

## **The Role Of Stakeholders In The Development Of Grogol Tourism Village (Case Study: Grogol Tourism Village, Seyegan, Sleman District , DI Yogyakarta)**

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### **Abstract**

**Purpose:** The Special Region of Yogyakarta (DIY) was determined by the Ministry of Tourism and Creative Economy in 2023 to have the highest number of tourist villages at number 9, namely 168 tourist villages which of course have a lot of interesting tourist attractions and are almost never empty of tourists. One of the tourist villages that continues to develop every year in DI Yogyakarta, especially Sleman Regency, is the Grogol tourist village. In the process of developing the Grogol tourist village, there needs to be a role for stakeholders involved so that the development can run well. The aim of this research is to determine the role of stakeholders in the development of the Grogol tourist village and the factors that influence stakeholders in the development of the Grogol tourist village which is analyzed using the Mathis stakeholder role model.

**Methods:** This research uses descriptive qualitative methods with data collection techniques through observation, interviews and documentation.

**Result:** The results of this research show the role of the government as a regulator which issues two laws and regulations regarding tourist villages; planning using a local characteristics approach and USP in each area; training and communication forums are already underway; lack of effective supervision; Providing infrastructure by providing physical and non-physical assistance. Then the role of the private sector in planning and implementing has been running well even though there is no official involvement with the private company. Furthermore, the role of the community, especially managers or administrators, at each stage of planning and implementation has been running well and significantly, but is often hampered by a lack of human resources; supervision is carried out after each activity and at monthly meetings; and utilization of the proceeds from increased financial resources provides direct benefits to surrounding communities. The advice that can be given is to consider the dynamics of collaboration and conflict in it to support the development of the Grogol tourist village effectively and progressively.

**Keywords :** *Stakeholders, Development, Tourism Village*

### **Introduction**

Tourist villages are a form of tourism that emphasizes the natural beauty of a village. This is widely used in a number of countries, including Indonesia, to attract tourists who want to visit their region. Indonesia continues to strive to increase local wisdom tourism. This is proven by the increase in the number of tourist villages in Indonesia. According to (Risanti, 2023) It is written that in 2023 there will be 4,674 tourist villages in Indonesia. This number increased by 36.7% compared to the previous year's 3,419 tourist villages. Yogyakarta Special Region (DIY) is the least visited by tourists on the island of Java, because it is influenced by several factors. According to the Central Statistics Agency (BPS), it records Special Regions Yogyakarta (DIY) is the poorest province on the island

of Java as of September 2022. Yogyakarta City Government data also records the average value of expenditure spent traveler in Yogyakarta City, almost IDR 1.9 million per tourist. However, BPS reported that the percentage of poor people in DIY in September reached 11.49 percent (Ninis Chairunnisa, 2023). Therefore, DIY must continue to develop tourist areas. Because of course it will have a significant impact on the economic growth of society.

**Table 1 Number of Regency/City Tourism Villages in DI Yogyakarta in 2022**

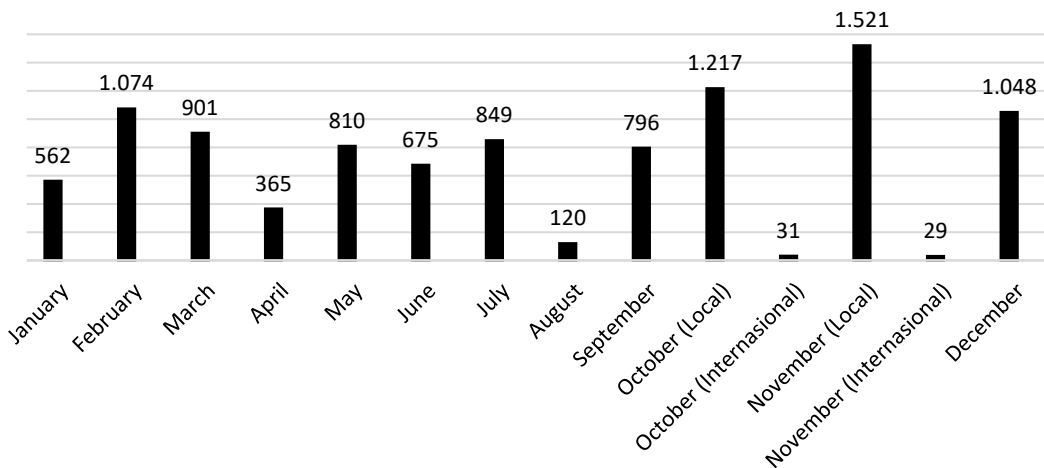
The Special Region of Yogyakarta (DIY) has five districts/cities spread out and of course has a variety of interesting tourist attractions. The following are the number of tourist attractions in DIY Regency/City:

