

Article

Local Government's Role in Developing Natural Tourism in Pasuruan Regency

Isnaini Rodiyah^{1*}, Tian Larasati²

1. Public Administration Study Program, Universitas Muhammadiyah Sidoarjo, Indonesia

* Correspondence: isnainirodiyah@umsida.ac.id

2. Public Administration Study Program, Universitas Muhammadiyah Sidoarjo, Indonesia

Abstract: This study investigates the role of village government in the development of Coban Binangun waterfall tourism, employing a qualitative approach with descriptive methods. Data were collected through interviews, observations, and documentation, and analyzed using an interactive model involving data reduction, presentation, and conclusion drawing. The theoretical framework utilized motivators, facilitators, and dynamics as indicators of governmental roles. Findings indicate that while the village government plays a pivotal role as motivator, facilitator, and dynamist in tourism development, challenges persist, hindering optimal outcomes. This study underscores the importance of governmental support in fostering sustainable tourism practices and community engagement, offering insights applicable to similar contexts globally.

Keywords: Role, Development, Natural Tourism

1. Introduction

Indonesia is a beautiful country that has natural resources consisting of oceans, sun, beaches and land that when managed properly can provide great benefits for the country. One of the utilization is by creating the area into a tourist destination. Areas that are endowed with exotic natural resources are expected to make a major contribution in providing a source of income. Development in the field of tourism is one of the sectors that cannot be separated from national development in relation to economic development and other sectors. The success of world tourism will in turn determine the success of a country's national development. Tourism is one of the new-style industrial models that can provide rapid economic growth in terms of employment opportunities, income, living standards and activate other production sectors in tourist-receiving countries. Another aspect of tourism should be seen from the point of view of the tourist-receiving country. In this case, tourism should be seen as an industry that contributes to social and economic development, whether the country is said to be developed or developing [1].

In accordance with the existence of regional autonomy regulations as stated in Law No. 23 of 2014, the regional government has the authority to regulate land management in its territory and regulate tourism management. With the existence of these two authorities through Law No. 10 of 2009 concerning Tourism, the problem that will be raised is how local governments carry out strategies through the utilization of two types of authority between land management and tourism as the development of destinations in the natural areas and what factors are obstacles in land management for the development of tourism. The central government to the regions is directed to accelerate the occurrence of changes in order to achieve the welfare of the community through the quality of services that also

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involve the participation of the community. Moreover, with the existence of regional autonomy, a regency / city is required to be able to live independently. The main characteristic of a region being able to carry out autonomy is in terms of the financial capacity of the region, meaning that the region must have authority and the ability to explore financial resources, manage and use its own finances which are sufficient to finance the administration of its government. One of the efforts that can be done is by utilizing exotic resources into tourism sites. We know that the tourism sector is very instrumental in national development, as an additional source of foreign exchange earnings, equalizing and increasing employment opportunities and community income. The development tax obtained from this sector has become the foundation of local revenue (PAD) [2].

Considering that development is essentially a utilization of resources to improve welfare, then tourism development is one of the efforts to accelerate economic growth. Another function of tourism objects is to provide opportunities for employment and business opportunities in the tourism sector for the community around tourism objects in various sectors including trade, transportation, entertainment, services, telecommunications and so on. Another function is as a place for the development of education and knowledge or research and so on and not to be left behind that another function is as an effort to increase regional assets that are very valuable for long-term investment as a source of original regional income in the framework of regional autonomy and as a promising source of tourism sector tax revenue. The level of tourist visits to Indonesia from year to year tends to continue to increase. This proves that the tourism sector is a market-driven industry, so there are many opportunities to market tourism products in Indonesia. Of course, in marketing this tourism product can not be alone, but there needs to be involvement of all parties, starting from tourism management, government and local communities. Likewise, in its implementation, the tourism sector must provide added value by getting the touch of science, technology and information starting from market analysis. To analyze the tourism market, information is needed. The processing of this information is closely related to consumer behavior. When the information has been obtained, of course, in marketing it, a strategy is needed that can attract tourists. According to the Law Number 10 Year 2009 Article 1, Tourism is all activities related to tourism and has a multidimensional and multidisciplinary nature that arises as a manifestation of the needs of every person and country as well as interactions between tourists and local communities, fellow tourists, the government, local governments, and entrepreneurs. Tourism infrastructure is all the facilities that support tourism advice that can provide services to tourists in meeting their needs, including: 1). Transportation infrastructure, such as highway networks and railroad networks, airports, seaports, land transportation terminals and train stations. 2) Electric power installations and clean water installations 3) Monetary banking systems and telecommunication systems [3].

