

CHAPTER I

INTRODUCTION

1.1 Background

Tourism development in South Sumatra needs to be developed based on the potential and conditions of the existing region and its uniqueness so that it has value and provides added value to the surrounding environment. One of the ways to develop tourism is by implementing tourism development that can support the progress of a city. In addition, tourism development can contribute to regional income. Based on Law no. 22 of 1999 concerning the implementation of Regional Autonomy, allows each region to develop and explore existing potentials. Local governments are responsible for developing and managing regional tourism potentials that must be developed. Local governments have widely conducted tourism development to develop and preserve the existing tourism potential in the area. Because the tourism sector is currently one of the sectors with a major contribution. The tourism sector is important in its contribution to national income. Besides that, the tourism sector can be an alternative to open new jobs for the community. (Zaenuri & Fridayani, Helen Dian, 2019)

In addition to the city of Palembang, tourism development in South Sumatra is also carried out in the regions, one of which is Ogan Ilir Regency. Tourism in Ogan Ilir Regency includes Seruo Bay, Tanjung Senai Enchantment Bridge, SUPI Beach, and Semambu Island Tourism Village, which prioritizes agriculture as a tourist attraction. Besides Semambu Island Tourism Village, another Tourism Village in Ogan Ilir Regency, Burai Tourism Village, emphasizes water tourism and colorful villages.

The tourist village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that blends with the prevailing procedures and traditions. A rural area with an overall atmosphere that reflects the authenticity of the village, both from the spatial structure, building architecture, and socio-cultural life patterns of the community, and can provide the components of basic tourist needs such as accommodation, food and drinks, souvenirs and tourist attractions (Nuryanti, 1993). The concept of a tourist village is more about community development and empowerment that departs from the potential possessed at the level of a certain area so that the realization of its services by presenting the natural beauty, culture, and customs that exist in the village. Efforts can be made in village development to improve the welfare of the people in the village. This can be seen from the ability

possessed by the village in empowering the community in the village to be independent, innovative, and creative in all aspects of life. That way, a village head's ability to empower the community in the village will certainly impact the level of participation of the village community. One of the village developments that must be planned to improve the community's welfare is to build a tourist village, where a tourist village can be one of the main sources of income for the surrounding community. (Zuhriyati, 2020)

One form of development tourism village that is included in alternative tourism activities where the development process pays attention to the sustainability that exists in the village, such as: traditions, culture, and characteristics. Tourist villages answer the lifestyle needs of today's people and are widely liked. The development of tourist villages managed by local communities, which are essentially local people, is important because local people understand and know more about the village. (Prihasta & Suswanta, 2020)

South Sumatra is one of the provinces in Indonesia which is rich in natural resources. South Sumatra Province has 17 regencies/cities, each with its natural wealth. With good natural resource management, South Sumatra Province can provide welfare for its people. One of the natural potentials in South Sumatra that can be developed is tourism.

Ogan Ilir is one of the districts in South Sumatra Province. Ogan Ilir is a regency that has the potential for developing tourism development. Most of Ogan Ilir Regency's tourism is natural, one of which is the Tanjung Senai tourist attraction area or the Enchantment of Tanjung Senai because of its amazing natural panorama. Referring to the natural and cultural potential that exists in Ogan Ilir Regency, one of the villages that has the potential to be developed in the tourism sector is Burai Village.

Burai Village is a village that is used as a Tourism Village in Ogan Ilir Regency, Burai Tourism Village is a program of the Ogan Ilir Regency government through the Ogan Ilir Regency Tourism Office in collaboration with the private sector and also the Burai Village community. By coordinating between the government, the private sector, and the community, a tourist attraction was formed, namely the Burai Tourism Village, which began to open during Eid al-Fitr on June 15 2018. The purpose of the Burai Tourism Village was to revive and improve the Burai Village residents' economy and position. the community as an important actor in tourism development, building and growing positive attitudes and support from the community as hosts through the realization of the values of Sapta Pesona.

The formation of the Burai tourist village certainly cannot be separated from the potential possessed by Burai Village, especially the natural potential in the form of the *kelakar* river on the outskirts of the village, which is used as a water tourism destination, and also the concept of a colorful village where all buildings include houses, paths and places of worship are painted in various patterns.

Burai Village is one of the villages located in Tanjung Batu District, where Burai Village is surrounded by a river and swamp rich in flora and fauna. Burai Village is one of the 21 villages in Tanjung Batu District, located about 10 km south of Tanjung Batu District. Burai village has an area of about ± 39.52 Km². Burai Village has a population of 2103 people spread over 6 Hamlet areas. The geographical location of Burai Village is in the form of waters and plains, so most of the population make a living as farmers, farm laborers, and fishers (*Monografi Desa Burai*, 2017). However, Burai Village also has the cultural potential of the local community that is still preserved, the Burai Traditional House or Bari House, which is more than 100 years old, Burai tourism icon, photo spots, water attractions, cultural tourism (Beume Dance), handicrafts (songket and purun), agricultural and fishery activities as well as the existence of a special culinary that is processed fish products from the river in Burai Village.