<b>Regency/City</b>	<b>Number of Tours</b>
<b>Sleman</b>	<b>41 Tourism</b>
<b>Bantul</b>	38 Tourism
<b>Gunung Kidul</b>	42 Tourism
<b>Kulon Progo</b>	44 Tourism
<b>Yogyakarta City</b>	26 Tourism

(Source: Solopos Jogja (Ridha Rosliana, 2023))

According to the recap of the classification of tourist villages, the Sleman Regency Tourism Office is currently carrying out an update which, as is known, has 80 tourist villages. Consisting of 12 independent tourism villages, 17 developed tourism villages, 18 developing tourism villages and 33 pioneer tourism villages (Sleman, 2022). One of the tourist villages that continues to develop every year in Sleman Regency is the Grogol Tourism Village. With all the available resources, this tourist village continues to take advantage of these advantages to be able to continue developing the tourist village it manages. For the last 11 years, the Grogol tourist village has emphasized the introduction and preservation of activities based on Javanese culture, such as the many artists who come from the village, jathilan, wayang orang, there are several dance studios, etc. Grogol Tourism has won quite a lot of awards at both district and national levels, as evidenced by the many awards received to date. And it can be said that Grogol tourism is a successful tourist village because it won one of the categories "Best DIY Tourism Village in 2023". The following is graphic data on the number of visitors to the Grogol tourist village in 2023:

### Number of Visitors to Grogol Tourism Village in 2023 (Local & International)



(Source: Grogol Tourism Village Manager, Bu Esthi)

**Graph 1 Number of Visitors to Grogol Tourism Village in 2023**

The survival of the Grogol tourist village to this day cannot be separated from the role of stakeholders involved in developing the tourist village. Grogol tourism is managed by three actors who play an important role in its management, namely the government, the private sector and the local community. However, there are several community roles that are less than optimal, due to the lack of youth's role in developing the Grogol tourist village. Most of the people involved in developing the Grogol tourist village are older people, because the youth are still focused on education. The role of youth is very important as the next generation of nation development, youth must participate in supporting changes in the community environment, playing an important role in development and positive change. Positive changes in the community environment require their commitment, hard work, enthusiasm, energy and creativity. Youth can be strong agents of change in creating a better and more sustainable society, both nationally and regionally.

The Grogol tourist village was founded in 2012 supported by the Sleman Regency Tourism Office and began accepting guests in 2014 with the initiative of the local community because it has abundant springs and there is land that cannot be planted with rice. Therefore, recreational tourism with a cultural and natural concept was formed with assistance from the private sector, such as providing transportation or local tours to support the experience of tourists visiting from abroad by providing a positive experience. However, in the development process, the government and the private sector often face a number of obstacles. Especially for travel buses which find it difficult to access tourist villages because the roads are difficult to pass for large vehicles. Meanwhile, the Sleman Regency Tourism Office faces limited human resources and is difficult to monitor due to the emergence of many tourist villages in Sleman Regency.

Grogol Tourism is a tourist village with the title of independent which involves parties other than the government as official actors in its management. The Sleman Regency Tourism Office plays a very important role in supporting non-physical activities, such as

by introducing various forums to share opinions, consult, and meet with various experienced experts which ultimately have a good impact and become administratively complete, such as having written SOPs and mechanisms for receiving guests. In the end, the Grogol tourist village received the title of being a professional organization. And the development of the Grogol tourist village cannot be separated from the role of digitalization, for example by carrying out indirect promotions through social media.