Tourism in Indonesia is an important economic sector for improving the economy of the community, natural and cultural wealth is an important component in attracting tourism in Indonesia. Tourism that has a high appeal for tourists today is tourism with the concept of ecotourism. This ecotourism concept according to The International Ecotourism Society is the principle of tourist travel in natural areas in order to conserve or save the environment and provide livelihoods for local residents. This principle has developed over time and has been applied by several countries as a strategy with the aim of protecting the environment through conservation activities. The concept of ecotourism is carried out by utilizing wealth and showing noble values, be it tradition or culture that is inherent and has become a character in the region. So that this concept is a concept of utilizing natural resources or increasing the potential of the population in an area, because the natural and cultural wealth that is preserved is able to attract the attention of tourists both local and foreign [4].

Tourism is also a sector that can play a major role in the development of a region while contributing to foreign exchange earnings and the creation of employment opportunities. The tourism sector functions in economic activities that have many benefits so that it can accommodate employment opportunities for the surrounding community which in turn will cause increased community income from the sale of goods and services in the field of tourism through businesses around tourist attractions, as well as the sale of souvenirs and so on. Thus the tourism sector in Indonesia has the potential to grow rapidly either from artificial tourism or purely from natural Indonesia. So the procurement of the development of areas that have natural potential is a government program that should be prioritized by providing support for easy access and infrastructure supporting connectivity because this is a state asset that provides foreign exchange is quite superior. There is an important element that is of concern in the development of tourism, namely the role of stakeholders in tourism, namely local governments and tourism awareness community groups in a tourism destination. The more tourists who come, the more foreign exchange will be received and will ultimately encourage the development of other tourist facilities and infrastructure [5].

The role of the government in developing and managing tourism in general is to provide infrastructure (not only in physical form), expand various forms of facilitation, coordination activities between government officials and the private sector, regulation and general promotion to other regions and abroad. The government has authority in the regulation, provision, and allocation of various infrastructure related to tourism needs. Not only that, the government is responsible for determining the direction of tourism travel. The macro policy pursued by the government is a guide for other stakeholders in playing their respective roles. As referred to in article 17 of Law Number 10 of 2009 that the Government and Regional Governments are obliged to develop and protect micro, small, medium and cooperative businesses in the field of tourism business by: a. making tourism business reserve policies for micro, small, medium and cooperative businesses; and b. facilitating partnerships of micro, small, medium and cooperative businesses with large-scale businesses. the implementation of regional tourism destination development proposed to be applied in the development of existing tourism potential in Indonesia refers to the current actual conditions in the form of potential and natural tourism. To develop tourism there are stakeholders involved (government, non-government institutions), human resources, programs, funds and facilities. Based on the involvement of stakeholders and based on current conditions, programs are expected to provide clear direction in efforts to develop tourist destinations in Indonesia in the future. These goals can be achieved through proper and coordinated management and exploitation, both cross-sectoral and private sector related to the development of tourism activities so that the support and role of the community and government and all sectors that play a role in tourism is needed. The successful implementation of the development of tourist destinations is inseparable from the role of all elements, of course, by paying attention to the elements of the program, budget and existing processes [6].

East Java is one of the provinces that has considerable tourism potential, where this province has 747 tourist attractions consisting of natural, cultural, and artificial attractions. The tourism potential of East Java can be shown by the existence of tourist attractions in the Bromo Tengger Semeru area which is one of Indonesia's 10 priority tourism destinations. In addition, East Java also has leading tourism destinations such as Mount Kelud in Kediri Regency, Prigi Beach in Trenggalek Regency, Ijen Crater in Bondowoso Regency, and others. However, not all regions have superior natural tourist destinations. Nganjuk Regency is one of the regencies that has dominant cultural tourism compared to its natural tourism, such as Lor Temple, Ngetos Temple, Hok Yoe Kiong Temple, Dr. Sutomo Monument, and so on. In contrast to the Surabaya City area, which is one of the areas that has a very large number of culinary tours. These things show that there are differences in tour-