In addition to these tourism sectors achievements, other achievements have been achieved by Burai Village, including the following:

Table 1. 1 Tourism Achievements of Burai Village

No	Achievements
1.	Nominated for the top 50 best tourist villages in the 2021 Indonesian Tourism Village Award (ADWI)
2.	2nd Place in the Anugerah Pesona Indonesia (API) Award 2020 event, as the most popular ecotourism.
3.	The Best Nusantra CSR Award 2019 by La Tofi School of CSR for Program Bu Dewi (Burai Desa Wisata) s

Source: Organized by researcher 2022

The management of Burai Tourism Village is inseparable from the role of Bumdes Darussalam in Burai Village, which initiated the formation of the Burai Indah POKDARWIS (Tourism Awareness Group), the Independent Burai Group as a pioneer of environmentally friendly pond fishers, the formation of the Burai Songket Craft Group and the Purwani Craft Group (Purun Warna-Warni) and Processed Fish Group, which is Pertamina's fostered partner. Burai Village has existed since the Sriwijaya era, as evidenced by the location of the Burai Village area along the outskirts of the Kelekar River, which empties into the Musi River, and the many sacred tombs in Burai Village. In 2016 was the initial initiation of the establishment of the Ecotourism Burai (Bu Eko) and Tourism Village Burai (Bu Dewi) program, in 2017 the construction of supporting facilities and infrastructure for the tourist village or better known as the Colorful Village based on public awareness and also the CSR program of Pertamina EP 2 Prabumulih Field which synergizes with the Regional Government of Ogan Ilir Regency, namely by painting or turning houses into colorful villages. The Mrs. Dewi (Burai Desa Wisata) program has received awards, one of which is The Best Nusantara CSR Awards 2019 by La Tofi School of CSR (Kontan.co.id, 2019). Community-Based Tourism is a tourism concept that can help the community to benefit from the progress of tourism in the region. CBT is a tourism concept in which tourism is managed by the community and for the community by using the concept of community development, the community takes part in planning, managing, and voting in the form of decisions in its development. Three tourism activities CBT concept, namely: exploration and eco-tourism. Empowerment and community development are highly emphasized in the CBT concept, community empowerment and development are the main pillars so that the community can be independent and manage tourism potential in their area together. The CBT concept also refers to the local wisdom of each region, where tourist villages built by applying the CBT concept offer tourism, which has become the region's culture.

The existence of a tourist village is also able to raise the local culture of each region in Indonesia. Thus, both domestic and foreign tourists know every culture that exists in the tourism area that is the destination. This can raise the diversity of Indonesian culture and show that Indonesia is a country that is rich in culture. Therefore, the tourism sector is still one of the factors expected in tourism development. Because it is considered to be able to create income that can protect and preserve culture and the environment and directly touch the local community. (Purnomo, E. P., Fathani, A. T., Setiawan, D., Fadhlurrohman, M. I., & Nugroho, 2021)

The tour packages offered in the tourist village of Burai can be categorized as applying the concept of Community-Based Tourism (CBT), a concept that was born based on the thoughts of the World Bank in the context of poverty alleviation through the tourism sector in 2000 CBT is a tourism development activity carried out entirely by the community. Therefore, activities and management are carried out entirely by the community in a participatory manner, and the local community feels the benefits directly (Dewi Made Hu, Fandeli Chafid, 2013). The concept of community-based tourism will also involve the community in the decision-making process, especially concerning income generation, job opportunities, as well as environmental preservation and local indigenous culture which in turn fosters the identity and pride of the local population that grows as a result of increased tourism activities (Setyaningsih, 2010).

Table 1. 2 Data on the Number of Visitors to Burai Tourism Village in 2021

Month		Week 1	Week 2	Week 3	Week 4	Total
June		100	110	148	150	508
July		114	124	130	111	479
August		110	150	136	142	538
September		90	105	139	150	484
October		100	208	210	223	741
Total						2750

Source: Secondary data by Burai Government Village

Based on the data above, it can be seen that the number of visitors in the tourist village of Burai in the period from June to October amounted to 2750 visitors, from each month the number of visitors has increased, the highest number of visitors occurred in October with 741 visitors, while the least number of visitors occurred in July with a total of 479 visitors. Although, this visitor data collection is carried out by the tour manager who is guarding the parking lot and at the entrance area from the Indralaya direction, in collecting visitor data it is difficult because many tourists

leave their vehicles at the homes of relatives or friends, so this data collection is not so perfect, plus the entrance hall to the tour Burai a lot, so much is not known.

The theory of Community Based Tourism has good affinity in its application to the development of Burai Tourism Village. The thoughts conveyed by the Burai Village Head were not allowing outside investors and prioritizing community empowerment and provincial government assistance. In line with the vision and mission of developing a tourist village, namely optimizing the full potential of Community Resources. This is expected to provide full benefits to the community as an important aspect in the development of Burai Tourism Village. This research using Community Based Tourism theory is also the first research in Burai Village. With this, it encourages the author to choose the theory of Community Based Tourism in this study to assist the government in optimizing the role of the community.