### **Method**

Research conducted in Grogol Tourism Village, Seyegan, Sleman Regency, DI Yogyakarta. This research uses a qualitative-descriptive approach, according to Sidiq & Miftachul (Yuni Umrah Imawati, 2023) Descriptive qualitative research, namely research proposed to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions and human thoughts both individually and in groups which are presented in the form of data on speech, writing and behavior of people being observed. This research observation is related to the role of stakeholders in the development of the Grogol Tourism Village. Apart from that, interviews were carried out by gathering information directly from the Head of Sub-Coordinator for Human Resources Development of the Sleman Regency Tourism Office, Kaur Danarta (Head of Financial Affairs) of the Margodadi District Government, the Manager or Management of the Grogol Tourism Village, the Owner of the Travel Agent (Traveling). D'SA Trans Tour & Travel) and Event Organizer. This research documentation includes activities carried out by stakeholders in developing the Grogol Tourism Village. Data analysis was carried out using an interactive model according to Miles and Huberman (Yuni Umrah Imawati, 2023) namely data collection, data reduction, data presentation, conclusions and verification.

### **Results**

#### **The Role of Stakeholders in the Development of the Grogol Tourism Village**

Ecotourism-based tourism management activities require active involvement of the three actors. Therefore, it is not only the private sector or government that has a big role, but local communities must also participate (Manalu, Benmart E, Siti Latifah, 2020). The roles of the 3 actors in developing the Grogol tourist village are as follows:

#### **A. Role of Government**

The roles played by the government can be measured through the following indicators (1) Regulator, (2) Planner, (3) Facilitator, (4) Supervisor, (5) Infrastructure Provider. The results of the study of these indicators are as follows:

**Table 2 Indicators of the Government's Role in Development Grogol Tourism Village**

<b>Role of Government</b>	<b>Explanation</b>																																												
<b>Regulators</b>	One of the criteria for policy formation is to form regulations, which is an important and often necessary step. At the provincial level, these regulations have been formed in the form of Governor's Regulation No. 40 of 2020 concerning Tourism Awareness Groups and Tourism Villages and Homestays. Then following up at the provincial level, the Regional Government issued Regional Regulation No. 9 of 2022 concerning Tourism Villages.																																												
<b>Planner</b>	<table border="1"> <thead> <tr> <th colspan="4"><b>2024 Activity Agenda</b></th> </tr> <tr> <th><b>No</b></th> <th><b>Activity</b></th> <th colspan="2"><b>Amount</b></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>PUPM/Pokir</td> <td>35</td> <td>Activity</td> </tr> <tr> <td>2</td> <td>Tourism Awareness Campaign</td> <td>8</td> <td>Activity</td> </tr> <tr> <td>3</td> <td>Non-Physical Dak</td> <td>6</td> <td>Activity</td> </tr> <tr> <td>4</td> <td>Study Of Tourist Village Classification 2024</td> <td>1</td> <td>Activity</td> </tr> <tr> <td>5</td> <td>Tourist Village Safari</td> <td>16</td> <td>Activity</td> </tr> <tr> <td>6</td> <td>Coaching For Traders</td> <td>1</td> <td>Activity</td> </tr> <tr> <td>7</td> <td>Tourist Village Communication Forum</td> <td>3</td> <td>Activity</td> </tr> <tr> <td>8</td> <td>Tourism Awareness Group Communication Forum</td> <td>2</td> <td>Activity</td> </tr> <tr> <td>9</td> <td>Increasing The Capacity Of The Tourist Village Communication Forum (DANAIS)</td> <td>1</td> <td>Activity</td> </tr> </tbody> </table>	<b>2024 Activity Agenda</b>				<b>No</b>	<b>Activity</b>	<b>Amount</b>		1	PUPM/Pokir	35	Activity	2	Tourism Awareness Campaign	8	Activity	3	Non-Physical Dak	6	Activity	4	Study Of Tourist Village Classification 2024	1	Activity	5	Tourist Village Safari	16	Activity	6	Coaching For Traders	1	Activity	7	Tourist Village Communication Forum	3	Activity	8	Tourism Awareness Group Communication Forum	2	Activity	9	Increasing The Capacity Of The Tourist Village Communication Forum (DANAIS)	1	Activity
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<b>Facilitator</b>	<p>The role of the Sleman Regency Tourism Office in facilitating the development of tourist villages is by providing training, communication forums, and collaboration with PUPM (Community Empowerment Team) and MUSRENBANG (Development Planning Conference). The benefit is that it can help build capacity and coordination between stakeholders, but also ensure community participation in the decision-making process.</p> <p>Moreover, with the support and involvement of the Margodadi District Head who is responsible for finances, this strengthens trust and transparency in the management of funds allocated for training programs and tourism village development.</p>																																												
<b>Supervisor</b>	One of the supervision or monitoring carried out is direct visits by government officials such as the Regent of Sleman and the Sleman Regency Tourism Office to the location of the Grogol tourist village, which is a very important step in monitoring and supporting tourism development at the local or village level.																																												

