

Management of Social Culture Development of Community Village Bobanehena Tourism, North Halmahera District

Nurlaila

Fakultas Ekonomi dan Bisnis Universitas Khairun
Jl. Yusuf Abdulrahman, Gambesi, Ternate 97719, Indonesia
Correspondence Email: lela_fekon@yahoo.com

ABSTRACT

Tourism Village is a place that has certain characteristics and values that can be a special attraction for tourists with an interest in rural life. This shows that the main attraction of a tourist village is the unique life of the villagers and cannot be found in urban areas, for example showing the unique socio-cultural characteristics of the community. The purpose of this research is to find out that there is a socio-cultural development of the Bobanehena village community in advancing the tourism village. By using descriptive qualitative analysis methods can provide an objective picture of the actual state of the object being investigated. The results obtained are that the community's isorganization and perception of tourists are still weak, so that it affects the support and participation of the community in promoting tourism villages. The community does not yet understand the support that must be given in the progress and development of the Bobanehena tourism village.

Keywords: Development, Management, Socio-Culture, Tourism Village

INTRODUCTION

Tourism is one of the sectors that has high priority in development in various countries. One of the tourism sectors in Indonesia, especially the North Maluku Province, to be precise in West Halmahera Regency, is the Bobanehena Tourism Village. A tourist village is a village that has several special characteristics to become a tourist destination. In building a tourist village that must be considered is its management, both human and financial resources. Management is defined as a series of jobs or efforts carried out by a group of people to carry out a series of work in order to achieve certain goals.

The rural area is defined as an area that includes the sea, land and mountains which are still classified as natural with green trees and the splashing of birds and sea waves on the beach, this is still visible in the rural atmosphere compared to the magnificent blooming buildings. The socio-culture of rural communities is also thick with togetherness and mutual cooperation. Bobanehena Village is located in Jailolo sub-district, West Halmahera Regency, with an area code of 82.01.01 North Maluku Province. Total population of 1989 people and 464 households (Statistical data for 2018). The livelihoods of the local community are farmers and fishermen, a small part of the community's work, namely civil servants (PNS). The characteristics of the Bobanehena tourism village community which is located in West Halmahera Regency with one of the characteristics of life that are very dependent on agricultural and marine products and serve as their main source of income. The village community has a

relatively low level of education, and the environment in which they live is also relatively simple.

The beauty of the sea and the enchanting mountain scenery make local people have the desire to build tourist spots. The existence of the people in Bobanehen village who are still thick with family culture can change their mindset and have the desire to advance their village so that the tourism village appears. This requires a process from year to year. The social life of the community, especially youth, when there is no bobanehena tourism village, youth with a fairly severe level of vulnerability, village youth are still thick with their penchant for drinking alcohol and fighting between residents. Economic life does not support them in fulfilling their needs because the majority of them have temporary jobs. Some residents choose to be farmers but do not have gardens in their own areas.

Over time the creative ideas of the local community, especially the idea of youth, to create a village location as a tourist village, which is currently known as the Bobanehena tourist village. Many visitors come to the tourist village. The idea of this youth received support from the West Halmahera Government. West Halmahera Island tourism development policy is based on sustainable development which is in line with the direction of tourism development at the national level, namely with the aim of improving the quality of people, culture and the environment. In the RIPP in the North Maluku region (2007), one of the areas that was prioritized was related to the development of tourism in West Halmahera, precisely in Jailolo District, namely in the Bobanehena location. The location of bobanehena has a historical value that can be perpetuated by tourists, this tourist attraction emphasizes the diversity of local culinary specialists, this location is unique because it is combined with the beauty of the sea to be used as snorkeling and beautiful mountains and can be reached for both local and foreign tourists.

The existence of the tourist village Bobanehena since 2017 has experienced ups and downs in developing the tourist village. Local people who are housewives and do not have a job have finally switched as traders in the tourist village location. With the advancement of tourist facilities and the increasing number of visitors who come because there are beautiful beaches and hot tubs to be used as a place to soak. There should have been developments with their own innovations by the local community to be able to present different regional potentials from the others.