From the observations that have been explained that the Village is very interesting to study and research more deeply, researcher is interested in taking the Burai Village as an object of research with the title “Community Based Tourism Concept for Development Tourism Village. Case Study: Burai Village, Ogan Ilir, South Sumatra”.

1.2 Research Question

Based on the background described above, the main topic of discussion in this study is Community Based Tourism Concept for Development Tourism Village. Case Study: Burai Village, Ogan Ilir, South Sumatra. For further discussion, the formulation of the problem to be studied is as follows:

1. How is the concept of Community Based Tourism (CBT) applied to Development Tourist Villages in Burai Village, Ogan Ilir, South Sumatera?

1.3 Research Purpose

Starting from the formulation of the problem, the objective of this research is:

1. To understand how Community Based Tourism (CBT) is applied to Development Tourist Villages in Burai Village, Ogan Ilir, South Sumatra.

1.4 Benefits of Research

With the achievement of the research objectives mentioned above, it is hoped that the research results can provide both theoretical and practical benefits, namely:

1. Theoretical Benefits

- a) Can provide additional knowledge about Government Science, especially those related to Community Based Tourism Concept for Development Tourism Village. Case Study: Burai Village, Ogan Ilir, South Sumatra.
- b) As a material to expand knowledge and insight for students, about various concepts and theories obtained during lectures compared to real applications.
- c) Providing knowledge to rural communities to optimize the development of tourism village potential by applying the Community Based Tourism (CBT) concept in Burai Village, Ogan Ilir, South Sumatra.

2. Practical Benefits

- a) This research is a reference for the government, especially the Burai Village Government, in developing tourist villages with the Community Based Tourism (CBT) concept.
- b) As information, reference, and additional data and can be used as a reference or study for further studies or future research regarding the development of tourist villages with Community Based Tourism (CBT) concept.
- c) The results of this study can produce outputs in the form of journals and other additional reference articles and can increase knowledge for the readers.

1.5 Literature Review

To facilitate the implementation of the research, a basic guideline is needed, namely a theoretical framework, which functions as the basis and footing for the researcher's thinking, while the theoretical framework that forms the basis of the author's thinking in this study is as follows:

Table 1. 3 The List of Literature Review

No	Writer's Name	Research Title	Research Result
1.	(Sayung & Demak, 2015)	<i>Perencanaan Desa Wisata dengan Pendekatan Konsep Community Based Tourism (CBT) di</i>	The study results explain that the community's involvement as managers is not only at empowering village communities through tourism villages.

		<i>Desa Bedono Kecamatan Sayung, Kabupaten Demak</i>	Therefore, it also maintains the community's economic sustainability by making the village a tourist destination but preserving the existing mangrove ecosystem and preserving religious cultural values that apply in the community.
2.	(Arifin, 2017)	<i>Pendekatan Community Based Tourism dalam Membina Hubungan Komunitas di Kawasan Kota Tua Jakarta</i>	The Jakarta Old Town Area Management Unit is very serious about establishing good relationships with the communities around the Old Jakarta City, this has been proven by the planning of community development programs around the Jakarta Old Town Area. The Kota Tua area management unit is more directly involved and inspects the locations where the communities carry out their activities, by conducting a direct survey of the dining area, they can find out more about the developments that are taking place in the field.
3.	(Rizkianto & Topowijono, 2018)	<i>Penerapan Konsep Community Based Tourism dalam</i>	The application of the Community Based Tourism concept in sustainable tourism tourism

		<p><i>Pengelolaan Daya Tarik Wisata Berkelanjutan (Studi Pada Desa Wisata Bangun, Kecamatan Munjungan, Kabupaten Trenggalek)</i></p>	<p>management, the CBT concept that is applied to achieve sustainable tourism management is applied in the form of local community participation, establishment of tourism village institutions, management of environmentally friendly tourist attractions and the creation of community business activities. Moreover, on the role of relevant stakeholders in the management of sustainable tourist attractions consisting of community groups, government and private parties who have their respective roles to create sustainable management of tourist attractions.</p>
4.	(Sari, 2015)	<p><i>Penerapan Community Based Tourism dalam Pengembangan Pariwisata Berkelanjutan Sebagai Upaya Pemberdayaan Sosial Ekonomi Masyarakat di Desa Taro Kecamatan</i></p>	<p>From an economic point of view, it is already in the development stage towards a better economy, this can create good jobs for the local community, local people's income from homestay rentals. From a social perspective, there is an increase in the quality of life seen from the community's pride and</p>