**Infrastructure Provider**

- **Physique**

Yogyakarta Special Fund. The Yogyakarta Special Fund or Dana Is is a budget allocation given to the Sleman Regency Tourism Office by the Yogyakarta Special Region Government (DIY). These funds are managed by the Sleman Regency Tourism Office to support tourism development, especially in the Grogol tourist village, such as promoting tourist destinations, developing tourism infrastructure, training for local tourism actors, as well as various other programs aimed at increasing tourist visits and regional income from the tourism sector.

- **Non physical**

The Sleman Regency Tourism Office has arranged several mechanisms for submitting non-physical budgets, which include several types of assistance such as plant assistance, MSME training, and prime village development programs.

Involvement with the Margodadi Village in providing infrastructure also plays a very important role. Such as providing assistance in the form of providing land for activities, which is an important step to support the development of tourism infrastructure. The local government also provides support related to the licensing process and other needs required by the Grogol tourist village.

**B. The Role of the Private Sector**

The roles played by the private sector can be measured through the following indicators (1) Planner and (2) Implementer. The results of the study of these indicators are as follows:

**Table 3 Indicators of the Role of the Private Sector inDevelopmentGrogol Tourism Village**

Private Role	Explanation
Planner	
<p>The role of the Event Organizer is to carry out planning by adapting the event concept to the characteristics of the guests who come. By</p>	

adjusting the event concept, EO will work with related parties such as tourism destination managers and local communities to understand the characteristics of the guests who come, such as age, interests and special needs. When the visiting guests are elementary school children, of course as an EO you have to create an event concept that suits the age and interests of the guests. Such as using recycled materials from used bottles to make pencil or pen holders which is a good example of an environmentally friendly approach. This not only creates awareness about the importance of recycling, but also helps reduce plastic waste.

**Executor** Direct interaction between private parties, such as Event Organizers (EO) and Travel Bureaus (Traveling D'SA TRANS Tour & Travel) with tourist village managers is an important step in implementing cooperation. One of them is by planning and carrying out a welcoming event using Udeng (Head Iket) as a symbol when visiting the Grogol tourist village, this is an important aspect of the collaboration between EO and the management of the Grogol tourist village. With implementation that runs smoothly and successfully, it provides a memorable experience for guests and raises the name of the Grogol destination as wellprovides various facilities and services needed for travel, including travel bus accommodation.

### C. Community Role

The roles played by the community can be measured through the following indicators (1) Planner, (2) Implementer, (3) Supervisor, and (4) Utilization of Results. The results of the study of these indicators are as follows:

**Table 4 Indicators of Community Role inDevelopmentGrogol Tourism Village**

Community Role	Explanation
<b>Planner</b>	The manager or manager of the Grogol tourist village plays a key role in every planning stage in developing this tourism destination. Before visiting with the LAZNAS Yakesma extended family, the Grogol tourist village manager is responsible for planning activities that suit the visitors' goals and needs. During the visit, the Grogol tourist village manager acted as host and facilitated activities in wayang making, such as providing the space, equipment and materials needed for the workshop as well as providing an explanation of the history of wayang and its significance in local culture.
<b>Executor</b>	Maintaining continuity and improving the tourist experience in the Grogol tourist village, implementation of scouting, site maintenance and preparing the location are also very important. Such as ensuring the guide has good communication skills and can provide visitors with a pleasant and memorable tourism experience, then involving local communities in site maintenance

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activities and cleaning the tourist area as a form of shared responsibility, of course also providing clear information regarding accessibility, facilities and activities available at the tourist location. Through good implementation, the Grogol tourist village can create a satisfying tourism experience for visitors and help improve the image and reputation of the tourist village as a well-managed and environmentally friendly destination.