Bobanehena tourism village has natural and socio-cultural potential to be able to attract tourists to visit more, but there are still shortcomings, namely human resources that are still limited in terms of quality and quantity, there is still no full awareness of community participation in the development of tourism villages. The bobanehena village community is known for its exclusive social relations between villagers that should be used as the main social capital to increasingly attract tourists to visit, it is necessary to apply development management to the socio-cultural life of the community in advancing future tourism villages that are innovative. Bobanehena Tourism Village with socio-cultural potential which is still strong but has not been utilized optimally to improve community welfare. The development of a tourist village as a source of being able to provide welfare for the community has not been fully realized by community members. With the natural potential of the village of bobanehena, if it can be managed properly for the development of the progress of the tourism village by the community and supported by the local government, the tourism village of bobanehena will be

increasingly known by both local and international tourists. Village community development needs to be continuously improved. With the development of tourism, especially tourist villages, it is hoped that it can be used as an effort to empower local communities to be more advanced and independent.

Society is a collection of individuals who gather in a place that has the same goal and then each individual carries out their respective functions to achieve a common goal that has been agreed upon. In a society, it is inhabited by people who have different characteristics. Like Indonesia, which has many different ethnic groups, races and cultures, and of course this will create different characteristics. In essence, humans are social creatures who cannot live alone. In his life, he always needs the participation of other people. Therefore, humans have a desire to always be in touch with other people. In relation to the world of tourism, this human being is an important factor in implementing the tourism sector (Zubaidi; 2007).

(Soekadijo: 2000) stated that tourism is a human social symptom to connect with other people. The development of the tourism sector needs to be done continuously. This is done so that the existence of tourism activities can encourage the community to be active in development to achieve the desired welfare goals. The development of the tourism sector is an activity that explores all the potential of tourism, which includes natural and human resources which, when combined and managed properly, will provide benefits to both. It can be said that tourism activities are activities that involve the community. From an organizational and trafficked standpoint for a developing society, the tourism industry is a means of development, an agent of change. So, it can be said that through tourism the community can make changes. Communities who were previously marginalized, are less empowered after there is an effort to develop tourism in this study, this is that the tourism village becomes more empowered by their involvement in the management and activities of the tourism village. Of course, this will create a more developed and independent society. In developing a tourist village, the community must have a clear attitude about their desire to increase the quality of life.

Tourism Village Development

Development comes from the verb "develop" which means to blossom open, to make big, to make progress. In this case, development is creating or holding or arranging something that doesn't or already exists. A tourism village is a village that has the potential for uniqueness and distinctive tourist attraction, both in the form of environmental and rural physical characteristics as well as social and cultural life which is managed and packaged in an attractive and natural manner with the development of supporting facilities for tourism, in a harmonious environmental system and management well and planned so that they are ready to receive and mobilize tourist visits to the village, and are able to drive economic tourism activities that can improve the welfare and empowerment of local communities. The development of tourist destinations is one way to make the environment more advanced, good, and useful for all groups. Suwanto (2009: 74) argues that there are several forms of tourism products that have the potential to be developed, namely cultural tourism, ecotourism, marine tourism, adventure tourism, agrotourism, rural tourism (village tourism), culinary tourism, and spiritual tourism

Definition of Society

Society is a number of people who are a unitary group that is in constant contact and has the same interests. As; School, family, association, State all are society. Another

definition of society is also one of the social units of the social system, or the unity of human life. The English term is society, while the community itself comes from the Arabic language, namely "Syakara" which means participation or participation, the Arabic word for society means associating with each other in the scientific term interacting. In sociology, we know that there are two kinds of society, namely the community community and the community community. Community members have a personal relationship between members which creates an inner bond between them.

The patambayan community has a self-interested relationship between its members. According to Mc Clever, society is a system of habits and procedures of authority and cooperation between various groups, various groups and monitoring behavior and individual (human) freedoms. This ever-changing whole is what is called society. Society is a fabric of social relations and society is always changing. (Soemardjan; 1964) argues that people are people who live together which produces culture.