ism potential between one region and another in East Java. One example is Pasuruan Regency which has various interesting tourist destinations to visit. Pasuruan Regency has a large number of potential tourism objects that have tourist attractions to be visited by tourists. Pitana (2009) emphasizes that a well-planned development strategy is needed so that the destination can develop as optimally as possible. In developing this destination, participation and input from tourism stakeholders are needed, namely the government, local communities, and tourists who have visited. The resulting strategy also cannot be separated from the concept of sustainable tourism, where the existing development must be able to bring positive impacts in the long term on economic, socio-cultural, and environmental conditions [7].

Pasuruan Regency is the most attractive. Tourism in Pasuruan Regency, one of the highlights is marine tourism, because at this time it is important for regional economic growth by providing opportunities for tourists to gain experience about the natural and social environment. So that people need to understand the potential of natural resources in the tourist area. According to Pitana and Gayatri, the Local Government has a role to develop the tourism potential of the region as:

- a. Motivator: in an effort to develop the tourism sector, the role of the Tourism and Culture Office as a motivator is needed so that the stretching of the tourism business continues and is given motivation so that tourism development goes well.
- b. Facilitator: as a facilitator in efforts to develop the tourism sector, the role of the Tourism and Culture Office is to provide facilities that support all programs held.
- c. Dynamizer: as a dynamizer in efforts to develop the tourism sector, the role of the Tourism and Culture Office is to stimulate all stakeholders to be involved in the development of this tourism sector [6].

The role of the Village Government in carrying out its duties has three indicators, namely: a) Motivator: In the development of tourism is necessary for the business to continue to run, the local government is an institution that has legitimacy or position which in the position of status has power so that it plays a big role in providing motivation to sectoral parties, as well as motivators from several students of Muhammadiyah Sidoarjo University who took part in developing the tour. b) Facilitator: The role as a facilitator is as a provider of all facilities that support the management of increasing tourism potential in the autonomous region, and also facility assistance from the University of Muhammadiyah Sidoarjo as a facilitator in helping to develop natural attractions in Plintahan Village. c) Dynamizer: The role here is to mobilize multi-stakeholder participation in the development process. Activities carried out by the government in increasing the participation of the private sector and the community itself must be carried out in a planned manner.

One of the tourist villages that has passed the stage of exploring the potential of the environment is a tourist village located in the Pasuruan Regency area, precisely in Plintahan Village in Binangun Hamlet, Pandaan District. Plintahan Village has several tourism potentials, namely Coban Binangun and swimming pool tours. Coban Binangun offers natural beauty in the form of a natural waterfall, this is located on the border of the eastern Plintahan Village area, namely between Binangun Hamlet and Genengan Hamlet, Durensewu so that this tour has two alternative access roads. Coban Binangun Tourism was built in 2020, through the collaboration of the Plintahan Village Government with KKN students from Muhammadiyah Sidoarjo University (UMSIDA) and also formed a tourism village management. Coban Binangun Tourism was also visited by many tourists from various regions [8].

The tourism potential in the tourism village is quite prospective. This can be seen through the realization of the target of tourist visits in Plintahan tourist village. This is shown through data on the number of tourist visits which continues to increase, indicating that Coban Binangun waterfall tourism is an area that has tourism potential which of course will have a positive impact, not only on improving the economy of the community

around the village, but further on improving the welfare of the community. One of the roles of the village government in developing and managing natural tourism is to provide adequate service facilities. In tourism, the availability of these facilities certainly determines the progress of tourist attractions. The development and availability of tourism facilities has strategic value because it utilizes existing tourism resources and potential so that it becomes an economic and cultural activity that can create security for tourists. Coordination activities between village government officials and the private sector, regulation, and promotion to various media are also important. The village government has the authority to regulate, provide, and designate various infrastructure related to tourism needs. In addition, the government is responsible for determining the direction of tourism development.