		<i>Tegallang, Gianyar Bali</i>	awareness to maintain local potential and culture.
5.	(Sumantri, 2019)(Purbasari, 2014)	<i>Strategi Pengembangan Desa Wisata di Kelurahan Jelekong, Kabupaten Bandung</i>	Based on the results of the SWOT analysis, the strategies that can be used in the development of this tourist village are developing and managing the potential of tourism objects, preserving customs, improving accessibility, developing various tourism supporting infrastructure facilities, establishing cooperation with relevant stakeholders and investors, increasing promotions, and involving the community in every stage of tourism village development.
6.	(Purbasari, 2014)	<i>Keberhasilan Community Based Tourism di Desa Wisata Kembangarum, Burai dan Nglanggeran</i>	Each Tourism Village has a different measure of the success of community-based tourism, in this case it will affect the success of the Tourism Village. The existence of a third party role in management that can create very strong tourist attractions to attract visitors and there is also management that is held directly by the community through the management of the tourist village by maintaining traditional management, this tourist

			village can form a tourist attraction created from local wisdom.
7.	(Utomo, 2017)	<i>Strategi Pengembangan Desa Wisata di Kecamatan Karangploso Kabupaten Malang</i>	Based on an analysis of internal and external potential, the appropriate tourism village model to be developed is with the concept/theme “Tourism village with a unique, distinctive and healthy go green perspective based on horticultural excellence.
8.	(Azni & Alfitri, 2020)	<i>The implementation of community-based tourism model in the development of the Semambu Island tourism village, Ogan Ilir Regency, South Sumatera</i>	CBT operations are composed by several principles including recognizing, supporting and promoting community ownership of tourism attraction, involving community members in all development aspects, promoting community pride, improving the quality of life, guarantying environmental sustainability, maintaining the unique character and culture of the local area, promoting cross-cultural learning.
9.	(Prafitri & Damayanti, 2016)	<i>Kapasitas Kelembagaan dalam Pengembangan Desa</i>	The results of the study explain that Ketenger Tourism Village already has the capacity of both

		<i>Wisata (Studi Kasus Desa Wisata Ketenger, Banyumas)</i>	organizational capacity and individual capacity. Organizational capacity will not run effectively if individual capacity does not meet the required capacity, on the contrary individual capacity will not run effectively if it is not supported by organizational capacity.
10.	(Ahsani et al., 2018)	<i>Penerapan Konsep Community Based Tourism (CBT) di Desa Wisata Candirejo Borobudur Mewujudkan Kemandirian Desa</i>	The existence of a positive impact on the application of the CBT concept in Candirejo Tourism Village, namely the economic impact of the application of the CBT concept in this Tourism Village provides job diversification that increases people's income. The social impact can be seen from increased social interaction and community participation. The environmental impact that can be felt is improving the quality and development of public facilities with the help of funds from the Village Cooperative . In meeting the basic needs of the community

11.	(Astuti et al., 2015)	<i>Pengembangan Desa Wisata Berbasis Masyarakat (Community Based Tourism) di Desa Sukajadi Kecamatan Carita</i>	The development of a community-based tourism village in Sukajadi Village based on the potential of tourism objects and the readiness of the community can be done with several strategies, namely designing several tourist facilities, increasing the ability, creativity and competence of the community in village development in accordance with CBT principles that fully involve the community.
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Based on the various studies above, it is known that this study has several subjects in common, namely: Analysis of Community Based Tourism Concept, Development Tourism Village, Role of Community to Development Tourism Village. However, in contrast to previous research, this study examines The Development of Tourism Villages in Burai Villages use Community Based Tourism Concept.

1.6 Theoretical Framework

1.6.1 Community Based Tourism (CBT)

According to Hudson and Timothy in Sunaryo, 2013 Community Based Tourism is an understanding related to the certainty of benefits obtained by the community and the existence of planning assistance efforts that defend local communities and other groups who have an interest or interest in local tourism. Moreover, tourism governance provides a greater control room for realizing the welfare of the local community. In addition, community-based or community-based tourism is closely related to the certainty of active participation from the local community in existing tourism development.

(Suansri, P., & Yeejaw-Haw, 2013) developed 5 principles which are the main aspects in the development of Community Based Tourism (CBT). First, economic principles indicate the emergence of funds for community development, creating jobs in the tourism sector and generating

local people's income. Second, social principles indicate an increase in the quality of life, community pride, a fair division of roles between men and women, young and old generations and a mechanism for strengthening community organizations. Third, cultural principles with indicators encourage people to respect different cultures, encourage the development of cultural exchanges and the existence of a development culture that is closely embedded in local culture. Fourth, environmental principles with indicators of carrying capacity area development, an environmentally friendly waste disposal system and concern about the importance of conservation. Fifth, political principles with indicators that there are efforts to increase participation from residents, there are efforts to increase the power of the wider community and there are mechanisms that guarantee the rights of local communities in natural resource management (SDA).

Community based tourism has a very significant impact on sustainability aspects (social, economic, and environmental). In the social aspect, community-based tourism is proven to provide welfare and satisfaction to the community, increase community empowerment and participation, and provide satisfaction to every tourist who visits. In the economic aspect, community-based tourism can provide real economic impacts, such as local economic development, increasing regional income, and rural development. In addition, with the development of community based tourism, the creation of community business activities such as UMKM and employment opportunities will be opened for the community. On the environmental aspect, community based tourism can preserve the environment, including through the protection of valuable natural assets, management of scarce natural resources, and protection of sensitive environments; Another positive impact on the environment is reducing waste and emissions. (Iman Pribadi et al., 2021)

Community based tourism is developed based on the principle of balance and harmony between stakeholders' interests in tourism development, including the government, the private sector, and the community. Ideally, the principle of community-based tourism development emphasizes tourism development "from the community, by the community, for the community". At every stage of development, starting from planning to monitoring and evaluation, the local community must be actively involved and allowed to participate because the ultimate goal is to improve the community's welfare and quality of life. On the other side, strengthening local institutions' role in developing a tourist village is very important. The planned program is expected

to be implemented properly through community groups related to tourism, such as POKDARWIS (Tourism Awareness Group) and UMKM as supporters.