Characteristics of Society

The characteristics of society are as follows:

- a. People are people who live in groups. This group will later form a society. They recognize each other and are interdependent. social unity is the manifestation of this human relationship. A human being cannot continue his life without depending on other humans
- b. Society is what gives birth to culture in the concept that there is no society, there is no culture, and vice versa. It is society that will give birth to culture and that culture is also inherited from generation to generation through various processes of adjustment.
- c. The community is that which is experiencing change. As happened in the culture of the community, it has also undergone changes. A change that occurs due to factors originating from within the community itself.
- d. People are people who interact. One of the manifestations of society is the existence of relationships and cooperation among experts and this will lead to interaction. This interaction may take effect verbally or not and communication applies when people meet one another.
- e. There is leadership. In this case the leader consists of the head of the family, the head of the village, the head of the state, and so on. In an early Malay society the leadership was closed, this was due to the election based on heredity.
- f. The existence of social stratification. Social stratification, namely putting a person in a position and also the role he must play in society.

Definition of Village

In Law Number 32 of 2004, it is stated that the definition of a village is a legal community unit that has territorial borders, which is authorized to regulate and manage the interests of the local community, based on local origins and customs which are recognized and respected in the government system of the Republic of Indonesia. Meanwhile, the definition of village according to several experts:

- a. Bintaro (1983): The village is the embodiment or the geographical, social, economic, political and cultural terms that exist in that place (an area), in relation to and its mutual influence with other regions
- b Paul (2007): The village is a population of less than 2,500 people, with the following characteristics:
 - 1) Having a social life that knows each other between thousands of souls. Law Number 90 of 1990 and Law Number 32 of 2004

- 2) There is a common affinity for liking to habits.
- 3) The way of doing business (economy) is the most common agrarian which is highly influenced by nature such as: climate, natural conditions, natural resources, while non-agricultural work is part-time.

Definition of Tourism

According to (Soetomo; 1994), which is based on the provisions of WATA (World Association of Travel Agents), a tour is a tour of more than three days, organized by a travel office in the city and the program includes sightseeing in various places or city both inside and outside the country. So that in this understanding it can be concluded that the notion of tourism emphasizes the activities carried out by tourists in a tourism trip. In a tour, tourists visit a historical tourism place, so that tourists can be said to have carried out historical tourism activities. In the sense that the activity is done is to enjoy historical objects. This is a description of activities in a tourism trip. Where activities in tourism are very much determined by the interest of the tourists themselves. Not only determined by tourist interest but based on available tourism resources. Therefore, there are many terms of historical tourism, cultural tourism, nature tourism, educational tourism and other types of tourism. Tourism has characteristics including:

- a. It is temporary, in the short term the tourist will return to their place of origin.
- b. It involves tourism components, such as means of transportation, accommodation, restaurants, tourist objects, souvenirs and others.
- c. Generally done by visiting tourist objects and also tourist attractions.
- d. Have a specific purpose that is basically to get pleasure.
- e. Not to make a living at the destination, even its existence can contribute to income for the community or area visited (Suyitno, 2001).

Definition of Tourism Village

Tourism Village is a place that has certain characteristics and values that can be a special attraction for tourists with a special interest in rural life. This shows that the main attraction of a tourist village is the unique life of the villagers and cannot be found in urban areas. The tourism village is more about utilizing the natural wealth in the village and showing the activities or activities that exist in a village, for example in the agriculture, fishery and so on. Adopted from the web http://www.academia.edu/6423956/Buku_Pedoman_Umum_Desa_Wisata (accessed on 23 May 2017), while according to the Regulation of the Minister of Culture and Tourism Number: KM.18 / HM.001 / MKP / 2011 concerning Guidelines for Independent Community Empowerment Programs (PNPM) Mandiri Pariwisata states that a tourism village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that integrates with the prevailing procedures and traditions. So, a tourism village can be defined as a village that has tourism potential and has supporting facilities that are presented in a structure of community life that is integrated with tradition.

RESEARCH METHOD

Research Approach

The author takes a qualitative approach because of several considerations, namely being flexible, not too detailed in defining a concept, and providing possibilities for changes when more basic, interesting, and unique meaningful facts are found in the field.