Table 1. Coban Binangun Tourism Object Visitor Recapitulation (2022)

No	Year	Number of Visits
1.	2021	0
2.	2022	896
3.	2023	643

Source: Binangun Village Government (2022)

The tourism sector can also increase income by way of tourist visits so as to increase tourism revenue and economic growth will automatically increase. Apart from being a source of income, tourism also contributes to the achievement of labor, because activities in tourist areas require labor. Therefore, the population as a provider of labor, experts, is needed to create economic activities. In addition to the growth of the population, their needs also increase and become more complex. The majority of the workforce in Plintahan Village are farmers and work at Coban Binangun Waterfall.

Table 2. Visit Ticket Revenue Year 2023

No	Month	Revenue
1.	Januari	Rp. 1.985.000,-
2.	Februari	Rp. 2.325.000,-
3.	Maret	Rp. 2.550.000,-
4.	April	Rp. 2.280.000,-
5.	Mei	Rp. 2.350.000,-
6.	Juni	Rp. 3.105.000,-
	Total	Rp. 14.595.000,-

Source: Processed by Binangun Village Government (2023)

Previous studies have addressed the role of local government in the development of Coban Binangun Waterfall tourist attraction in Pelintahan Village, Pandaan District, Pasuruan Regency. Firstly, the Department of Tourism and Youth Sports highly encourages community involvement. The participation of the community in the implementation of tourism development for Gumbu Park Waterfall can be said to have been carried out. Involvement of the community in human resource development through the Tourism Awareness Group (POKDARWIS) serves as a training platform to transfer and build knowledge about tourism management in Hilisataro Nandrisa village. Secondly, (Made Prasta Yostitia Pradipta, 2022) discusses the Potential Development of Parang Ijo Waterfall Tourist Attraction in Karanganyar Regency, Central Java. The study found that Parang Ijo Waterfall is equally beautiful compared to other nearby waterfalls, but during the Covid-

19 pandemic, tourist visits declined [9]. This resulted in the artificial attractions at Parang Ijo Waterfall ceasing to operate. The existing facilities and infrastructure are also limited, making the tourist spot appear increasingly neglected. Knowing this, it is necessary to explore supporting factors to help improve the existing quality and increase the number of visits to Parang Ijo Waterfall. Thirdly, (Rudi Tri Handoko, 2018) discusses the Strategic Development of Dlundung Trawas Waterfall Tourist Area in Mojokerto Regency. The study found that Dlundung Waterfall tourist attraction falls into the category of a leading destination in terms of its attractiveness because Dlundung Waterfall is a tourist attraction with stunning natural beauty, cool air, and the strong flow of water from a height of about 50-60 meters, with clear water sourced from mountain springs. Additionally, the protected forest around this area is still very natural, with many green trees found here [10].

Based on observations in the field, there are several issues regarding the role of the local government in developing Coban Binangun waterfall in Plintahan village, Pandaan sub-district. Firstly, the access road for four-wheeled vehicles is not yet adequate. Secondly, the local government has not allocated budget for developing tourism in Plintahan, possibly due to its small scale within the hamlet where the waterfall is located. Additionally, residents of Binangun hamlet, situated near the riverbank, have not fully utilized the tourism potential of the area. The head of Binangun hamlet hopes for road improvements leading to Coban Binangun waterfall. Moreover, development efforts are expected to position Coban Binangun waterfall as a prime tourist destination in Plintahan village, Pandaan sub-district. This initiative aims to boost the local economy and enhance visitor experiences beyond just viewing the waterfall. As both the village government and residents are intimately familiar with the tourism potential of their area, they play a crucial role in ensuring the successful advancement of Coban Binangun as a tourist attraction. Effective implementation of their roles is key to its growth and development [11].

Based on the research problems above, the authors are interested in identifying the results of the research by using the theory according to Pitana and Gayatri who suggest that the Village Government has a role to develop the tourism potential of the region as: a) Motivator: in the effort to develop the tourism sector, the role of the village government as a motivator is needed so that tourism businesses continue to run and provide motivation so that tourism development goes well. b) Facilitator: as a facilitator in the effort to develop the tourism sector, the role of the village government is to provide facilities that support all programs held. c) Dynamist: as a dynamist in the effort to develop the tourism sector, the role of the village government is to stimulate all stakeholders to be involved in the development of this tourism sector [12].