1.6.2 Community Participation

Community Participation according to (Isbandi, 2007) is the process of identifying problems and potentials in the community, selecting and making decisions about alternative solutions to deal with problems, implementing efforts to overcome problems, and public order in the process of evaluating changes that occur. Community empowerment efforts, in the sense of managing village development, must be built with an orientation to the visual potential, community involvement, and the existence of businesses that lead to the independence of the village community. The participation of the community in the implementation of active development, both in the preparation of implementation plans and in development assessments, is so important as a measure of the community's ability to take the initiative and enjoy the results of the development that has been carried out. In increasing and encouraging the emergence of a participatory attitude, community developers need to understand the real needs felt by individuals and society.

According to (Soetrisno, 1995) provides two definitions of community participation in development: first, people's participation in development as people's support for development plans/projects designed and determined by the planners. The level of people's participation in this definition is measured by the willingness of the people to take responsibility for financing development, both in the form of money and energy in carrying out government development projects. Second, people's participation is a close collaboration between planners and the people, in planning, implementing, preserving and developing the development results that have been achieved. Therefore, the size of the level of people's participation is not only measured by the people's willingness to bear the costs of development, but also by the presence or absence of the people's right to participate in determining the direction and objectives of the project to be built in their area.

Community participation according to Histiraludin (Handayani, 2006) Participation is more on tools so that participation is interpreted as active community involvement in the whole process of activities, as a medium for growing cohesiveness between communities, the community and the government also fosters the growth of a sense of belonging and responsibility in the community. Community participation in tourism consists of two perspectives: community

participation in the decision-making process and participation related to the distribution of benefits received by the community from tourism development. Therefore, there are three main principles in the planning strategy of community-based tourism development or community-based tourism, namely:

- a. Involve community members in decision-making.
- b. There is certainty that local communities will receive benefits from tourism activities.
- c. Tourism education for local communities (Sunaryo, 2013)

1.6.3 Policy Implementation Theory

Van Meter and Van Horn (1975), defines policy implementation, is an action used by individuals, government or private, which is directed to achieve a goal that has been outlined in policy decisions. The second view presupposes that a policy implementation runs linearly from public policy, implementor and policy performance.

Meter and Horn propose a basic model that includes six variables that form the relationship between policy and performance. In this model, the dependent variable is performance, defined as the degree to which the standards and policy objectives are realized.

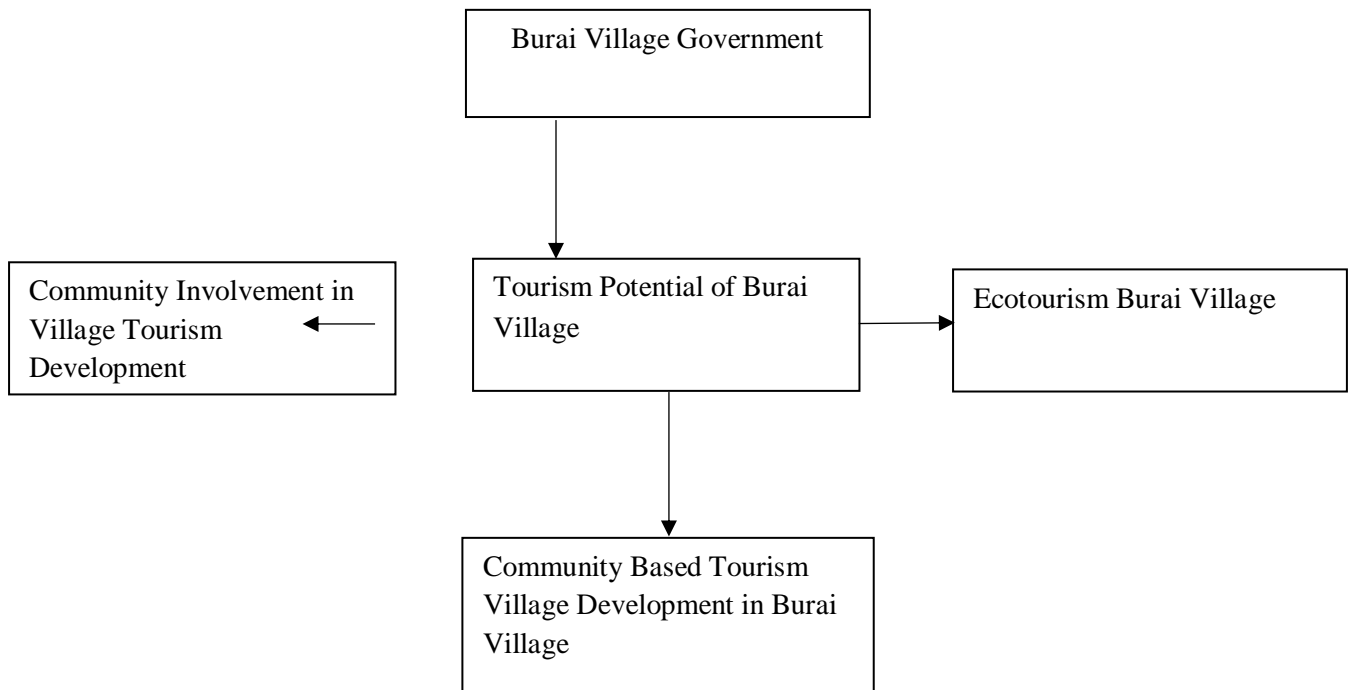
The variables that form the relationship between the policy and the performance are:

- 1) Standards and goals
- 2) Resources
- 3) Characteristics of implementing organizations
- 4) Inter-organizational communication and strengthening activities
- 5) Attitude of implementers
- 6) Economic, social and political conditions

Van Meter and Van Horn policy implementation model The policy implementation approach model formulated by Van Meter and Van Horn is called the policy implementation model. This implementation process is an abstraction process in a policy which is carried out in order to achieve

high policy implementation performance that takes place in relation to various variables. Therefore, this model can indicate that the implementation of the policy can run linearly from political decisions, implementers and performance of public policies.

Figure 1. 1 Framework of Thinking



Source: Organized by researcher 2022

1.7 Conceptual Definition

This study discusses about Community Based Tourism Concept for Development Tourism Village. Case Study: Bur ai Village, Ogan Ilir, South Sumatra and several relevant theories are taken to be used as references in this study:

1. Community Based Tourism (CBT)

Community Based Tourism (Murphy, 1985) is a form of tourism products that are locally articulated and consumed, tourism products and consumers must be visible to residents who are often very aware of the impact of tourism. For this reason, tourism must involve local communities, as part of tourism products, then the industry must also involve local communities in decision making. This is because local people have to bear the

cumulative impact of tourism development and need to have greater input on how the community is packaged and sold as tourism products.

2. Community Participation

Community participation is a right owned by the community to take part in decision making in the stages of the development process, starting from the initial planning, implementation, supervision and environmental preservation. Here, the community is not only the recipient of facilities and benefits but also the subject of sustainable development. (Dewi, M. H., Fandeli, C., & Baiquni, 2013)

1.7.1 Operational Definition

In this study, the focus of operational definitions in research conducted by researchers are:

Table 1. 4 Operational Definition in Research

Variable	Indicator
Role of Community in Community Based Tourism	<ul style="list-style-type: none"> a. Community participation in tourism village development b. Impact of Community-Based Tourism in the development of tourism villages c. Strengthening POKDARWIS as a tourism local community d. Creating small group business or UMKM

Source: Organized by researcher 2022

1.8 Research Method

a. Type of Research

The research conducted is qualitative research with a descriptive approach. According to Kirk and Miller in (Moleong, 2004), qualitative research is a type of social

scientific tradition founded on human observations, both in terms of their environment and language. On the other hand, descriptive research seeks to interpret a circumstance, event, item, or anything else, including variables that may be explained using numbers or words.

This research is located in Burai Village and was compiled based on secondary and primary data. Secondary data is sourced from literature and scientific publications related to the tourism village development. Primary data comes from interviews with the government of Burai Village, POKDARWIS Secretariat, Tourism Object Manager, Head of UMKM, and the local community in the Burai Village. Data collection is done by techniques in the form of interviews with key persons related to research, observation, and documentation.

Using descriptive qualitative methods, it is a Community-Based Tourism Concept for Development Tourism Village. Case Study: Burai Village, Ogan Ilir, South Sumatra. Descriptive research aims to provide a systematic, factual, and accurate description of the facts and characteristics of a particular population. The purpose of descriptive research is to describe the nature of something going on at the time of the study.

b. Research Location

The research will be located at the Tourism Area in Burai Village, Ogan Ilir, South Sumatra.

c. Data Analysis Unit

The area was determined as the unit of analysis in this study is the Burai Tourism Village, Ogan Ilir, South Sumatra with the research subject being the Burai Village Government. The unit of analysis is the application of the concept of Community Based Tourism in the development of Tourism Villages. With the reason that this village has been designated as one of the tourist villages by the Ministry of Tourism which is currently in the process of developing the potential of the tourism village. In this case, community participation is needed in the development of the Burai tourism village in line with the application of the Community Based Tourism concept. It can have a good impact on tourism increase the village's original income for the welfare of the community will examine how is the concept of Community Based Tourism (CBT) applied to Development Tourist Villages in Burai Village, Ogan Researchers Ilir, South Sumatra.

