in religious ceremonies that are maintained in special facilities.

Community Perception of Ecotourism Development in Subak Sembung, Peguyangan Village

After conducting observations and interviews with pekaseh and several residents in Subak Sembung Ecotourism, researchers made a questionnaire with 10 questions to explore Community Perceptions of Ecotourism development in Subak Sembung. Consequently, questionnaires were given to Subak Sembung members and MSME traders as many as 125 respondents. The data obtained is then analyzed simply with a range of scales that can be seen on table 1. Abreviation used in table below can be seen on table 1 also.

Table 2: Questionnaire Result

No	Question (s)	Respondent Perception					Conclusion	
		SA	A	N	D	SD	avg	R
1	What do you think about the development of "ecotourism" tourism objects in Peguyangan Denpasar?	70	37	11	6	1	544	4.352
2	Road access to Subak Sembung and public facilities in ecotourism are well organized and managed?	83	23	7	10	2	550	4.4
3	Ecotourism development in Subak Sembung opens up job opportunities and business opportunities so that it has an economic impact on the surrounding community?	78	24	9	11	3	538	4.304
4	Ecotourism development in Subak Sembung aims to preserve the existence of Subak as one of the cultural heritage.	71	42	6	5	1	552	4.416
5	The development of ecotourism in Subak Sembung is able to increase public awareness of the importance of maintaining environmental cleanliness.	88	12	12	8	5	545	4.36
6	Tourist attractions in Subak Sembung Ecotourism can be an attraction and bring in the number of visitors.	51	48	10	12	4	505	4.04
7	The number of visitors who come to Subak Sembung Ecotourism still needs to be increased with more massive promotional activities.	99	11	9	5	1	577	4.616
8	The development of ecotourism in Subak Sembung has reduced the interest of the community to sell their rice fields.	76	34	7	8	0	553	4.424

No	Question (s)	Respondent Perception					Conclusion	
		SA	A	N	D	SD	avg	R
9	The development of Subak Sembung Ecotourism needs to build supporting facilities in the form of villa accommodation or star hotels.	5	8	8	31	73	216	1.728
10	The development of Subak Sembung Ecotourism needs to be built supporting facilities in the form of souvenir selling shops or souvenirs.	48	24	19	23	11	450	3.6

Based on the table above, it can be concluded that the Community in Subak Sembung Strongly agrees with the development of Ecotourism in Subak Sembung as evidenced by a range value of 4.35. They are well aware of the importance of ecotourism to utilize the ecological potential in Subak. Moreover, ecotourism in Subak Sembung has an exotic panorama of rice fields and rivers that are very charming. However, natural beauty must still be maintained by the community itself (Arida, 2017), the local community in Subak Sembung Ecotourism should be aware with this.

Furthermore, with a value range of 4.4, the Subak Sembung community strongly agrees with the construction of road access roads and public facilities there. According to Pekaseh, in its development, Subak Sembung Ecotourism always receives assistance from infrastructure, counseling, and training not only from the government but also from private companies. Such vast rice fields are now equipped with paths with paving models with a width of 2 meters and have a length of about 1 kilometer. Not only a path with a paving model, Subak Sembung Ecotourism also has other public infrastructure or facilities such as gazebos, seating for rest, small stalls selling traditional foods, garbage dumps, information boards, toilets, and parking lots. All public facilities are placed at several points on the 1-kilometer trail. Indeed, with the facilities available there it is very easy for the community there and visitors to support all outdoor activities. This is also in line with what was revealed by From (2004) in Arida (2017), that there are 3 basic concepts about the operation of an ecotourism, namely, outdoor travel, facilities in ecotourism that are managed by the community, and pay attention to the local environment and culture. Subak Sembung Ecotourism has done everything about it.

Subak Sembung Ecotourism also provides job opportunities to the surrounding community to achieve sustenance. From the interview result with pekaseh Subak Sembung, the local community always receives counseling programs, and training from the competent Government in terms of knowledge of the latest and traditional culinary offerings, waste processing, tour guide training, and other training that empowers farmers. This is also evidenced by the positive results of question number three on the questionnaire with a range value of 4.35.

With this counseling and training, now some small stalls have sold new foods in addition, garbage is collected by relevant officers for further processing, and some surrounding communities often change professions to become tour guides if needed. With the improvement of the quality and quality of human resources in Subak Sembung Ecotourism from the local government, it turns out that it can provide people there to open new job opportunities. Community empowerment is very important to be socialized from the beginning, so that they can contribute directly and increase their awareness of the importance of the surrounding environment (Arida, 2017).

Moreover, to provide a place for conservation of flora and fauna, in this place also carried out customary, religious, and cultural activities. This cultural and religious activity can be a special attraction for visitors at Subak Sembung Ecotourism. This is reflected in the results of questionnaire question number 4 with a range value of 4.41. One example of a religious ceremony carried out is the first hoeing ceremony in the rice field or commonly referred to as “Ngendangin”, farmers do seeding or referred to as “Ngawiwit”, farmers plant rice or referred to as “Ngandur” activities, ceremonies to avoid pests or commonly referred to as “Neduh”, when rice has begun to contain “Biyukukung” ceremonies, before harvest or called “Nyangket” activities, and when rice has been harvested and stored in storage, a ceremony is carried out commonly referred to as “Mantenin”. All religious ceremony activities have the potential to be a special attraction for visitors or tourists. Religious rituals are one of the requirements for the attractiveness of a tourist destination which is commonly referred to as “something to see” (Suwena & Widyatmaja, 2017). “Something to see” means that the tourist spot must have something that can be seen or made a spectacle by tourists. It is very important to invite more tourists to visit.

