

Hexahelix Concept in The Development of Eco-Tourism Area in The Kelating Traditional Village Eco-Tourism Area, Kerambitan District, Tabanan Regency

**I Made Wimas Candranegara¹, I Wayan Mirta²,
I Dewa Gede Putra Sedana, Gede Wirata³**

¹Administrative Science Doctoral Program Students Universitas Jember
(email: wimascandranegara3491@gmail.com)

²Lecture in Public Administration Department, Universitas Warmadewa

^{3,4}Lecture in Public Administration Department, Universitas Ngurah Rai

Abstract

One of the ecotourism that is developing in Tabanan Regency is ecotourism which is managed by indigenous peoples with the aim of empowering local indigenous communities. One of these actor collaborations is known as the Hexahelix Concept, which is a collaboration of six actors in managing ecotourism areas. This research uses mixed methods with the main focus on qualitative methods and strengthened by quantitative research methods. The indicator used in this research is the role of each actor in solving the problems faced by the manager. There are 13 informants to be interviewed and 75 respondents. The results of this study are the role of government actors as evidenced through the provision of road infrastructure access to the location of the ecotourism area in the Kelating Adat Village, the role of community actors (Indigenous Villages and BUPDA) in the development of ecotourism areas in the Kelating traditional village is realized through the establishment of the Baga Utsaha Padruwen Adat Village (BUPDA).), the role of private actors in the development of ecotourism areas in the Kelating Traditional Village is realized through its CSR program in the development of ecotourism areas in the Kelating Traditional Village, the role of university actors in the development of ecotourism areas in the Kelating Traditional Village is realized through the implementation of community service activities through the creation of a master plan, and the role of media elements and creative communities in the development of ecotourism areas in the Kelating Indigenous Village by helping to promote and publicize the location of the ecotourism area in the Kelating Traditional Village through social media content created by the creative community, and publication of articles or literature. exclusive putan in newspapers by mass media.

Keywords:

hexa helix; ecotourism; traditional village

Introduction

Tourism is an activity that can support the development of a region which is the largest contributor to foreign exchange and Gross Domestic Product (GDP) of a country. The tourism sector is the leading sector in the national development of a country as well as in Indonesia. The tourism sector in Indonesia is favored because it is able to drive small and medium

businesses such as souvenirs, transportation, culinary, and others (Yakup, 2019). Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS) which is a supporter of the development of the tourism sector where tourism development in Indonesia refers to sustainable tourism development, one of which is ecotourism. In Indonesia, ecotourism is a form of tourism product that is developed.

Tourism, especially ecotourism in Bali, has become one of the main pillars developed by the regional and central governments in order to continue to promote its progress as a form of developing environmentally friendly and culture-based tourism as well as helping to improve the economy of other regions in Bali. In connection with this, the Provincial Government of Bali established Regional Regulation Number 5 of 2020 concerning Standards for the Implementation of Balinese Cultural Tourism which emphasizes and strengthens tourism based on Balinese culture in accordance with the regional development vision of Nangun Sat Kerthi Loka Bali through the Universal Development Pattern Planning Towards a New Era of Bali. To integrate all tourism stakeholders consisting of tourism service businesses, the government, and the community, the Bali Tourism One Stop Portal was formed including: hotel reservations, including; e-ticketing, tourist destinations, online transportation, Bali tourism digital market and also other fields according to the development of the Bali tourism industry.

In Tabanan Regency, one of the developed ecotourism is ecotourism managed by indigenous peoples with the aim of empowering local indigenous communities. The traditional institution, namely the Baga Utsaha Padruwen Traditional Village (BUPDA) in carrying out its duties as stated in the Gubernatorial Regulation No. 34 of 2019 concerning Financial Governance of Traditional Villages in Bali, was formed to improve the welfare of local residents and introduce areas or places that have not received attention. from tourists. With this BUPDA, it is hoped that the villages in Tabanan will be able to develop themselves in terms of tourism, economy and human resources in the area.

In the management of ecotourism areas, the management group is required to be observant, especially the indigenous village community, considering that this management requires very large costs. You can't just rely on village funds you have and help from the government. One of the smart solutions that the researchers are trying to offer is how to manage ecotourism areas that have great potential by collaborating with various actors.