Types of research

This type of research is a descriptive qualitative research, which is limited to an effort to reveal a problem or state of an event as it is based on visible facts, so that it is merely to reveal facts (fact finding), the results of the study are emphasized on providing an objective picture about the actual state of the object being investigated, but to get a wider benefit, usually in this type of research, various interpretations are also carried out. The main characteristics of descriptive research are: Focusing attention on problems that exist at the time of the research (currently) or problems that are actual. Describe the facts about the problem under investigation as they are, accompanied by a rational interpretation. So, in this paper the author chooses a qualitative approach hoping to obtain more in-depth and accurate information regarding the life of the Bobanehena community in the development of a tourist village, and the author also hopes to see firsthand the activities of the Bobanehena Village community in developing a Tourism Village through various programs that are run.

Observation

Observation is an activity to directly observe the object under study by recording everything that can be used as data or material for analysis. The method used by researchers is non-participant observer, meaning that researchers do not participate directly in activities that have been implemented. In this case, we can see forms of community participation through the development of tourist villages.

Documentation

Documentation is just another name for written analysis or analysis of the visual content of a document. Books, texts, essays, newspapers, novels, articles, magazines, recipe books, political speeches, advertisements, real pictures, and the content of almost any type of visual communication can be analyzed in many ways. In this technique the writer tries to obtain documentation related to collecting photos, village profiles, and studying archives.

Informant Selection Techniques

Informant Selection Technique In accordance with the characteristics of qualitative research, the informant selection technique used in this study was purposive sampling method. Purposive Sampling is a sample that is selected because of considerations to suit the objectives of the researcher. Here not all respondents can become informants, it must be adjusted to the needs of the researcher. Therefore, the researcher took respondents to be interviewed first, the Bobanehena Village Head, the head of the pokdarus business group, the local community at the Bobanehena tourist location.

Data Validity

Data Validity That is a data checking technique that uses something other than the data for checking or comparing the data. This will be achieved by comparing the data from public interviews with what was said in private and related documents. **Data Analysis** In qualitative research data can be obtained from various sources, using various data collection techniques (triangulation), and carried out continuously until the data is saturated. Based on the foregoing, it can be argued that analysis means describing or separating, analyzing data means parsing the data or explaining the data then drawing the meanings and conclusions. Data that has been successfully collected and classified systematically are then analyzed using qualitative methods, namely systematically describing the data stored in accordance with the reality in the field.

RESULTS AND DISCUSSION

1. Characteristics of informants

There were 5 informants in this study, namely Iswan (Head of Bobanehena Village), Sofyan Labuha (Chairman of the Pokdarwis Business Awareness Group), Suhaimi Ali (Trader), H. Nifa Abdullah (Trader), Tati Bddulgani (trader), Furthermore, the characteristics of these informants will be described through a table of informants' characteristics summary.

Table. Characteristics of Informants

Number	Initials	Origin	Age	Education	Gender
1	Is	Bobanahena Jailolo	43	Paket C	Man
2	SL	Bobanahena Jailolo	40	S1	Man
3	SA	Bobanahena Jailolo	34	SMA	Woman
4	NA	Bobanahena Jailolo	42	SMP	Woman
5	TB	Bobanahena Jailolo	39	SMA	Woman

Informant Interviews

Interviews were conducted with 5 (five) informants at the research location, namely in Bobanahena Tourism Village, Jailolo Halmahera Barat District. Of the 5 (five) key informants, namely the Village Head who was appointed in 2015. Is is a native of Bobanahena Village. Before becoming the head of Is village, he was the head of the pokdarwis group, which was aware of Wisata from 2013, that year he initiated the idea of building the Bobanahena Tourism Beach but with limited conditions. four (4) others, namely: the head of the Pokdarwis Group is aware of the tourism of Bobanahena Village which has been appointed since 2017 and 3 (three) informants are traders at tourist sites, 1 (one) informant is the seller of entrance tickets, 1 (one) informant is an officer cleaning service. To get research information, make visits directly to the location and see the condition of visitors from working hours and holidays, this is intended to conduct triangulation (data validation). Strengthening the substance of the data is done through the results of interviews and direct observations, the data of the results of this study are described based on the focus of the research questions as follows:

Informant Interview Is

Informant Is said that before the beach tourism did not have a permanent job, it was only odd jobs and fishermen, with the idea of forming a pokdarwis association in the form of a tourism awareness group, and was chosen as the leader of the group with togetherness built with the local community to form a tourist spot then promoted as head of Bobanehena Village. As village head, Is admits that the human resources in his village are still very limited in terms of quality. The education that is owned by Bobanehena villagers is that on average they drop out of school, among them they

prefer to work as farmers, fishermen and even some as manual laborers (coolies). Is also said that in the development of this tourist village, it requires a lot of struggle, not all of the villagers who provide support even had a commotion between them, so it took an extraordinary struggle so that until now the community's participation was still not optimal in advancing the tourism village as a tourism field can be known by the wider community. The customs or traditions owned by the Bobanehena people are still committed to seatorang customs. This is different from the villages in Jailolo sub-district where the thick seatorang custom has begun to fade when compared to Boanehena village.

SL Informal Interview

The types of work before and after the existence of the tourist attractions in Bobanehena Village, side jobs, and jobs have guaranteed economic conditions. The SL informants are civil servants at the Jailolo District Health Office and were chosen as the head of the pokdarwis group of tourism awareness in 2014 to date. Before becoming the head of Pokdarwis, SL was the secretary of Pokdarwis and the chairman was the current Head of Bobanehena Village. SL said the level of education of the Bobanehena village community is still low, so that it affects their understanding of the importance of something like village progress with the existence of this tourist village. The customs or traditions that the Bobanehena people have from the past until now are still thick with seatorang customs. This custom is what is still being maintained by the community shop so that the community will keep and preserve it.

SA Informant Interview

Sa is a housewife who works as a traditional rice seller and sometimes sells at tourist sites. She also admits that her last education was a high school graduate but did not have an understanding and knowledge of the development of a tourist village. Sa admitted that the socio-cultural life in the form of harmonious cooperation between fellow residents is still strong, but their participation in the progress of tourism village activities is not there. Customs or traditions that are owned by the Bobanehena community according to Ibu SA, namely seaotorang custom. Bobanehena villagers still have a mutual cooperation, which easily respects the elderly.

NA Informant Interview

NA is only a housewife who is waiting for her husband's income as an annual farmer and also a fisherman as a side job. NA and her husband, who graduated from junior high school, admit that they do not have an understanding and know how to develop the tourism village of Bobanehena, they do not have a role in supporting the progress of the tourism village. Had doubted the existence of this tourist village and never imagined that in Bobanehena village there would be a tourist village. The custom or tradition that is owned by the Bobanehena community is the seaotorang custom. The tradition of togetherness and still mutual respect between fellow citizens. Bobanehena community if someone is grieving or has a degree, all people will gather to help each other.

TB Informant Interviews

TB is a housewife with a high school graduate who admits that she does not understand how to develop a tourism village. His participation so far has only been to attend meetings held by the head of the Adat village or the tradition of the Bobanehena community, namely the seatorang tradition. The people of Bobanehena still cooperate

with each other if there is celebration and grief by residents, togetherness is still visible today.

Limited Human Resources in terms of quality and quantity make the community's limited understanding of the development of Bobanehena Tourism Village

Economic theory says that breaking the chain of poverty circles can be done by increasing the skills of human resources, increasing investment capital, and developing technology (www.scribd.com). Amidi conducted research in 2008 on village empowerment and improving the quality of human resources in an effort to eliminate poverty. The result is that policies that must become a priority in poverty alleviation are improving the quality of human resources, and empowering villages, which is no less important is changing mental attitudes among our people who are lazy and don't want to work hard.

After collecting data through questionnaires and in-depth interviews, several indicators of the quality of human resources (HR) will be analyzed based on the conditions of Bobanehena Village. The results obtained can be described as follows; (a) intelligence. This indicator is assessed based on the education level of the head of the family, and the highest level of education of family members in the household, where the education level of the Bobanehena village community is on average at junior high school, some even drop out of school, a small proportion of them graduate from secondary school. on.