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**Supervisor** Evaluations are carried out at every event or visit, as well as at monthly meetings to check performance and evaluate progress and overcome obstacles that arise. In addition to monthly meetings, emergency meetings are held when urgent situations or events that require immediate action occur. These meetings help in dealing with emerging problems effectively and immediately, as well as developing strategies to prevent similar things from happening in the future. By carrying out regular and comprehensive evaluations, the Grogol tourist village can improve its performance, improve service quality, and provide a better tourism experience for visitors or tourists.

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**Utilization of Results** The role of the community, especially managers or administrators, in utilizing the results from the development of the Grogol tourist village can provide economic, social and environmental prosperity around the Grogol tourist village. The direct influence on the local economy is one of the main factors that drives the sustainability and success of the development of the Grogol tourist village.

The impact is felt when tourist visits reach a high level, even exceeding the Regional Minimum Wage (UMR). This is clear evidence of how the development of the Grogol tourist village is able to provide direct benefits to the local community, by providing real economic opportunities and improving the community's standard of living.

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#### **D. Factors that Influence Stakeholders in the Development of the Grogol Tourism Village**

There are several factors that can influence stakeholders in developing the Grogol tourist village. Here are some examples of these factors:



**Table 5. Factors that Influence Stakeholders in the Development of the Grogol Tourism Village**

<b>Supporting factors</b>	<b>Obstacle factor</b>
Professional Workforce	Lack of Human Resources (HR)
Financial Resources	Lack of Partnership
	Application of Rules to Foreign Tourists
	Lack of Effective Oversight

## **Discussion**

### **A. Role of Government**

#### **1. Regulators**

According to Pongtuluran (1995), policies are seen as: (1) guidelines for action, (2) behavior constraints, and (3) assistance for decision makers.(Rozak, 2021). Apart from that, it is important for tourist villages to comply with and implement policies implemented by the provincial and regional governments because this can provide clear direction and framework, one of which is for developing economic businesses in the village. By creating government regulations that support this initiative, tourist villages can more easily access the resources and support needed to develop existing potentials.

#### **2. Planner**

In the process of developing a tourist village, planning is certainly needed. By carrying out careful and coordinated planning, especially in the Grogol tourist village, we can optimize its potential to improve the welfare of local communities and promote sustainability and local culture. Sleman Regency is an area that is rich in tourism destinations, especially in the form of tourist villages. The concept of developing tourist villages has been well received by the community, which is proven by the growth in the number of tourist villages every year. In 2018, Sleman Regency had 47 tourist villages. However, in the following two years, this number increased significantly. In 2020 the number of tourist villages increased to 61 and then in 2022 it reached 80 tourist villages.

This data reflects the success of efforts to socialize and develop tourist villages carried out by the local government. An approach that takes into account local characteristics and the Unique Selling Point (USP) of each region has been successfully implemented. This creates a unique and attractive brand positioning for every tourist village in Sleman Regency. With many tourist villages/villages appearing in Sleman Regency, the Tourism Office has carried out or formed a classification which is divided into four, namely pioneering, developing, advanced and independent. It can be seen that in 2022 the Grogol tourist village will receive the status of an independent tourist village, which is an extraordinary achievement. This shows that Grogol has

succeeded in developing tourism infrastructure, improving services and facilities, and has excellent management and promotion capabilities.

### **3. Facilitator**

Regarding the government's role as a facilitator, namely creating conducive conditions for the implementation of development or bridging interests as parties in optimizing regional development (Anggraini, 2019). The role of the Sleman Regency Tourism Office in facilitating the development of tourist villages is by providing training, communication forums, and collaboration with PUPM (Community Empowerment Team) and MUSRENBANG (Development Planning Conference). The benefit is that it can help build capacity and coordination between stakeholders, but also ensure community participation in the decision-making process.

Regarding the tourism village training program, it has started very well, with 35 activities spread across all sub-districts. This shows a strong commitment to advancing local tourism in various regions, not only in the tourist village of Grogol. Concrete examples include training held in the Margodadi Village which still focuses on conflict management and developing tour packages. The involvement of local tourism activists and observers will provide broad insight into the development of the tourism sector in DIY.

