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## Optimizing Tourism Grant Funds in Improving the Tourism Industry in Indonesia

I Gusti Made Riko Hendrajana<sup>1✉</sup>, Firman Sinaga<sup>2</sup>, Made Widya Paramitha<sup>3</sup>, I Wayan

Suadnyana<sup>4</sup>, Komang Shanty Muni Parwati<sup>5</sup>

Institut Pariwisata dan Bisnis Internasional

Email: [rikohendrajana@ipb-intl.ac.id](mailto:rikohendrajana@ipb-intl.ac.id)<sup>1✉</sup>

### Abstrak

Penelitian ini bertujuan untuk mengetahui potensi optimalisasi dana hibah pariwisata berupa bantuan Dukungan Pengembangan Usaha Pariwisata dan Ekonomi Kreatif (DPUP) kepada desa wisata di Indonesia pada tahun 2024 dalam meningkatkan industri pariwisata di Indonesia. Penelitian ini merupakan penelitian kualitatif deskriptif. Sumber data dalam penelitian ini adalah kajian yang relevan dengan topik penelitian. Teknik pengumpulan data dalam penelitian ini berupa pengamatan data. Teknik analisis data dalam penelitian ini adalah penyajian data, reduksi data, dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa potensi optimalisasi dana hibah pariwisata dalam meningkatkan industri pariwisata di Indonesia terdiri dari (1) Pemberian dana hibah pariwisata kepada desa wisata yang mendukung percepatan pertumbuhan ekonomi Indonesia; (2) Terjadi peningkatan keterlibatan masyarakat dalam mengelola dana hibah pariwisata; dan (3) Penguatan desa wisata melalui pemanfaatan dana hibah pariwisata. Dana Hibah tersebut dapat dioptimalisasikan untuk pengembangan pariwisata dan ekonomi kreatif yakni pengembangan sumber daya manusia, peningkatan produk-produk ekonomi kreatif, peningkatan destinasi, sehingga kunjungan wisatawan lebih berkualitas dan berkelanjutan.

Kata Kunci: *Dana Hibah, DPUP, Optimalisasi, Pariwisata*

## Abstract

This study aims to determine the potential for optimizing tourism grant funds in the form of Tourism and Creative Economy Business Development Support (DPUP) assistance to tourist villages in Indonesia in 2024 in improving the tourism industry in Indonesia. This study is a descriptive qualitative study. The data sources in this study are studies relevant to the research topic. Data collection techniques in this study are in the form of data observation. Data analysis techniques in this study are data presentation, data reduction, and drawing conclusions. The results of this study indicate that the potential for optimizing tourism grant funds in improving the tourism industry in Indonesia consists of (1) Providing tourism grant funds to tourist villages that support the acceleration of Indonesia's economic growth; (2) There is an increase in community involvement in managing tourism grant funds; and (3) Strengthening tourist villages through the utilization of tourism grant funds. The Grant Fund can be optimized for the development of tourism and the creative economy, namely the development of human resources, increasing creative economy products, increasing destinations, so that tourist visits are of better quality and sustainable.

Keywords: *Grant Funds, DPUP, Optimization, Tourism*

## INTRODUCTION

Grant Funds are the provision of money or goods or services from the government or other regional governments, regional companies, communities and community organizations, which are socially, specifically designated, are non-mandatory and non-binding, and are not continuous, which aim to support the implementation of regional government affairs. The distribution of grant funds from the government to grant recipients has been designated so that the distribution includes technical instructions for managing grant funds. The aim is that the grants distributed can be used appropriately and can provide stimulation for grant recipients (Wiryanan, 2023; Maharsani, 2022).

A tourist village is a rural area that has special characteristics so that it is worthy of being a tourist area. The population in this area still has original cultural and traditional traditions (Putra, 2021). In addition, other supporting factors such as typical food, social systems and agricultural systems also color the tourist village area. In addition to these factors, the natural environment and natural resources that are still maintained are one of the important factors of a tourist village area. In addition to these factors, the tourist village area must also have supporting facilities as a tourist destination village. The existence of these facilities will make it easier for visitors to the tourist village when carrying out tourism activities. The existence of a tourist village from a socio-economic perspective can also increase the income of local villagers (Sulistyo, 2023).