One of these actor collaborations is known as the Hexahelix Concept, which is a collaboration of six actors in managing ecotourism areas. Where the first element is of course the Regional Government in this case the Tabanan Regency Government through the Tabanan Regency Tourism Office, the second actor is the Kelating Indigenous Village Community in this case is from the BUPDA element (Baga Utsaha Padruwen Desa Adat) as the organization in the traditional village that manages the area. In ecotourism, the third actor is the private sector in this case is the investor who has Corporate Social Responsibility (CSR) funds, the fourth actor is the Higher Education Institution or intellectual figure with the concept of planning and managing and implementing the Tri Dharma PT namely Community Service, then the fifth actor is from media in charge of reporting and reporting related to the interests of developing ecotourism areas and the sixth is the Creative Community in this case, including the Sekehe Teruna of the Kelating Traditional Village, Influencers and Youtuber Community in Bali who are promoting virally and massively in promoting the community. support the development of ecotourism areas in the Kelating Indigenous Village.

In addition, to prevent the degradation of Balinese culture, it is strengthened by pararem which does not issue permits for the construction of modern housing and markets. Traditional villages in Tabanan also carry out mutual cooperation activities to keep the environment clean from waste as a form of implementing the Bali Provincial Government program, namely "Nangun Sat Kerthi Loka Bali".

The concept of ecotourism tries to combine three important components, namely nature conservation, empowering local communities, and increasing environmental awareness. This is intended not only for visitors, but involves the local community. The Kelating Traditional Village in Kerambitan District, Tabanan Regency has natural and cultural tourism that is in great demand by tourists, especially foreign tourists. With that, Kelating Village takes advantage of the beauty of the beach and rice fields to develop its tourist village. The Kelating Traditional Village also built the Baga Utsaha Padruwen Traditional Village (BUPDA) with an ATV tourist vehicle unit, in its management it is entrusted to today's young generation to participate and make a commitment in advancing the Kelating Indigenous village. The existence of BUPDA in Kelating Village is expected to be able to develop itself in the fields of tourism, economy and human resources. This ATV owner cooperates with ATV tourist rides as a manager.

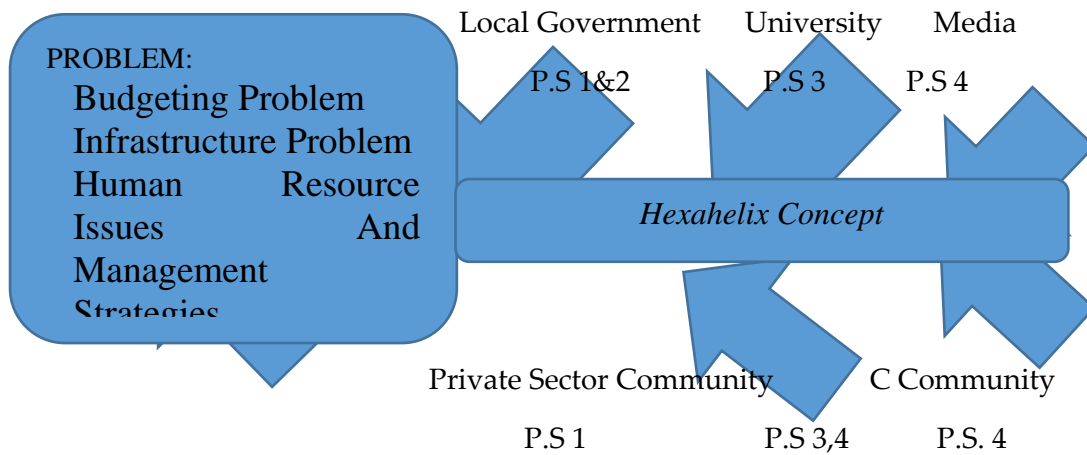
Kelating Village in Tabanan, offers ATV tours around the village. Tourists will be invited to go around the village with views of the rice fields and around Kelating Beach while enjoying the soothing sunset. In addition, some investors want to develop tourism objects that are seen from the tourism potential of the Kelating Traditional Village such as sky diving or parachuting.