In addition, it is important to note that these training initiatives emerged based on suggestions from the local community, both at the sub-district and sub-district/kapanewon levels. This shows that there is active participation from various parties in advancing tourism in the village. For example, regarding the training held by Seyegan District, with participants coming from Margodadi District, this shows positive inter-regional collaboration in an effort to improve skills and knowledge in the tourism industry.

### **4. Supervisor**

Supervision (*toezicht*) is a very important element in the framework of a decentralized unitary state. A unitary state will survive if the central government is strong and able to supervise the behavior of regional heads and/or autonomous regions (Elcaputera, 2021). One of the supervision or monitoring carried out is direct visits by government officials such as the Regent of Sleman and the Sleman Regency Tourism Office to the location of the Grogol tourist village, which is a very important step in monitoring and supporting tourism development at the local or village level. However, there are several problems, especially the Sleman Regency Tourism Office regarding the lack of budget and the large number of activities, while the available resources are limited, this is a situation that is difficult to overcome. Due to these problems, the Sleman Regency Tourism Office made changes to the program it carried out, namely by creating a tourist safari program which aims to monitor and visit tourist villages and record important matters related to various problems that need to be addressed.

### **5. Infrastructure Provider**

According to Sumarto (2003), the implication is that the role of government as a developer and provider of infrastructure will shift to become a driving body for the creation of an environment that is able to facilitate other parties for the community. (Armela Shintani, 2021). Providing physical and non-physical assistance in providing infrastructure by the Sleman Regency Tourism Office is an important

step in supporting local tourism development. The role of government as an infrastructure provider, according to Ministry of Public Works Strategic Plan (2010) Infrastructure development is part of national development, which aims to support economic activities in making human life easier and also forming regional spatial structures (Pramono & Yulianto, 2020).

The gift given is in physical form, namely the Yogyakarta Special Fund. The Yogyakarta Special Fund or Dana Is is a budget allocation given to the Sleman Regency Tourism Office by the Yogyakarta Special Region Government (DIY). These funds are managed by the Sleman Regency Tourism Office to support tourism development, especially in the Grogol tourist village, such as promoting tourist destinations, developing tourism infrastructure, training for local tourism actors, as well as various other programs aimed at increasing tourist visits and regional income from the tourism sector. The Grogol tourist village received Yogyakarta Special Funds through the Mandiri Budaya Village. By providing these funds, it is hoped that the Grogol tourist village can continue to develop and provide significant benefits to the local community. Involvement with the Margodadi Village in providing infrastructure also plays a very important role. Good collaboration between the Grogol tourist village and the local government in supporting the development and smooth running of activities in the area. Such as providing assistance in the form of providing land for activities, which is an important step to support the development of tourism infrastructure. The local government also provides support related to the licensing process and other needs required by the Grogol tourist village.

## **B. Private Role**

### **1. Planner**

The role of the Event Organizer is to carry out planning by adapting the event concept to the characteristics of the guests who come. According to Suseno (2013), an event organizer is an institution that manages and organizes an event held at the client's request (Wulanda et al., 2019). The existence of an Event Organizer (EO) in tourism activities brings a number of benefits to various parties involved, including the private sector, tourist destinations and local communities.

### **2. Executor**

The involvement of the private sector in planning a tour is not only limited to hosting guests or promotions, but also involves the implementation of various activities or events. Direct interaction between private parties, such as Event Organizers (EO) and Travel Bureaus (Traveling D'SA TRANS Tour & Travel) with tourist village managers is an important step in implementing cooperation. The involvement of the private sector in the marketing sector not only increases tourist traffic, but also brings other benefits such as increasing the quality of the tourist experience which has a significant impact on the development of the Grogol tourist village. Just like seeing EO directly providing services to guests or tourists, of course tourist village managers can also improve their own service standards. Such as by learning to serve guests, adapting facilities and services according to tourist needs, and improving the overall tourist experience.

## **C. Community Role**

### **1. Planner**

The role of the community means actions carried out by a group of people that reflect the same behavior as a social unit related to a certain social structure and its relationship to the tourist village. Of course the community has ownership of the history of the village, so that the community is much more aware of the weaknesses and potential of the village compared to other parties. outside, so that in the process of developing tourist villages, experience and knowledge contribute community in tourism development is very much needed(Herdiana, 2019).