One of the grant programs by the central government to local governments is the provision of Tourism and Creative Economy Business Development Support (DPUP) assistance to tourist villages in Indonesia in 2024. This assistance is provided to improve the quality of tourist villages. The provision of tourism grants for tourist villages has an important role in advancing and improving the quality of tourist villages (Oktafiarni, 2022). One form of government commitment in this case is the Ministry of Tourism and Creative Economy to advance tourist villages by distributing DPUP assistance to 24 tourist villages from 12 provinces in Indonesia as a form of government support in making tourist villages increasingly qualified. The handover of aid marked by the signing of this cooperation agreement is a follow-up to the Indonesian Tourism Village Award (ADWI), which was initiated in 2023.

In order for the grant funds in the form of DPUP assistance that are distributed to be appropriate and able to provide stimulation for grant recipients, namely tourist villages, optimization of tourism grant funds is needed to improve the Indonesian tourism industry, especially tourist villages. Based on this explanation, in general this study aims to determine the potential for optimizing tourism grant funds in improving the tourism industry in Indonesia.

## RESEARCH METHOD

This research is included in the category of descriptive qualitative research. Qualitative research is research that explains an event in detail in order to understand the interpretation of the event. This research has natural characteristics or is based on phenomena that occur in the field (Strauss, 2003). This study explains the potential for optimizing tourism grant funds in the form of Tourism and Creative Economy Business Development Support (DPUP) assistance to tourist villages in Indonesia in 2024 in improving the tourism industry in Indonesia.

The data sources used in this study are previous studies that are relevant to the research. The data collection technique used in this study is an observation technique for data from the studies that have been collected and then looking for their relationship to the research topic. The data analysis technique in this study consists of data presentation, data reduction, and drawing conclusions based on the theory of Miles and Huberman (Huberman and Miles, 2002).

## RESULT AND DISCUSSION

Based on the literature review, the findings of this study indicate that optimizing tourism grant funds in improving the tourism industry in Indonesia has several potentials as explained below:

### Provision of Tourism Grant Funds to Tourism Villages in Supporting the Acceleration of Indonesia's Economic Growth

One of the grant programs by the central government to regional governments is the provision of Tourism and Creative Economy Business Development Support (DPUP) assistance to tourist villages in Indonesia in 2024. Kemenparekraf/Baparekraf RI (Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency) distributes DPUP assistance to 24 tourist villages in 12 provinces. Each tourist village receives an average of IDR 120 million in assistance, which is equipped with a business management strengthening program through financial and business literacy.

The 24 tourist villages receiving DPUP assistance in 2024 are Cibeusi Tourism Village, Selamanik Tourism Village, Bantaragung Tourism Village, Purwabakti Tourism Village, Taraju Tourism Village, Tanah Kuning Beach Tourism Village, Iboih Tourism Village, Gampong Ulee Lheue Tourism Village, Kampoeng Lama Tourism Village, Hariara Pohan Tourism Village, Bukit Lawang Plantation Tourism Village, and Hilisimaetano Tourism Village, Bukit Batu Tourism Village, Dayun Tourism Village, Terong Creative Tourism Village, Kampung Baselang Bakung Jaya Tourism Village, Batu Ampar Tourism Village, Kelawi Tourism Village, Nagari Lawang Tourism Village, Nagari Sijunjung Traditional Village Tourism Village, Kubu Gadang Tourism Village, Gtp Ulakan Tourism Village, Serangan Tourism Village, and Pela Tourism Village.