Image.1
ATV Tour at Kelating Beach, Kelating Traditional Village



Based on the results of the initial observations, researchers found problems related to the obstacles faced in an effort to develop the potential of the ecotourism area in the Kelating Traditional Village, including the first, the budget problem considering that to form an ATV class tourism vehicle made by the BUPDA Kelating Village requires substantial funds. because as the general public knows, the price for one ATV unit has an expensive nominal but from the BUPDA trying to be able to offer cheap tours so that it is easy for the community, especially local people, to be able to enjoy this ATV tour, besides that the second problem is the road infrastructure to the location of the area. Ecotourism in the Kelating Traditional Village is still not feasible considering the potential of this ecotourism area is very promising. Then the third problem is related to human resources in the indigenous peoples who are still lacking in terms of energy and understanding in managing ecotourism areas considering that most of the people in the Kelating Traditional Village work in urban areas such as Denpasar City and Badung Regency. The fourth problem is related to the low understanding of the community, especially managers in promoting the ecotourism area in order to be able to bring in many tourists and be able to be known by the wider community.

Image.2
Research Grand Plan (Fishbone)



State of The Art

Research from I Kadek Seniyura and Putu Agustana in 2020 raised the Empowerment Efforts in the Management of “BUPDA” in Poh Bergong Village, Buleleng District, Buleleng Regency, where the results of this study indicate that BUPDA plays an important role in improving economic welfare and empowering local communities (Agustana, 2020). Then the second research from Sintha Wahjusa Putri et al in 2021 on the Triple Helix-Based Creative Economy Development Model for SMEs in West Java Province, where the results of this study show that the hierarchy for the priority of SME sustainability is a triple helix hierarchy composed of four hierarchical levels, namely goals (goals), stakeholders (academic, business, government), criteria (guidance/consultation services, mentoring, coaching/training, marketing access facilities, technology assistance, information assistance, capital loans, technology loans, information loans, and establishing working groups) , and alternatives (short, medium, and long term) (et al, 2017). And the third research from Z. Zakaria entitled The Hexa-Helix Concept for Supporting Sustainable Regional Development (Case Study: Citatah Area, Padalarang Subdistrict, West Java, Indonesia) in 2019, where the results of this study indicate that there are several potentials that support development in the Citatah area and the obstacles faced will hinder development. In an effort to support sustainable development, potential aspects are needed to be maintained and protected from damage, while obstacles that will hinder development need to be minimized (limited by mitigation, stabilization, or restrictions), therefore the hexahelix concept is indispensable in the development of the area.

Helix Theory

Helix theory, popularized by Etzkowitz and Leydersdorff (1995), is an approach in creating a synergy of cooperation from various actors, namely academics (A), business (B), and government (G) in the triple helix concept to build a knowledge-based economy. (based economy). From the synergies that are built, it is hoped that a circulation of knowledge will emerge between the actors involved to give birth to various knowledge innovations that have the potential to be capitalized or transformed into products and services that have economic value. In its empirical development in various parts of the world, various actors other than the aforementioned ABG elements have emerged that have contributed significantly to the dynamics of the interaction of the three. With these emerging actors, a model is needed which is the development of the Triple Helix model, as an analytical tool in developing various models of knowledge-based economy cooperation policies. Leydersdorff (2012) views that the Triple Helix model can theoretically be expanded into quadruple-helix models, and so on up to n-tuple helix without any limitations. However, Leydersdorff (2012) also notes that for methodological reasons, the development of the Triple Helix model should be carried out in stages as needed in order to provide explanatory power. Lucy Yang Lu (2008) and Etzkowitz (2008) suggest that there are three stages of the emergence of the Triple Helix innovation model, namely: 1) Internal transformation of each helix; 2) Effect of one helix on another; 3) Creation of a new stretch of trilateral network; 4) Organization of the interactions between the three helices. According to Etzkowitz and Ranga (2008), the evolutionary process in the triple helix model involves a transition from a 'statist' stage where the government controls academia and industry, to a laissez-faire state relationship between the three institutional spheres; and finally to a hybrid stage where each institutional sphere retains its own distinctive characteristics, and at the same time assumes a different role. While the hexahelix model is an approach that combines the collaboration of six actors including elements of the government, community, universities, private parties, media and creative communities.

Ecotourism Area

An ecotourism area is a concept area for sustainable tourism development that aims to support efforts to preserve the environment (nature and culture) and increase community participation in conservative management, thereby providing economic benefits to the local community. The broad definition of ecotourism can be seen from the following definitions:

1. According to Suwanto, Ecotourism is a process of temporary departure from one or more persons to a place other than their place of residence. The impetus for his departure was due to social, cultural, political, religious, health and other interests such as curiosity, adding experience or learning.
2. According to Hunziker, et al, Ecotourism can be defined as the whole network and symptoms associated with the stay of foreigners in a place, provided that they do not stay there to do an important job that provides permanent or temporary benefits.