Additionally, the surrounding community has received counseling and training on waste management so that ecotourism can be well maintained in terms of sorting and recycling waste. That is what causes Public Perception to Strongly Agree with environmental awareness and cleanliness in ecotourism as evidenced by a range value of 4.36. Subak's wide water flow must also be considered so that garbage coming from upstream to downstream can be handled. Subak Sembung Ecotourism Management has installed nets at several Subak water flow points to collect garbage that comes and does not go directly to the Ecotourism area. In addition, there are also several garbage dumps provided at several jogging track points. Pekaseh Subak Sembung also admitted that there are often activities from several educational or government institutions to carry out cleaning in Subak Sembung Ecotourism. Indeed, these activities are very welcomed by the management of Subak Sembung Ecotourism, in addition to raising awareness of the importance of environmental cleanliness as well as in order to preserve all natural biota contained in Subak Sembung Ecotourism. Indirectly, this also encourages Public Perception to agree that the development of ecotourism in Subak Sembung can attract tourist visits with an average of 4.04.

Nonetheless, the number of tourist visits at Subak Sembung Ecotourism is still relatively fluctuating. Occasionally, there was a rapid increase in 2015, then it fell in the following year, and there was also no record of the number of visits in

2018 due to the change of management of Subak Sembung Ecotourism. Especially in 2020 and 2021, Subak Sembung Ecotourism was closed due to the outbreak of the Covid-19 outbreak. This extreme level of fluctuating visits shows that there is a need for a consistent tourism activity carried out from year to year. This is what encourages public perception that they strongly agree that the number of visitors in Subak Sembung still needs to be increased, as evidenced by a range of values of 4.61. According to the results of interviews from Pekaseh, people in Subak Sembung have been given counseling and training on tour guiding and sustainable tourism creation. Certainly, with this, it is hoped that there will be an innovation in the future so that there will be an increase in the number of tourists. The role of social media must be greatly utilized by ecotourism managers so that they can maximize promotion. Until now there has been no official website about Subak Sembung Ecotourism and its social media, it is still only limited to news on a site and word of mouth. In the future, counseling and training on the use of technology in Sembung Ecotourism is urgently needed. Where it is also very vital because it involves increasing the number of visitors. Automatically with the increase in the number of visitors, it is certain that the amount of income generated in Ecotourism also increases.

Finally, in terms of land transfer, with an average of 4.42 percent, most people's perceptions strongly agree that the existence of ecotourism in Subak Sembung can reduce interest in selling their land. Then most people also strongly disagree with the need to build villas and hotels in Subak Sembung as evidenced by an average of 1.72 in question number 9. The community also agrees with the development of Subak Sembung Ecotourism with the construction of supporting facilities in the form of souvenir selling shops or souvenirs. This is evidenced by the value of the range of 3.6 in question number 10. It should be realized that Subak Sembung is designated as a Urban Green Space by the Denpasar City Government as stated in Denpasar Mayor Regulation Number 14 of 2014 concerning North Denpasar District Zoning Regulations. All stakeholders must understand this, so that ecotourism can be maintained properly.

Conclusions

Regarding the results and discussions mentioned above, it can be concluded as follows:

1. The tourism potential possessed by Subak Sembung is in the form of natural potential, namely; (a) the presence of extensive landscapes or landscapes of rice fields; (b) the application of culture in a well-maintained Subak system; (c) the potential of social values in the Subak system; and (d) the enthusiasm and creativity of Subak members to always innovate using their arable land. In terms of ecotourism development, the four potentials are integrated and interrelated with each other, so it takes serious efforts to maintain their existence and sustainability.
2. The public perception of the development of Ecotourism in Subak Sembung is very positive and most people express strong agreement with the efforts made so far, however, from the ten points of public perception identified in the study, there is one perception related to the development of tourist accommodation facilities in the form of hotels or villas where most people disagree and strongly disagree. This

is understandable because it is certainly closely related to concerns about land use change if in the Subak Sembung area facilities are built in the form of Hotels or Villa.

Suggestions

Based on the conclusions mentioned above, suggestions that can be submitted to the manager and other stakeholders are as follows:

1. The existing potential should be optimized by adding traditional tourist attractions such as; Traditional plowing activities using cows or buffaloes, traditional rice harvesting activities, as well as making some contemporary selfie sports that are popular with young people, and the addition of rest areas along the "tracking" area that visitors can use to take a short break when visiting while exercising.
2. The perception of the community that mostly agrees with the development of Subak Sembung Ecotourism is an important capital that can be used to increase its participation in maintaining sustainability and maintaining the cleanliness of the ecotourism area, so that the existence of this ecotourism can be sustainable.
3. To increase the number of visitors to be consistent every day, it is necessary to have a more professional management system by collaborating with travel agencies or travel agents by making tour packages to visit this place. Thus, MSME players who sell in the Subak Sembung area will feel better economic benefits.

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