DPUP assistance is a form of government commitment to making tourist villages increasingly qualified. This assistance is a follow-up to the Indonesian Tourism Village Award (ADWI) program which is expected to make tourist villages more resilient and competitive. The assistance can be optimized for the development of tourism and the creative economy, namely the development of human resources, the improvement of creative economy products, the improvement of destinations, so that tourist visits are more qualified and sustainable. This assistance has a positive impact on the development of tourism and creative economy businesses in tourist villages, while supporting the acceleration of Indonesia's economic growth.

## Increasing Community Involvement in Managing Tourism Grant Funds

The management of tourism grant funds can be accounted for to the village government and tourism actors, in this case the local community in the tourist village that is given DPUP assistance. The management of tourism grant funds for tourist villages involves the community directly in the implementation of tourism object development. This step is so that the community feels more satisfied and the form of tourism object development expected by the community will be in accordance with what is expected. Community participation is very important in the implementation of programs carried out by the village government, one of which is community participation in tourism development. Because after all, the community is the main goal in implementing the direction of village government policies that aim to improve the welfare of village communities around tourist villages.

The involvement of various stakeholders, including the government, industry players, local communities, and tourists, is also the key to the success of sustainable tourism in tourist villages. The government has a strategic role in designing policies and regulations that support the principle of sustainability, such as providing tourism grant funds in the form of DPUP. On the other hand, tourism industry players can contribute by implementing sustainable business practices. Local communities also need to be actively involved, both through economic empowerment programs and financial and business education. Thus, they are not only beneficiaries, but also become the main actors in maintaining the sustainability of tourist destinations. Tourists, as an integral part of tourism, should also be encouraged to adopt responsible behavior, such as respecting local culture.

The government believes that DPUP assistance will be an encouragement for tourism village managers to further develop the potential of existing tourist attractions and increase micro, small, and medium enterprises (MSMEs) based on tourism and creative economy that involve the community. Through the DPUP program, the government seeks to encourage the growth of the tourism and creative economy sectors at the village level, especially in the development of tourist attractions, craft businesses, culinary, and fashion.

## Strengthening Tourism Villages Through Utilization of Tourism Grant Funds

Tourism Grant Fund in the form of DPUP is a government program (Kemenparekraf) for the development of Tourism Villages in Indonesia. The DPUP assistance program that can be spent by tourism villages to support tourism activities is one of the concrete steps of the Ministry of Tourism and Creative Economy for sustainable tourism. Assistance is

provided so that tourism villages are more resilient and useful for strengthening tourism villages, especially creative economy actors. With this program, the government is optimistic that strengthening tourism villages will support economic growth with the increasing movement of tourists to tourism villages.

The government also facilitates a business management strengthening program through financial and business literacy activities provided to the community that focus on preventing tourism village actors from illegal online loans and online gambling which have been very disturbing lately. This activity can also improve the ability of tourism and creative economy business actors in tourism villages to plan and record business finances and manage their businesses better, so that their businesses are bankable or ready to access and obtain capital from financial institutions, both banking and non-banking.

Tourist villages receiving DPUP 2024 received assistance of around IDR 120 million which was spent on supporting equipment for tourism and creative economy business production in the form of tourist attractions, culinary, crafts, and fashion. The DPUP assistance and support can be maximized for the benefit of developing tourism and the creative economy.

The government wants the tourist village program to continue to develop and be sustainable with this DPUP assistance. The government also continues to monitor and evaluate programs in tourist villages related to the use of the assistance provided so that there is an increase, strengthening, and addition of new competencies here.

## CONCLUSION

The conclusion of this study shows that the potential for optimizing tourism grant funds in the form of Tourism and Creative Economy Business Development Support (DPUP) assistance from the Ministry of Tourism and Creative Economy to tourist villages in Indonesia in 2024 in improving the tourism industry in Indonesia consists of (1) Providing tourism grant funds to tourist villages that support the acceleration of Indonesia's economic growth; (2) There is an increase in community involvement in managing tourism grant funds; and (3) Strengthening tourist villages through the utilization of tourism grant funds. The Grant Fund can be optimized for the development of tourism and the creative economy, namely the development of human resources, improving creative economy products, improving destinations, so that tourist visits are of better quality and sustainable.

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