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## Geotourism : Bumdes Strategy In Increasing Tourism In Indonesia

Iwan Harsono<sup>1✉</sup>, Najdah T<sup>2</sup>, Aisyah Nursyam<sup>3</sup>, Suroso<sup>4</sup>, Heppi Syofya<sup>5</sup>

(1) Universitas Mataram Indonesia, Indonesia

(2) Universitas Musamus Merauke, Indonesia

(3) Universitas Muhammadiyah Bone, Indonesia

(4) Institut Agama Islam Tarbiyatut Tholabah Lamongan, Indonesia

(5) Sekolah Tinggi Ilmu Ekonomi Sakti Alam Kerinci, Indonesia

Email: [iwanharsono@unram.ac.id](mailto:iwanharsono@unram.ac.id)<sup>1✉</sup>

### Abstrak

Berbeda dengan beberapa penelitian sebelumnya yang menyebutkan penerapan konsep Geologi Pariwisata secara spesifik, pada penelitian ini penerapan konsep Geologi Pariwisata dibuat sedikit lebih umum yaitu pada tempat wisata yang dikelola Badan Usaha Milik Desa. Penelitian ini merupakan penelitian kualitatif dengan pendekatan deskriptif terkait penerapan konsep geologi wisata di Indonesia (Sugiyono, 2019). Data yang digunakan dalam penelitian ini diperoleh dari berbagai sumber informasi yang kredibel seperti artikel ilmiah, buku, website terpercaya, dan lain sebagainya. Data-data tersebut di atas dikategorikan sebagai data primer yang tidak diperoleh peneliti secara langsung. Data-data tersebut dianalisis dengan menggunakan tahapan pengumpulan data, analisis data, reduksi data, dan penarikan kesimpulan. Hasil penelitian menunjukkan 1. Konsep Pariwisata Geologi atau GEOTOURISM merupakan suatu konsep pengembangan pariwisata yang tidak hanya melihat keberhasilan pengelolaan pariwisata dari segi finansial, namun juga dari segi pelestarian lingkungan. 2. Badan usaha milik desa yang mengelola sejumlah objek wisata di desa dengan tujuan utama meningkatkan Pendapatan Asli Desa juga harus memperhatikan aspek pelestarian lingkungan hidup. 3. Hasil analisis peneliti menunjukkan bahwa konsep GOETOURISM mempunyai beberapa kecocokan untuk diterapkan oleh Badan Usaha Milik Desa, antara lain kesesuaian dengan perilaku masyarakat pedesaan yang cenderung menjaga lingkungan, lingkungan desa yang masih asri, dan lain sebagainya. yang dapat membuat kemungkinan konsep ini diterapkan dan berhasil menjadi lebih besar. di masa depan.

Kata Kunci: *Geowisata, Pariwisata, BUMDES*

## Abstract

In contrast to a number of previous studies which mention the specific application of the concept of Tourism Geology, in this research the application of the concept of Tourism Geology is made a little more general, namely at tourist attractions managed by Village-Owned Enterprises. This research is qualitative research with a descriptive approach related to the application of the concept of tourist geology in Indonesia (Sugiyono, 2019). The data used in this research were obtained from various credible sources of information such as scientific articles, books, trusted websites, and so on. The data mentioned above is categorized as primary data that researchers did not obtain directly. These data were analyzed using the stages of data collection, data analysis, data reduction, and drawing conclusions. The result in this research show 1. The Geological Tourism Concept or GEOTOURISM is a tourism development concept that not only looks at the success of tourism management from a financial perspective, but also from an environmental conservation perspective. 2. Village-owned business entities that manage a number of tourist attractions in the village with the main aim of increasing Village Original Income should also pay attention to aspects of environmental conservation. 3. The results of the researcher's analysis show that the GOETOURISM concept has several matches to be implemented by Village-Owned Enterprises, including suitability with the behavior of rural communities who tend to protect the environment, village environments that are still beautiful, and so on which can make the possibility of this concept being implemented and being successful even greater. in the future.

Keyword: *Geotourism, Tourism, BUMDES*

## INTRODUCTION

The term geotourism in Indonesia was introduced in the National Seminar on Geotourism in 1990 as a tourism activity that utilizes all aspects of geology with the scope of abiotic elements such as landscapes, rocks, minerals, fossils, soil, water and processes including geological history (Edithania, 2018). Geotourism is special interest tourism that utilizes all the potential of natural resources so that it is necessary to increase the enrichment of insight and understanding of the processes of natural physical phenomena (Laksana & Dharmayanti, 2018).