2. Materials and Methods

In research related to "The Role of Village Government in the Development of Natural Tourism Objects in Pasuruan Regency" this is a qualitative data type research. With qualitative research, the author intends to find out the role of the village government in developing coban binangun night attractions and to find out how much community participation in developing coban binangun natural attractions. The location of this research is in Nature Tourism in Pasuruan Regency. The data collection techniques used by the author are interviews, observation and documentation. Sources of data in this study were obtained from primary data where the authors conducted direct interviews with informants, namely: 1) Head of Hamlet. 2) Residents who are involved in POKJA. And to complement the results of the study, the authors also used secondary data derived from available documents. The focus in this study is related to the role of the village government in developing a natural tourism coban binangun, while the focus of indicators in this study are indicators used to measure the role of government according to Pitana and Gayatri 2005 which contains variables Motivator, Facilitator, Dynamicator. The informant determination technique used in this study is to select informants based on an assessment of the characteristics of the sample needed and in accordance with the objectives of this study.

As for the data analysis technique of the research results, it is guided by the data analysis mode of Miles and Huberman, After the data is collected, the next step is to analyze it through the following steps: 1) Data reduction is a process where data obtained from field research is selected, focused, abstracted, and transformed to make it more manageable. 2) Data presentation involves the structured collection of information, which opens up opportunities to draw conclusions. Initially, in qualitative data, the presentation was done through text narration, but now more and more qualitative data presentation is used with the help of graphs, charts, or matrices. 3) Drawing conclusions is an activity to conclude data in accordance with the formulation of predetermined problems [13].

3. Results and Discussion

One of the characteristics of development administration is that it is more oriented towards the implementation of development tasks from the government. In this case, the ability to formulate development policies and their effective implementation, control and the ability of instruments for achieving development goals. In development, the components in charge and responsible are the community, the village government, and with the help of the private sector. In these three components, the government is more dominant in development because it is in accordance with the government as the implementation and tasks of development itself. The government's role in developing tourism in outline includes providing infrastructure both facilities and infrastructure and expanding various forms of facilities [14].

The role of the village government in developing coban binangun waterfall tourist attraction has done a good policy to handle it, the policy is both written and unwritten. The development in question is something that is done in order to make the coban binangun waterfall tourist attraction more advanced. In the development of coban binangun waterfall tourism, it also contains the concept of pentahelik or development that involves multiple parties where the village government collaborates with private parties such as Muhammadiyah Sidoarjo University, POKJA, and the surrounding community. The research limitations in this study are about how the role of the village government in developing coban binangun waterfall attractions. Which consists of indicators that have been determined. This study examines the role of the village government in developing coban binangun waterfall attractions, in this case researchers use the theory of the role of the village government in developing coban binangun waterfall attractions which consists of several components put forward by pitana and gayatri 2005 The village government has a role to develop the tourism potential of its region, namely: 1. Motivator, 2. Facilitator, 3. Dinamisator [15].

Motivator

The role of the village government as a motivator in tourism development is needed so that tourism businesses continue to run, the village government is an institution that has legitimacy or a position which in its status position has power so that it plays a big role in providing motivators to sectoral parties that will support activities to increase tourism potential in its territory. In tourism management, the role of the village government as a motivator that encourages the community to move to manage and develop the potential of coban binangun waterfall, as a tourist attraction located in pasuruan district. Motivation is necessary because the community must be encouraged to better understand the direction of development and manage these natural objects." [16]. It is needed so that the stretch of the tourism business continues to run. Investors, communities, and entrepreneurs in tourism are the main targets that need to be motivated so that tourism development can run well. And the role of the village government as a motivator is needed so that people can realize the importance of tourism. To build community-based tourism, what needs to

be improved is the role of motivators in order to provide understanding to the community and the private sector.