Ecotourism Concept Development

The implication of increasing public awareness has given rise to various demands in all development sectors, where these demands have and will encourage the growth of new businesses, new approaches in various activities, both direct tourism businesses carried out by the tourism business world and other businesses. community in an effort to improve their standard of living. This condition is sufficient to explain that the environment is no longer a burden, but can be used to increase economic efforts. In other words, the environment has an important role in encouraging all levels of society to take advantage of it as a business opportunity, so that it is expected to encourage all parties to be able to solve problems and be able to encourage the participation of all elements together in tackling environmental problems in an integrated manner..

Novelty

So far, the concept or model of developing ecotourism areas in Bali only involves 3 elements, namely elements of the local government as policy makers, elements of the private sector as investors and elements of the community. Researchers try to analyze with the involvement of 6 elements while collaborating with an additional 3 elements from Intellectuals in this case from universities, then media elements and the latest is Creative Community elements such as youth groups, influencers and youtubers. The concept that the researcher is trying to offer is what can be said as novelty, especially research in the tourism sector.

Methods

This research uses mixed methods with the main focus on qualitative methods and strengthened by quantitative research methods. The indicator used in this research is the role of each actor in solving the problems faced by the manager.

Table 1.
Research Informants

No.	Informants	Amount
1.	Local Government	2 (Tabanan Regent, Head of Tabanan Regency Tourism Office)
2.	Community	2 (Bendesa Adat Kelating and Leader of BUPDA)
3.	Private Sector	2 investor
4.	University	2 Leader Warmadewa and Udayana University
5.	Media	2
6.	Creative Community	3
Total		13 informants

The questionnaire used in this study aims to strengthen the results of the study. The respondents were tourists who had visited the ecotourism area in the Kelating Indigenous Village. Sampling of respondents in this study using purposive sampling technique. The tourists who attended in the 2019-2020 range recorded in the management organization (Baga Utsaha Padruwen Desa Adat) as the manager of the ecotourism area in the Kelating Traditional Village amounted to 86 people (Source: BUPDA data). Meanwhile, the sample in this study using Isaac and Michael's Table with an error rate of 1% amounted to 75 people.

Results and Discussion

The Role of Government Actors in the Development of Ecotourism Areas in Tabanan Regency

Tabanan Regency, which holds the title of Bali's rice and food barn, is still keen to intensify its two development programs, namely the agricultural and tourism sectors in addition to developing the creative economy. Regional development targets and priorities in 2021, focusing on the agricultural, tourism and creative economy sectors as the basis for determining budget priorities for 2021, considering that the population of Tabanan Regency still relies on the agricultural sector at 22.55 percent. "Considering that the agricultural sector still dominates the community in Tabanan, this sector needs to get full attention, in addition to other sectors such as tourism and the creative economy that still need to be developed. The

policies carried out by the Tabanan Regency Government include the Digital Village Program and the Indigenous Village Independence Development Program to become a Tourism Village. This program combines the tourism potential of villages in Tabanan Regency by relying on the agricultural sector as a tourism supporting sector. The flagship program, of course, is assistance to stakeholders in the village through the Tabanan Regency Tourism Office, exploring its tourism potential while still involving the main element, namely empowering village communities. In realizing the welfare of the community through the development of village potential (ecotourism) of course the Tabanan Regency Government involves various parties such as from the private sector through its CSR, universities and other parties. In terms of collaboration (hexahelix) the Tabanan Regency Government in an effort to advance its tourism sector requires the involvement of various actors, but what must be benefited and prospered is the local community with the main concept of community empowerment.

The Role of Community Actors (Indigenous Villages and BUPDA) in the Development of Ecotourism Areas in the Kelating Traditional Village

The vast expanse of rice fields and stunning beautiful beach views are the great potential of the Kelating Traditional Village, Kerambitan District, Tabanan Regency. The gift of natural beauty seeks to be used to improve the welfare of village manners through the establishment of the Baga Utsaha Padruwen Traditional Village (BUPDA) in accordance with the mandate of the Bali Governor Regulation No. 34/2019 concerning Financial Governance of Traditional Villages in Bali with ATV tours. Interestingly, the management of this ATV tourist vehicle is left to the younger generation who want to ride and have a commitment to advancing the village. So in this case, indigenous community actors, in this case the BUPDA organization, have a very important role in the development of ecotourism areas in the Kelating Traditional Village, however, in the period from 2020 to date, the number of tourist visits to the Kelating Traditional Village has decreased considerably. significant because of the covid-19 pandemic.