So, in simple terms, it can be concluded that geotourism is a form of special interest tourism activity that focuses on the geological appearance of the earth's surface and what is contained therein and has a tourist attraction in order to encourage understanding of the environment, nature and culture, further as a form of appreciation and conservation activities and has concern for the preservation of local wisdom. In developing geological tourist attractions, you can also adapt the quality criteria for tourist attractions proposed by (Damanik, 2013) as follows: 1. There must be uniqueness, uniqueness is defined as a combination of rarity and unique attraction inherent in a tourist attraction. 2. Originality or

genuineness reflects genuineness or purity, namely the extent to which a product is not contaminated by or does not adopt a model or value that is different from its original value. 3. Authenticity, refers to authenticity. Authenticity is more often associated with the degree of antiquity or exoticism of a culture as a tourist attraction. 4. Product diversity, meaning the diversity of products and services offered (Hasriadi, 2020).

Geotourism can be used as a medium for the dissemination of natural science, environmental education and nature conservation and in the end it is hoped that sustainable tourism development based on local wisdom will be realized. According to (Sutiarso, 2018), the principles that must be considered in developing geotourism include: 1. Geologically Based. This means that tourist destinations and attractions that are used as geotourism are the result of geological processes. In this case it means natural and not man-made. The physical aspects used as tourist attractions can include soil conditions, mineral content, rock types and others that are still related to geology. 2. Sustainable (Sustainable) This means that the development and management of geotourism must be sustainable so that its sustainability can be maintained. Sustainable development is defined as tourism that maximizes the potential of tourism to eradicate poverty by developing appropriate strategies in collaboration with all key groups, indigenous peoples and local communities. 3. Geologically informative (Geological Information) Geotourism is special interest tourism that utilizes all the potential of natural resources, so it requires increased enrichment, insight and understanding of the processes of natural physical phenomena. 4. Locally beneficial (Locally Beneficial) The existence of geotourism is expected to provide benefits to the people/communities in the surrounding area. These benefits can be in the form of positive impacts that can be enjoyed, such as economic, social, improving environmental quality or others. 5. Tourist satisfaction (Visitor Satisfaction) Realizing tourist satisfaction means that geotourism management can provide inner and outer satisfaction for tourists who visit it.

There are a number of studies (Faozi, 2019); (Kholid, 2020); (MUH. AGUNG SYAMSUDDIN, 2021); (Hasriadi, 2020) & (Permata & Manoppo, 2022) which have similar research characteristics. In contrast to the research above which mentions specific geology-based tourism development locations, this research formulates the advantages of geology-based tourism development more generally, namely towards tourist attractions managed by Village-Owned Enterprises.

## RESEARCH METHODS:

In contrast to a number of studies (Faozi, 2019); (Kholid, 2020); (MUH. AGUNG SYAMSUDDIN, 2021); (Hasriadi, 2020) & (Permata & Manoppo, 2022) which mention the specific application of the concept of Tourism Geology, in this research the application of the concept of Tourism Geology is made a little more general, namely at tourist attractions managed by Village-Owned Enterprises (Lexy J. Moleong, 2018). This research is qualitative research with a descriptive approach related to the application of the concept of tourist geology in Indonesia (Sugiyono, 2019). The data used in this research were obtained from various credible sources of information such as scientific articles, books, trusted websites, and so on (Lexy J. Moleong, 2014). The data mentioned above is categorized as primary data that researchers did not obtain directly. These data were analyzed using the stages of data collection, data analysis, data reduction, and drawing conclusions (Imam Gunawan, 2014).

## RESULT AND DISCUSSION

### GEOTOURISM

The term geotourism in Indonesia was introduced in the National Seminar on Geotourism in 1990 as a tourism activity that utilizes all aspects of geology with the scope of abiotic elements such as landscapes, rocks, minerals, fossils, soil, water and processes including geological history (Edithania, 2018). Geotourism is special interest tourism that utilizes all the potential of natural resources so that it is necessary to increase the enrichment of insight and understanding of the processes of natural physical phenomena (Laksana & Dharmayanti, 2018).