Table 1. 5 List of Agency to Interview

No	Agency	Interviewees	Total
1.	Burai Village Government	1. Head of Burai Village 2. Secretary of Burai Village 3. Head of Finance Affairs	3
2.	POKDARWIS in Burai Village	1. Head of POKDARWIS 2. POKDARWIS Secretariat	2
3.	Tourism Object Manager	Tourism Object Manager	2
3.	Village community leaders.	Head of	3
4.	Village Society	Society in Burai Village	3

Source: Organized by researcher 2022

d. Data Collection Technique

1. Interview

According to (Ronny Hanitijo Soemitro, 1988) interview is a way to obtain information by directly asking the interviewee. Interview is a process of interaction and communication. Interview results are determined by several factors that interact and affect the flow of interviews. Interviews can be conducted with various parties related to research problems and are carried out freely. What is meant by free guided interviews is that the interviewer only makes the main points of the problem to be studied, then in the interview process takes place following the situation, the interviewer must be good at directing the interviewee if it turns out that he deviates (Satori, 2009). The interview used in this study is a semi-structured interview because the interview is quite in-depth.

After all, there is a mix of interviews guided by prepared questions and broader and deeper questions. This interview uses question words that can be changed during the interview, according to the needs and situation of the interview, provided that it does not deviate from the information needed for this research.

In this study, the researcher made a list of interviews with several relevant stakeholders who would later be able to support data collection, namely:

- 1) Village Head or Burai Village Government Apparatus;
- 2) Management of the Burai Tourism Village / Tourism Awareness Group (POKDARWIS);
- 3) Tourism Object Manager;
- 4) Head of UMKM in Burai Village;
- 5) Local Community in Burai Village ; as well as

2. Observation

According to (Satori, 2009) observation is the observation of an object under study either directly or indirectly to obtain data that must be collected in research. In this study, researchers used the direct observation method to Burai Tourism Village. Observations and recordings in this study were carried out on objects at the occurrence or events. In addition, observations were made on Burai tourism objects and community business units that were already running and able to generate profits, namely the handicraft and culinary businesses in the Burai Village area. Temporary data obtained from direct observation by researchers to the Office of the Village Head of Burai Village.

3. Documentation

The documentation method is to find data about things or variables in the form of notes, transcripts, books, and other documents related to research problems (Arikunto S, 2005). Documentation is a search for data in the field in the form of images, archives and other written data. Researchers need to take pictures during the research process to provide real evidence as to field conditions related to problems that exist in society. Archives and other data support existing data from observations or interviews.

e. Type of Data

The types of data that researchers use in this study are primary data and secondary data:

1) Primary Data

Primary data is obtained from original research documents from the actual location of the incident, thus referred to as primary data (Sugiono, 2016). Primary data sources were obtained through a series of individual interviews with resource persons to obtain in-depth data per the researcher's discussion. The completeness of the data obtained by the researcher will affect the quality of the research.

The following are primary data obtained in conducting this research:

Table 1. 6 Primary Data

No	Primary Data	Data Source	Data collection technique
1.	a) The role of the village government in the development of the Burai tourism village b) The form of optimizing the potential of the tourist village of Burai c) Government efforts to encourage community participation in the development of Burai tourism village d) The impact of community	Burai Village Government	In-Depth Interview

	<p>participation on the development of Burai tourism village</p> <p>e) Burai tourism village financial report</p>		
3.	<p>a) The impact of community participation on the development of Burai tourism village.</p> <p>b) The form of increasing village tourism potential.</p> <p>c) Responded about participants for developing the potential Burai Tourism Village and suggestions.</p>	POKDARWIS in Burai Village.	In-Depth Interview
	<p>a) The positive impact of UMKM participation in the development of the Burai tourism village</p> <p>b) The role of UMKM in developing the potential of the Burai tourism village.</p>	Head of UMKM in Burai Village	In-Depth Interview

4.	1. Responded about participants for developing the potential Burai Tourism Village and suggestions.	Village Society	In-Depth Interview
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Source: Organized by researcher 2022