The Role of Private Actors in the Development of Ecotourism Areas in Kelating Traditional Villages

The third actor in this study is from the private sector, where the informants from the private sector are the leaders of Bank BPD Bali and from PT. Tirta Investama through its CSR

(Corporate Social Responsibility) program. In this case, as investors, the two informants use their CSR programs in the development of ecotourism areas in the Kelating Traditional Village. The assistance provided is in the form of procurement of supporting facilities/public facilities at the ecotourism area location, namely the manufacture of public bathroom and toilet facilities as well as the provision of trash bins.

The Role of College Actors in the Development of Ecotourism Areas in the Kelating Traditional Village

The fourth actor in this research is from the elements of universities, where the informants in this research are from Warmadewa University and Udayana University. Where the two informants have carried out community service activities which are one of the implementations in the Tri Dharma of Higher Education in the Kelating Traditional Village. The roles of actors from universities include making a master plan for the development of ecotourism areas in the Kelating Traditional Village and assistance to BUPDA as the manager in terms of governance management.

The Role of Media Elements and Creative Communities in the Development of Ecotourism Areas in the Kelating Traditional Village

The fifth and sixth actors in this research are media and creative community elements. These two actors have the same role, namely helping to promote and publicize the location of the ecotourism area in the Kelating Traditional Village through social media content created by the creative community, and publication of articles or exclusive coverage in newspapers by the mass media.

Questionnaire Data Processing

In this study, the use of quantitative methods aims to strengthen the results of research using qualitative methods as the main method. The number of respondents in this study were 75 people who were members of the community who visited the Kelating Traditional Village Ecotourism Area according to visitor data recorded by the BUPDA organization (Baga Utsaha Padruwen Desa Adat).

Table 2.
Questionnaire Results

No.	Statement.	Evaluation					
		SS	S	TS	STS	TT	Total
A.	Environmental Approach.						
1.	The beauty of nature is highly guarded by the manager of the ecotourism area	10	64	1	0	0	75
2.	Private companies involved in the management of ecotourism areas support the concept of an Environmental approach	8	65	2	0	0	75
3.	The government uses environmental analysis in the development of ecotourism	12	60	3	0	0	75
B.	Participation and Empowerment Approach.						
4.	Visible community involvement in ecotourism management	8	65	2	0	0	75
5.	The community plays an active role in promoting ecotourism areas in the Kelating Traditional Village	5	60	10	0	0	75
6.	Human resources owned are able to develop ecotourism areas	12	60	1	0	2	75
C.	Infrastructure Development Approach.						
7.	Access to Tourism in the Ecotourism Area in the Kelating Traditional Village is very supportive	5	60	5	5	0	75
8.	Ecotourism area tourism facilities/infrastructure in Kelating Traditional Village Very Good (toilets, parking, trash bins, etc.)	3	70	2	0	0	75
9.	The tourism infrastructure of the ecotourism area in the Kelating Traditional Village is good (communication network, electricity network, water installation)	10	55	5	3	2	75
D.	Ecotourism area zoning approach.						
10.	The signs indicating the ecotourism area in the Kelating Traditional Village are in a strategic position	10	40	10	15	0	75

Conclusions and Recommendations

Based on the results of the research above, it can be concluded below to answer the formulation of the problem in this study, including:

1. The Role of Government Actors in the Development of Ecotourism Areas in the Kelating Indigenous Village in realizing community welfare through the development of village potential (ecotourism). Of course, the Tabanan Regency Government involves various parties such as from the private sector through its CSR, universities and other parties. In terms of collaboration (hexahelix) the Tabanan Regency Government in an effort to advance its tourism sector requires the involvement of various actors but still the local community must benefit and prosper with the main concept of community empowerment. The government's role is proven through the provision of road infrastructure access to the location of the ecotourism area in the Kelating Indigenous Village.
2. The role of Community Actors (Indigenous Villages and BUPDA) in the Development of Ecotourism Areas in the Kelating Traditional Village is realized through the establishment of the Baga Utsaha Padruwen Traditional Village (BUPDA) in accordance with the mandate of the Bali Governor Regulation No. 34/2019 concerning Financial Governance of Traditional Villages in Bali with a vehicle ATV tours. Interestingly, the management of this ATV tourist vehicle is left to the younger generation who want to ride and have a commitment to advancing the village. So in this case, indigenous community actors, in this case the BUPDA organization, have a very important role in the development of ecotourism areas in the Kelating Traditional Village, however, in the period from 2020 to date, the number of tourist visits to the Kelating Traditional Village has decreased considerably. significant because of the COVID-19 pandemic.
3. The role of private actors in the development of ecotourism areas in the Kelating Traditional Village is realized through its CSR program in the development of the ecotourism area in the Kelating Traditional Village. The assistance provided is in the form of procurement of supporting facilities/public facilities at the ecotourism area location, namely the manufacture of public bathroom and toilet facilities as well as the provision of trash bins.