The manager or manager of the Grogol tourist village plays a key role in every planning stage in developing this tourism destination. Before visiting with the LAZNAS Yakesma extended family, the Grogol tourist village manager is responsible for planning activities that suit the visitors' goals and needs. During the visit, the Grogol tourist village manager acted as host and facilitated activities in wayang making, such as providing the space, equipment and materials needed for the workshop as well as providing an explanation of the history of wayang and its significance in local culture.

### **2. Executor**

In tourism activities, the community must be involved at least in implementing tourism development programs in their area(Marlina, 2019). To maintain continuity and improve the tourist experience in the Grogol tourist village, implementing scouting, site maintenance and preparing the location is also very important. Such as ensuring the guide has good communication skills and can provide visitors with a pleasant and memorable tourism experience, then involving local communities in site maintenance activities and cleaning the tourist area as a form of shared responsibility, of course also providing clear information regarding accessibility, facilities and activities available at the tourist location. Through good implementation, the Grogol tourist village can create a satisfying tourism experience for visitors and help improve the image and reputation of the tourist village as a well-managed and environmentally friendly destination.

### **3. Supervisor**

According to Cohen and Uphoff quoted by Soetomo 2008, the role of the community in evaluation is realized in the form of community participation in assessing and monitoring development activities and their results. This assessment is carried out directly, for example by participating in monitoring and assessing or indirectly, for example providing suggestions, criticism or process(Dea Deviyanti, 2019). By carrying out regular and comprehensive evaluations, the Grogol tourist village can improve its performance, improve the quality of services, and provide a better tourism experience for visitors or tourists.

Evaluations are carried out at every event or visit, as well as at monthly meetings to check performance and evaluate progress and overcome obstacles that arise. In addition to monthly meetings, emergency meetings are held when urgent situations or events that require immediate action occur. These meetings help in dealing with emerging problems effectively and immediately, as well as developing strategies to prevent similar things from happening in the future.

#### **4. Utilization of Results**

By utilizing the results achieved, of course there are steps that must be taken as in the current digital era, following trends, innovating, and maintaining a commitment to quality are important keys in developing the Grogol tourist village. First, following trends is a must. Understanding the latest trends in the tourism industry helps the Grogol tourist village remain relevant and attractive to visitors. Next, innovate, innovation is the foundation for continuing to develop and differentiate the Grogol tourist village from other destinations. This innovation can occur in various aspects, starting from the development of new products and services to creative marketing approaches. Furthermore, promotion also has an important role in introducing the Grogol tourist village to potential visitors. In today's digital era, visitor ratings, reviews and testimonials have a huge impact. By following trends, innovating continuously and providing extraordinary experiences to visitors, the Grogol tourist village can continue to develop and become a destination that is in demand by tourists both from within the country and abroad.

#### **D. Inhibiting Factors That Influence Stakeholders in the Development of the Grogol Tourism Village**

##### **1. Lack of Human Resources (HR)**

The Sleman Regency Tourism Office is very aware of the importance of quality Human Resources (HR) in developing the Grogol tourist village. However, the obstacle currently faced is the lack of personnel who have a background or experience in the tourism sector. In developing the Grogol tourist village, the government realizes that success is not only determined by infrastructure and promotions, but also by the ability and knowledge of the people responsible for managing it. Without personnel who understand the dynamics of the tourism industry, the Sleman Regency Tourism Office feels limited in carrying out the various development initiatives carried out.

##### **2. Lack of Partnership**

Efforts to involve the private sector with the Travel Bureau (Traveling D'SA TRANS Tour & Travel) have been made, although this process has not gone smoothly. Various inhibiting factors influence cooperation between private parties and the development of tourist villages. The Travel Bureau revealed that there are no private companies officially tied to the Grogol tourist village. However, there is cooperation, especially in terms of promotion, and of course without an attachment or MOU, it is clearly difficult for both parties to reach an adequate agreement regarding their goals, responsibilities and expectations in this collaboration. Therefore, it is important to draft the MOU carefully to avoid misunderstandings and conflicts in the future.

##### **3. Application of Rules to Foreign Tourists**

Managing tourists, especially foreign tourists, is a challenging task. Therefore, it is important to have an effective system for providing information to tourists about the rules and their consequences and enforcing the rules firmly but fairly for those who break them. Clear communication and education to tourists can also help reduce rule violations, especially in the Grogol tourist village.