Based on the results of research conducted by researchers when going to the field, researchers found a motivator conducted by Muhammadiyah Sidoarjo University with the Plintahan village government, namely by providing motivators to sectoral parties, as well as motivators from several groups of PPK Ormawa students, KKN students of Muhammadiyah Sidoarjo University who took part in helping and developing the coban binangun waterfall tour. In addition, the Village Government as a motivator conducts tourism development, namely by conducting socialization to the people of binangun hamlet in order to understand the villagers for utilization in each hamlet where the socialization is carried out in the village hall and also one of the work programs carried out by the village government is to promote and market products in the field of tourism development and management to improve the quality of service of the government and the community to coban binangun waterfall tourists. Promotional activities in the development of coban binangun waterfall tourist attraction is very important so that people know that in Kepenghuluan Plintahan Village there is a beautiful tourist attraction. In terms of the role of the village government regarding the development of tourist attractions, they also carry out promotions, the following are the results of interviews with the treasurer of binangun hamlet in the Kepenghuluan coban binangaun waterfall, namely:

“For the development of coban binangun waterfall tourist attraction, the role of the village government is to promote in social media such as youtube, tiktok, facebook, and other social media, by viralizing and publishing because marketing is much more effective and easier to spread than old publications, and I invite local residents to be able to jointly maintain the environment around the tourist area to keep it looking clean and beautiful. Not only through social media, but also through some writings or directions made by kkn and ppk umsida students as well.” – (ZA/12/02/2023)

Based on the results of the interview above, it can be concluded that the coban binangun waterfall tourist attraction has done a lot of promotion on social media such as youtube, tiktok, facebook, and other social media. Not only that, some forms of promotion are also done manually by providing some writing in the gate, directions, which are made by students of the Muhammadiyah University of Sidoarjo as motivators, so that visitors who come easily know the location of the waterfall. And also work with the local community to help the economy of local residents by selling food, souvenirs, or souvenirs typical of waterfall tourism. Promotion carried out by the Village Government of Coban Binangun Waterfall Tourism is carried out through online media, namely, youtube, tiktok, and facebook, the promotion is in the form of videos and photos. This promotion is also one of the government's efforts in developing tourism. In addition, the development of Coban Binangun waterfall tourism object will not run well without the support of Muhammadiyah Sidoarjo University.



Figure 1. Forms of promotion for Coban Binangun Waterfall on social media

Source: Social Media



Figure 2. Manual Promotion of Coban Binangun Waterfall Tourism



Figure 3. The Beauty of Coban Binangun Waterfall Tourist Location

The phenomenon that occurs in the field when associated with the theory of motivator types is in accordance with Pitana and Gayatri (2005) where motivation refers to energy from within and something that encourages a person to achieve what is desired. That way the village government also continues to provide socialization to the surrounding community in the development of tourist villages and provide understanding to local residents for utilization in each hamlet and can increase the income or economy of the local community and can also work with the private sector. Thus, there will be a good relationship and good cooperation between the community, the private sector, and the village government so that it can achieve the desired goals.

Facilitator

The role of facilitator is the role of the Village Government as a provider of all facilities that support the management of increasing tourism potential in its autonomous region and can accelerate development through improving the behavioral environment in its area, this role itself can include streamlining the development process, improving planning procedures and establishing regulations. A facilitator is someone who on behalf of the Government or a management institution is obliged to influence the decision-making process carried out by potential beneficiaries in the face of innovation [17]. The government's role as a facilitator is to create conditions conducive to the implementation of development or to bridge the interests of various parties in optimizing regional development. Tourism facilities can be interpreted as facilities and infrastructure that must be provided by the manager for the needs of tourists. The needs of tourists are not only to enjoy the natural beauty

or uniqueness of the object but also require tourist facilities and infrastructure. In this context, the village government provides direction to the community about technical use, strategy, and implementation in a program that is beneficial to the development of coban binangun waterfall tourism objects [18].

1. Providing facilities and infrastructure

Provide tools and buildings that make visitors feel at home in the coban binangun waterfall by providing toilets, gazebos, parking lots for 2-wheeled vehicles, chairs along the riverbanks, and various other facilities.

2. Facilitating Community Activities

Fulfilling the needs that visitors want to come back to coban binangun waterfall, such as providing bathrooms, clean water, and photo spots. The government acts as a facilitator that provides or provides facilities in this case the village government as the manager of the tourist attraction. In this context, the village government provides direction to the community about technical use, strategy, and implementation in programs that are beneficial to the development of the potential of coban binangun waterfall tourist attraction.