Five informants who were sampled as respondents in this study illustrate that there is no understanding and ignorance of how to provide support in the development of the tourist village of Bobanehena to become a tourism village that is better known by the wider community. So far, the tourist village of Bobanehena has been visited by local and foreign tourists if there are activities or visits by the West Halmahera government while in North Ualuku Province itself there are various other Halmahera islands which already have tourist attractions and are widely known, for example on Morotai Island, Hiri Island and even Maitara Island which has made the island of tourism with a very easy age but is well known. This of course requires support in the form of a firm commitment from the local community and from the government.

There is no community participation in the Tourism Village Development Activities

Tourism Village is a place that has certain characteristics and values that can be a special attraction for tourists with a special interest in rural life. This shows that the main attraction of a tourist village is the unique life of the villagers and cannot be found in urban areas. The tourism village is more about utilizing the natural wealth in the village and demonstrating the activities or activities that exist in a village, for example in the agricultural, cultural and so on. Meanwhile, according to the Regulation of the Minister of Culture and Tourism Number: KM.18 / HM.001 / MKP / 2011 Regarding the Guidelines for the Independent Tourism Community Empowerment Program (PNPM), it states that a tourism village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that integrates with prevailing customs and traditions. So a tourism village can be defined as a village that has tourism potential and has supporting facilities that are presented in a structure of community life that is integrated with tradition.

The results of the study found that the awareness of the bobanehena village community in supporting the progress of tourism village development was not visible, even some residents had negative thinking about the existence of these tourist locations. Their understanding of tourist locations will describe the same as tourist locations in metropolitan cities where there are tourist visits who will commit immoral acts, actions prohibited by Islam. This is because the majority of Bobanehena villagers adhere to Islam, this is what the Bobanehena Village Head expressed.

Management of Community Social and Cultural Life Development in the Development of Innovative Tourism Villages

The existence of the Bobanehena tourist village which was earlier compared to the tourist villages on Hiri Island and Maitara Island should have received serious attention from the community by displaying the uniqueness of its socio-cultural life, this is one way of developing the tourism village. With the development of the tourist village bobanehena by local tourists. National and international can make

The progress of the village, providing jobs, increasing the existence of existing cultures, increasing the standard of living of the Bobanehena village community due to education and technology, however, since 2015 the tourism village bobanehena has been formed by a group of pokdarwis youths (business conscious group) who were chaired by Pak Is. who now serves as the village head is still experiencing tremendous obstacles due to the lack of support from the local community, and had stopped developing tourism village activities and resumed in 2017 until now. According to the five informants, local government support for tourism village development already exists, but there has been no understanding from the government or related institutions on how the village community provides support and displays something different, for example according to the characteristics of the village which is famous for its social cultural diversity, which makes it potential In the development of the tourism village, there is not yet a weak community perception and organization of tourists.

CONCLUSIONS

The village development process and community welfare are the joint responsibility of the Bobanehena Village community. Tourism village development activities do not only rely on the POKDARWIS group as the initiators of the bobanehena tourism village, but need support from the community and government. One of the roles of the government, apart from program assistance and development funds, requires the application of non-formal education to the local community in increasing education related to the importance and ways of presenting the cultural characteristics of rural communities.

REFERENCES

- Bintaro, R 1983, interaksi Desa-Kota dan Permasalahannya, Ghalia Indonesia Yogyakarta
- Paul H. Landis. 2007. Tata Desa. Bandung: Mandar Maju.
- Soekadijo. R. G, 2000. Anatomi Pariwisata, Memahami Pariwisata Sebagai Sistematis Lingkage. Jakarta: Gramedia Pustaka Utama
- Soetomo, Anton. 1994. Pendidikan Kepariwisata. Solo: Aneka
- Soemardjan, Selo & Soelaeman, S. (1964). Setangkai Bunga Sosiologi. Jakarta: Lembaga FE-UI.
- Suwartoro, Gamal. 2009. Dasar-dasar Pariwisata. Penerbit Andi Yogyakarta

Suyitno, 2001, *Perencanaan Wisata*, Yogyakarta: Kanisius
Zubaidi. 2007. *Wacana Pembangunan Alternatif: Ragam Perspektif Pembangunan dan
Pemberdayaan Masyarakat*, Jakarta: Ar Ruzz Media
UU Nomor 32 Tahun 2004 Tentang Pemerintahan Daerah