#### **4. Lack of Effective Oversight**

Not only that, the local government, namely Margodadi Village, in developing the Grogol tourist village has faced several problems that need to be overcome. One of the main problems faced is the lack of effective supervision of the progress of the development of the tourist village. So far, there has been no clear relationship or correlation between tourist villages and sub-districts in terms of supervision. However, the Margodadi Subdistrict has made significant progress in formulating a solution to this problem. One of the steps taken was to establish BUMKAL (Kalurahan-Owned Business Entity) which was previously known as BUMDes. Through BUMKAL, the local government is determined to improve supervision and management of the development of the Grogol tourist village. Not only that, BUMKAL will be fully responsible for the supervision, progress and management of all aspects related to tourist villages such as infrastructure maintenance and so on.

#### **E. Supporting Factors That Influence Stakeholders in the Development of the Grogol Tourism Village**

##### **1. Professional Workforce**

By having professional experts, the Margodadi District feels fortunate to have a competent and expert team of management or administrators who are able to explain the operations of the tourist village well. Yang then felt that the existence of the Grogol tourist village had a positive impact on the good name of Margodadi Village as a whole, becoming more famous in the eyes of the wider community.

##### **2. Financial Resources**

With the presence of the private sector in developing the Grogol tourist village, there are great opportunities for the growth and progress of this tourist destination. One of the supporting factors with the presence of the private sector is the contribution of financial resources provided. Having access to financial resources is important to support various aspects of developing the Grogol tourist village. Such as helping to build the necessary infrastructure, namely roads, public facilities and adequate buildings. This will directly increase the quality and attractiveness of the Grogol tourist village for tourists. Apart from that, with large income, the Grogol tourist village can invest funds to create new tourist attractions. This new tourist attraction will increase the attractiveness of the tourist village for tourists and expand the variety of experiences that visitors can enjoy. The increased income can also be used to improve accommodation facilities in the Grogol tourist village. Like a homestay, comfortable and quality facilities will make visitors feel more satisfied and possibly extend their visit

#### **Conclusion**

##### **1. Role of Government**

The importance of regulations in the formation of tourism policy by the Sleman Regional Government can be seen from Governor Regulation no. 40 of 2020 concerning Tourism Awareness Groups and Tourism Villages and Homestays, as well as Regional Regulation No. 9 of 2022 concerning Tourism Villages. Tourist villages are developed with planning

based on local characteristics and USP of each area. Regional and local governments play an important role in organizing training and communication forums. Supervision of tourism development at the village level is carried out through direct visits by government officials. The Sleman Tourism Office supports local tourism development by providing infrastructure and physical and non-physical assistance.

## **2. The Role of the Private Sector**

The private sector, including Event Organizers and Travel Bureaus (Traveling D'SA Trans Tour & Travel), plays a key role in developing the Grogol tourist village. EO and Travel Bureau are responsible for planning and implementing events as well as providing facilities and services including travel accommodation. Both of them not only promote, but are also actively involved in activities in the village.

## **3. Community Role**

Managers or administrators have an important role in developing the Grogol tourist village. They must plan and execute activities carefully before the arrival of guests. In addition, they are also responsible for site maintenance, site preparation, and supervision after each activity as well as at monthly meetings. Performance evaluation is carried out to improve obstacles and plan future strategies. Then the results of the development of the Grogol tourist village are very influential in improving economic and social welfare, and providing real economic opportunities and increasing the community's living standards.

## **4. Factors that Influence Stakeholders in the Development of the Grogol Tourism Village**

The Sleman Regency Tourism Office faces the constraints of inexperienced human resources and a lack of formal engagement with private companies in developing the Grogol tourist village. The implementation of regulations on foreign tourists and the lack of effective supervision are also obstacles. However, the presence of the Grogol tourist village with its professional workforce has increased the popularity of Margodadi Village. The contribution of the private sector in infrastructure development such as roads, public facilities, supporting buildings which improves the quality and attractiveness of the Grogol tourist village.

### **Confession**

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2. Mrs. Annisa Warastri, S.Psi., M.Psi as Dean of the Faculty of Economics, Social Sciences and Humanities, Yogyakarta Aisyiah University.
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