In the development of coban binangun waterfall tourist attraction cannot be separated from the facilities and infrastructure needed by the tourist attraction, the following are the results of interviews with the head of the hamlet regarding the facilities at coban binangun waterfall.

“One of the facilities needed at the waterfall at this time is the widening of the road because for 4-wheeled vehicles, be it cars or buses, the road is very tight. If you go down from the front, visitors walk too far. But other facilities already exist and are much better than before such as life tires, photo spots, gazebos, toilets already exist in coban binangun waterfall.” – (MI/12/02/2023)

Based on the interview above, it can be concluded that the management of the coban binangun waterfall tourist attraction has not yet fulfilled the facilities for 4-wheeled vehicle roads. Because the current facilities are very minimal and difficult to pass 4-wheeled vehicles. Even though as we know this road infrastructure facility is very much needed, if there are already road facilities for 4-wheeled vehicles it will make it easier for tourists to visit, and save expenses. And the terrain of the exit that was initiated for the exit area is still unsafe because to the right of the handrail is still a bit shaky and the road terrain is wet / slippery. And the plan will be built a camping area for the public for those who like to travel in the open air. Existing facilities at the coban binangun waterfall attraction such as parking for 2-wheeled vehicles, swimming pools, photo spots, artificial therapeutic fish ponds, gazebos, food stalls around the riverbanks, toilets, and swimming pools.

Table 3. Table of facilities available in binangun trials

No	Facilities	Total
1.	Parking lot for 2-wheeled	+ 400 m
2.	vehicles Food stalls	4 stand
3.	Swimming pool	5x15 m
4.	Bathroom	5
5.	Garbage can	4 tong
6.	Therapeutic fish pond	1
7.	Gazebo	4
8.	Shop	1
9.	Tire/Float Rental	5
10.	Fence	1
11.	Chair	5
12.	Bridge	1

Source: from Binangun village government (2023)

Based on the data table above. Regarding the recapitulation of some of the number of facilities available at the coban binangun waterfall tourist attraction which has a large enough parking lot of approximately 400m for two-wheeled vehicles, as well as a large enough children's pool with a size of 5x15 with clear water, and there are still several other supporting facilities so that visitors are not bored to return to this waterfall. However, related to the existing facilities can not be said to be good because the road access facilities are not yet good for four-wheeled vehicles, and also the exit road access that is initiated for the exit is also not entirely safe because the handle is still shaky and the road terrain is wet and slippery.

The phenomenon that occurs in the field when associated with the theory of the type of facilitator is in accordance with Pitana and Gayatri (2005) Village governments can accelerate development through improving the behavioral environment in their area. This role can include streamlining the development process, improving planning procedures and establishing regulations. That way the village government continues to improve facilities that are not yet available and fix damaged facilities in order to meet the needs of visitors who want to come again to the coban binangun waterfall tour. Thus, there will be a good relationship and good cooperation between the organizers and visitors so that visitors can enjoy and return to play and travel at the coban binangun waterfall as desired.

Dynamizer

In the pillars of good governance, in order for ideal development to take place, the government, private sector and society must be able to synergize well. The local government as one of the tourism development stakeholders in Plintahan village has the role of synergizing the three parties, so that a symbiotic mutualism is created for the development of tourism. As an effort to dynamize between tourism development stakeholders in Plintahan village, binangun hamlet has been doing various things related to cooperation between sectors, both the private sector, the village government sector, and the community [19]. The government's role as a dynamizer is to mobilize resources in development, namely by implementing multi-party participation in the development process, activities carried out by the government in increasing the participation of the private sector and the community itself must be carried out in a planned manner and providing guidance and direction must be carried out intensively and effectively. The government's role as a dynamizer is to mobilize community participation if there are obstacles in the development process to encourage and maintain the dynamics of regional development. The government plays a role by providing intensive and effective guidance and direction to the community. Usually, guidance is provided through an extension team or a specific agency to provide training. The role of the village government as a dynamizer is [20]:

1. Provide direction and instructions or guidelines to the surrounding community to always maintain and maintain environmental cleanliness and preserve the naturalness of the waterfall tourist attraction.
2. Provide guidance to the community that directs residents around the waterfall to hone skills in making typical souvenirs, or souvenirs of binangun waterfall to be traded.