4. The role of Higher Education Actors in the Development of Ecotourism Areas in the Kelating Traditional Village is realized through the implementation of community service activities which are one of the implementations of the Tri Dharma of Higher Education in the Kelating Traditional Village. The roles of actors from universities include making a master plan for the development of ecotourism areas in the Kelating Traditional Village and assistance to BUPDA as the manager in terms of governance management.
5. The Role of Media Elements and Creative Communities in the Development of Ecotourism Areas in the Kelating Traditional Village by helping to promote and publicize the location of the ecotourism area in the Kelating Traditional Village through social media content created by the creative community, and publication of articles or exclusive coverage in newspapers by mass media.

Suggestion

1. Management of the existing potential in the area should be prioritized to the local community, without compromising the role of the government and the private sector and other parties who assist in the development of the ecotourism area.
2. The management can invite more influencers (creative community actors) to promote the area and collaborate with universities to develop educational facilities.
3. Conduct hearings gradually with the government in order to build access to good and adequate road infrastructure, especially to the location of the Ecotourism Area in the Kelating Traditional Village.
4. Community participation in the Ecotourism Area of the Kelating Indigenous Village needs to be further enhanced in relation to the management of the Ecotourism Area so that it has an equitable social and economic impact and also has a good attraction for the development of the ecotourism area in the Kelating Traditional Village itself.
5. Collaboration of the role of the community and management, Government, Media, Universities, creative communities and private parties through CSR funds with the Hexahelix concept approach, it is hoped that the ecotourism area will result in significant development of the Ecotourism Area in this Kelating Traditional Village.

References

(Agustana, 2020)

BaliTV, 2019, *PERS RELEASE: Kebijakan Pemulihan Pariwisata dan Perekonomian Terkait Virus Corona*, URL: PERS RELEASE : Kebijakan Pemulihan Pariwisata dan Perekonomian Terkait Virus Corona - Pemerintah Provinsi Bali (baliprov.go.id) Diakses tanggal 15 maret 2021.

A.J Burkat, 2006, Damanik, *Perencanaan Ekowisata*.

Dinas Pariwisata Nusa Tenggara Barat, 2015, *Pengertian Ekowisata*. URL: Pengertian Ekowisata – Dinas Pariwisata Provinsi NTB (ntbprov.go.id). Diakses tanggal 15 maret 2021.

(dkk, 2017)

Gumelar S. SastraYudha, 2010, Hand out Mata Kuliah Concept Resort and Leisure, *Strategi Pengembangan dan Pengelolaan Resort and Leisure*, :1-27.

Peraturan Daerah Provinsi Bali No. 5 Tahun 2020 tentang Standar Penyelenggaraan Kepariwisata Budaya Bali.

Peraturan Daerah Provinsi Bali No. 4 Tahun 2019 tentang Desa Adat.

Peraturan Gubernur Bali No 34 Tahun 2019 tentang Tata Kelola Keuangan Desa Adat di Bali.

Seksi Promosi, 2020, *Peraturan Daerah Provinsi Bali Nomor 5 Tahun 2020 tentang Standar Penyelenggaraan Kepariwisata Budaya Bali*, URL: PERS RELEASE : Kebijakan Pemulihan Pariwisata dan Perekonomian Terkait Virus Corona - Pemerintah Provinsi Bali (baliprov.go.id) Diakses tanggal 15 maret 2021.

Silalahi Br Nina Herlina, Sunarta I Nym., 2018, Jurnal Destinasi Pariwisata, *Potensi dan Kendalam dalam Pengembangan Pantai Kelating sebagai Daya Tarik Wisata di Desa Kelating, Tabanan, Bali.*, 5(2):310-314.

Undang – Undang Republik Indonesia No. 9 Tahun 1990 tentang Kepariwisata.

(Yakup, 2019)