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## BUMDES

The legal basis underlying the establishment of BUMDes includes Law no. 6 of 2014 concerning villages, as well as PP no. 43 of 2014 concerning Implementing Regulations of Law no. 6 of 2014 concerning villages. Meanwhile, the purpose of establishing BUMDes is as a village business intended to accommodate all increases in village income, both those that develop according to customs and economic activities that are handed over to be

managed by the community from government and regional government project programs (Peraturan Menteri Dalam Negeri No. 113 Tahun 2014 Tentang Pengelolaan Keuangan Desa, 2014).

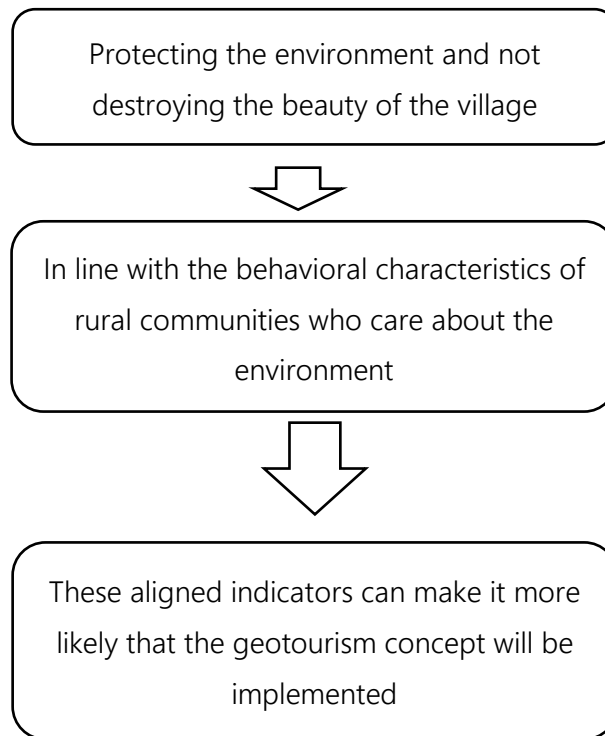
Meanwhile, the aim of establishing BUMDes is as an effort to increase local and rural original income by increasing community capacity in planning and managing village economic development. Apart from that, the establishment of BUMDes has the target of serving village communities in developing productive economic businesses and providing various business media to reduce and improve community welfare (Sutiarso, 2018).

According to Article 1 Number (6) of Law Number 6 of 2014, Village-Owned Enterprises, hereinafter referred to as BUMDes, are business entities whose capital is wholly or largely owned by the Village through direct participation originating from Village assets which are separated to manage assets, services, and other businesses for the greatest welfare of the Village community. Meanwhile, according to Minister of Home Affairs Regulation Number 39 of 2004, BUMDes are village businesses formed or founded by the village government whose capital ownership and management are carried out by the village government and the community (Khalid, 2014). BUMDes according to Law Number 23 of 2014 concerning Regional Government, was established, among other things, in order to increase Village Original Income, hereinafter referred to as PADes. If PADes can be obtained from BUMDes, then this condition will encourage every village government to establish this business entity. As one of the economic institutions operating in rural areas, BUMDes must be different from other economic institutions (Law, 2014). This is because the existence and performance of BUMDes can make a significant contribution to improving community welfare and can alleviate poverty at the village level (Sri & Dewi, 2014).

#### GEOTOURISM : BUMDES STRATEGY IN INCREASING TOURISM IN INDONESIA

Some of the advantages of the Geological Tourism concept or known as the GEOTOURISM concept include the following:

Figure 1



On the basis of several things above, the researcher believes that Geological Tourism/GEOTOURISM counseling can be implemented in villages that have tourist attractions managed by Village-Owned Enterprises and can also be a strategy for Village-Owned Enterprises in developing tourism in their place.

## CONCLUSION

Based on the explanation above, several points can be concluded regarding the GOEOTOURISM concept as a strategy for village-owned enterprises in developing tourist attractions in their villages as follows:

1. The Geological Tourism Concept or GEOTOURISM is a tourism development concept that not only looks at the success of tourism management from a financial perspective, but also from an environmental conservation perspective.
2. Village-owned business entities that manage a number of tourist attractions in the village with the main aim of increasing Village Original Income should also pay attention to aspects of environmental conservation.
3. The results of the researcher's analysis show that the GOETOURISM concept has several matches to be implemented by Village-Owned Enterprises, including suitability with the behavior of rural communities who tend to protect the

environment, village environments that are still beautiful, and so on which can make the possibility of this concept being implemented and being successful even greater. in the future.

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