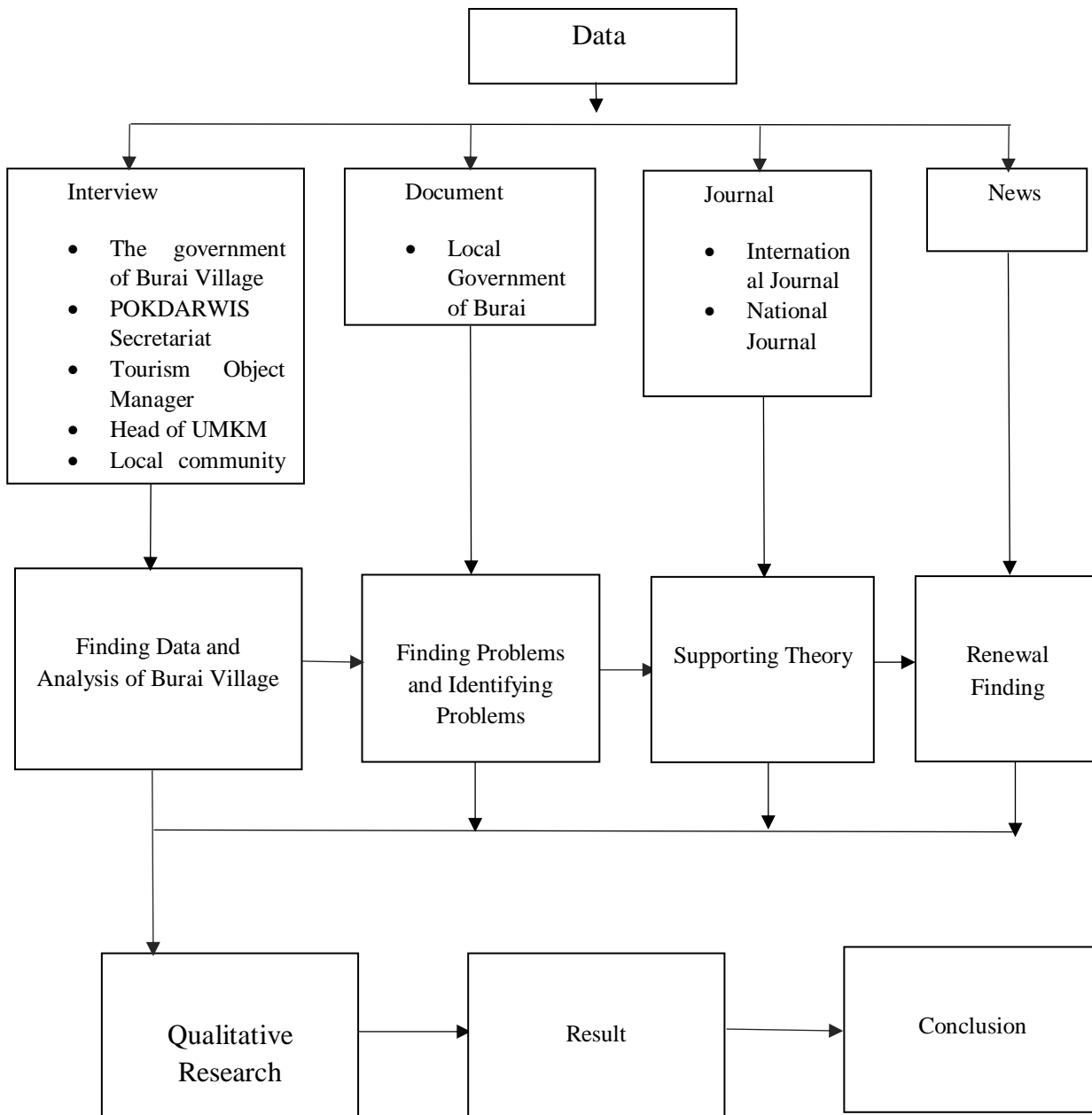
2) Secondary Data

Secondary data is accumulated from sources in the form of readings or literature and various other data sources. Secondary data can be in the form of magazines, bulletins, publications from related organizations or institutions, besides that it can also be in the form of embeds from official bodies such as study results, theses and others. (Sugiono, 2014). In addition, secondary data from this study were obtained from documents obtained from the internet, as well as from books, journals, reports, archives that correlated with research, and related documents of participants community in Burai Tourism Village.

f. Data Analysis Technique

According to (Sugiono, 2016) by looking up information, data analysis technique symmetrically defined as the responsibility obtained from interviews, field notes, and documentation, by categorizing data, describing data into units, synthesizing, organizing data into a pattern of choosing which essential and that will be studied, and making conclusions that are easily understood by themselves and others. In qualitative research the data collected through interviews and observation data collection techniques. Data analysis in qualitative research has been carried out since the beginning of the pre-research activity and ends until the end of the study. This is expected to create consistency in comprehensive data analysis. Since qualitative research is descriptive, it uses philosophical data analysis and develops inductive analysis logic to explain the case or phenomenon under study in detail. Inductive data analysis is when conclusions are drawn from individual facts and then extrapolated to the whole.

Figure 1. 2 Data Analysis Technique



Source: Organized by researcher 2022

The following steps to analyze the data in this study are as follows:.

a. Data Collection

In this study, data were obtained from the government of Burai Village, POKDARWIS Secretariat, Tourism Object Manager, Head of UMKM, and local community in the Burai Village. The data needed is information related to the form of community participation in the development of tourist villages, the impact felt by the community and village government in applying the CBT concept. This information will later be considered in assessing whether applying the Community Based Tourism concept can increase community participation in the development of the Burai tourism village. Thus, it is hoped that accurate data will be obtained to strengthen this study's results.

b. Data Reduction

In this study, the author reduces and combines the data obtained from previous research sources, interviews, observations, and supporting documents contained in the Burai Village. The data information that has been collected will be selected and then selected valid and appropriate data as needed as a result of the analysis. The author carries out this reduction continuously to reach a conclusion that can be proven true.

c. Data Presentation

In this study, the presentation of the data aims to make it easier for the author to see the results of the research which are the results of observations and interviews with the government of Burai Village, Secretariat of POKDARWIS, Tourism Object Manager, Head of UMKM, and local community in the Burai Village. Thus, an overview of the research results can be concluded.

d. Drawing Conclusion

Drawing conclusions is the last stage in the research where the author describes the meaning to be conveyed based on the data obtained through the interview and observation process. The final stage in data analysis will produce a detailed description of the concept of Community Based Tourism (CBT) applied to Development Tourist Villages in Burai Village and whether the impact of using the Community Based Tourism concept in the development of the Burai Tourism Village.