Coban Binangun waterfall tourism object also cooperates with private parties such as Muhammadiyah University of Sidoarjo, POKJA (Working Group), and the surrounding community. The participation of Muhammadiyah University is also very large, starting from funding to reducing several PPK ormawa students, and several KKN students who take part in the development of coban binangun waterfall tourism. If there is no cooperation from private parties, the coban binangun waterfall attraction will not be able to develop properly. The presence of outside parties will accelerate the process of developing coban binangun waterfall attractions such as getting financial assistance and other facilities. POKJA (Working Group) is a self-help group and self-workshop community that in its

social activities seeks to improve understanding of tourism, increase the role and participation of the community in tourism development, increase the value of tourism benefits for the community or members of the POKJA (Working Group) and succeed in tourism development. POKJA (Working Group) is a community organization that is kinship, brotherhood, community, mutual cooperation, voluntary, independent and not politically affiliated. In developing the Coban Binangun Waterfall Tourism object, the Working Group organizes mutual cooperation activities. The following are the results of interviews with residents of Binangun hamlet, namely:

“There is, every day there are, whether it’s 2-3 people to look after the coban and take care of the waterfall area must do gotongroyong to clean, repair or add facilities that exist in the Coban Binangun Waterfall Tourism Object. It is also because the residents around here on average work as farmers and some also work in the coban. This is done so that visitors who come feel comfortable and satisfied while in the tourist attraction.” – (BS/12/02/2023)

From the interview above, it can be concluded that the management of the Coban Binangun Waterfall attraction conducts mutual cooperation activities every day because residents in the hamlet area work on average as farmers and some also guard the coban area. This mutual cooperation is carried out to repair, clean, serve visitors and add facilities in the Coban Binangun Waterfall Tourism object such as repairing photo spots, bridges and kazebos. This is done so that visitors to the Coban Binangun Waterfall Tourism object feel comfortable and satisfied when visiting the Coban Binangun Waterfall Tourism object. and this mutual cooperation activity is carried out to minimize damage to the Coban Binangun Waterfall Tourism object.

The phenomena that occur in the field if associated with the theory of the type of dynamizer is in accordance with Pitana and Gayatri (2005) explained that the coordination function is related to the role of government in coordinating, planning, investment and land use. To the village government, the people of Binangun Hamlet, should continue to care for and preserve Coban Binangun Waterfall tourism in order to maintain the preservation and beauty of the environment. And the surrounding community should know about the history and origin of Coban Binangun. That way the village government, the surrounding community, and the related private sector, to better manage coban binangun waterfall tourism can make waterfall tourism more widely known in the wider community, as for students and the wider community. Thus, there will be a good relationship and good cooperation as desired.

4. Conclusion

Based on the top research, it can be concluded that first, the role of motivator carried out by the village government in the development of coban binangun waterfall attractions in plintahan village which plays a very important role in motivating local residents to better know where the direction of development and managing natural attractions and from the village fully supports in developing natural attractions and to attract tourists the village government both coban administrators, and youth around the hamlet promote to various social media such as Instagram, YouTube, and Facebook so that the coban binangun waterfall is known by the wider community and more visitors arrive, the second is the role of government facilitators as providers of all facilities that support the increase in tourism potential, this role can include streamlining the development process.

The role of the facilitator provides facilities and infrastructure and facilitates the activities of the community and visitors such as meeting the needs of visitors to want to come again to coban binangun waterfall and implementation in programs that are beneficial to the development of the potential of coban binangun waterfall attractions. The management of coban binangun waterfall tourism objects cannot be said to be perfect because it has not fulfilled the facilities for four-wheeled vehicle roads even though this road infrastructure advice is very much needed as well as access to the exit road which is indeed initiated for

the exit road is also still not safe because of the slippery terrain and the grip of the edges that are still shaky, the third role of the dynamizer has a role to mobilize human resources in development and mobilize community participation in the event of obstacles in the development process. In terms of human resources, it is very beneficial for the residents of binangun hamlet in terms of residents who sell around tourist attractions, who used to be unemployed, now they can open or create businesses around tourist attractions and can increase the economy. More or less local residents can feel the existence of coban binangun waterfall tourism.

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Conflict of Interest Statement

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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