

Analysis of Key Variables in Women'S Involvement in Supporting Sustainable Tourism in Penglipuran Village Bangli Regency

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ABSTRACT

The success of Bali tourism has become a legend in itself when discussing international tourism. Tourism as a business image is essentially a meeting of local culture in the Province of Bali with the culture of tourists, seen in Penglipuran Tourism Village. The existence of cultural values can be seen from the residents' houses in Penglipuran Village which have a unique traditional building arrangement and form so that they have received many awards. In addition, most traders and workers in the future are women and become challengers, because of internal competition and the development of modern shops around Penglipuran Tourism Village, so this research needs to be conducted to find out the variables that are important to identify and support women tourism actors. in supporting the socialization of Penglipuran tourism village. This research took place in Penglipuran Village, Bangli Regency, using observation and questionnaire methods related to supporting sustainable tourism in Penglipuran Village, Bangli Regency. The approach used in this research is the Mixed Method approach. The sample in this study were 30 local community respondents and stakeholders or experts. The sample used in this study consisted of the community and traders in Penglipuran Village who could provide an assessment and suitability for the conditions that occurred at the research site. Determination of the number of samples using simple random sampling technique. This study uses the MICMAC analysis method which is used to categorize or classify a factor, based on the value of its influence and dependency. Based on the results of the research and discussion, it means that the existence of infrastructure, social capital, gender equality, traditional institutions, local culture, and employment are the key variables or key drivers in the involvement of women in supporting sustainable tourism in Penglipuran Village, Bangli Regency.

Keywords : *Employment; MICMAC; Sustainable Tourism; Social Capita; Women Empowerment*

INTRODUCTION

Bali is one of the famous tourist destinations to foreign countries. Not only providing natural tourist objects, but also cultural tourism and Balinese customs which are very thick. When talking about global tourism, Bali's tourism success has almost become a legend in and of itself. In the Province of Bali, the culture of visitors, the culture of migrant workers, and the culture of tourism itself are basically local cultures (Smith, 1989). However, there are a number of basic issues with Bali's tourism industry that endanger its long-term viability.

These issues touch on sociocultural, economic, and environmental issues. In addition to its natural beauty and variety of tourist attractions, Balinese culture is a unique phenomenon that is constantly sought after by visitors. It is supported by the warmth of its people. The Provincial Government of Bali needs to continue to strive for sustainable tourism with good human resources too. The higher the level of community participation, the greater the community's support and tolerance for tourism activities. Penglipuran Traditional Village is a cultural tourism object located in Bangli Regency, Penglipuran Village is another ancient Bali village that does not recognize castes and has social organizations in the shape of the Bali Aga community. Given the distinctiveness of its culture,

Since 1993, Penglipuran Village has been classified as a tourism village by the regional government of Bangli Regency. Due to its lovely rustic appeal, this village has since been classified as one of Bali's Tourism Villages. In addition, the involvement of women as human resources in the tourism industry is also considered very important to what extent women are empowered psychologically, politically and socially. According to (Khadijah, 2022) women can be said to be

psychologically empowered if they are able to independently choose roles and careers in the tourism sector based on their abilities. The involvement of women in Penglipuran Village can be seen from the many tourism activities such as home traders in every house, making handicrafts from bamboo, selling local special drinks from Jamu Lolo Cemcem, selling special food from the Klepon area made from purple sweet potato and managing (lodging) homestays. Women in Penglipuran Village have played an active role in tourism development activities, but there are still many obstacles, namely language barriers and the use of technology.

Sustainable Tourism

Sustainable tourism concept (sustainable tourism) appears as a result by the adverse effects of tourism activities, especially during the growing and development of mass tourism (mass tourism) in various tourism destinations in world. Mass tourism at that time was synonymous with planning bad, uncontrollable, and seem only concerned with economic growth purely or materialistic, so that it can often erode or reduce carrying capacity, both natural resources and social resources culture. These negative impacts can undermine economic sustainability society in the long term. Therefore, the concept of development emerged sustainable tourism which is expected to minimize adverse impacts or negative impact on tourism development in the long term.

Tourism Concept

According to Copper (1993), tourism is "a series of activities that take the form of temporary travel to specific locations outside of the home or place of employment, stay temporarily at the destination, and enjoy the facilities provided to meet the needs of tourists." There are many different definitions of tourism from many different perspectives, and these definitions frequently overlap, creating semantic ambiguity that is difficult to manage.

Social Capital Concept

Coleman (1988) in an article entitled Social Capital in the Creation of Human Capital Introducing social capital as a means conceptual to understand the theoretical orientation of social action by relating components from a sociological and economic perspective. By thus using the principles in economics to analyze social process. Coleman discusses how social capital is formed and highlighting social capital in three different forms (Syahra, 2003). In initial definition, social capital is identified with "the properties of social organization, such as trust, norms, and networks that can improve efficiency society by facilitating coordinated action" (Putnam, 1993). Some authors have focused on trust (trust).

Women's Empowerment

In the social dynamics of people in tourist destinations, there are groups women of productive age who are included in the labor force. The empowerment and involvement of women in tourism development is assessed crucial especially in destinations that have just developed. Even though it's industrial tourism has a high possibility to empower women as well engage women effectively in development, in several destinations or countries that uphold traditional values, there are still issues gender that limits women to be empowered and involved in tourism development namely the wage gap, restrictions on political participation or restrictions on speech, gender stereotypes, and gender discrimination (Khadijah, 2022).

Gender Equality Concept

In society, roles, characteristics, traits, attitudes, and actions are differentiated according to gender. The three categories of gender roles are social, reproductive, and productive. Gender equality is a notion that was created with reference to two The Universal Declaration of Human Rights and the Convention on the Elimination of All Forms of Discrimination Against Women are the most important international instruments in this regard. According to the Universal Declaration of Human Rights, everyone is born free and equal. In relation to this Declaration, the terms "equal rights for men and women" and "equal rights of men and women" are used in the Convention on the Elimination of All Forms of Discrimination Against Women.

Employment Concept

The Republic of Indonesia Law No. 13 of 2002 defines employment as all issues pertaining to labor before, during, and after work. Anyone who is able to perform work that creates goods and/or services valuable for oneself or society at large is considered to be engaged in labor. Rules are based on the idea of empowering people and utilizing power in a way that is both effective and humane, achieving equal employment opportunities and providing labor in accordance with regional and national development needs, protecting the workforce in order to achieve welfare, and enhancing the welfare of both workers and their families.

Regional Revenue

Regional Revenue is the right of the regional government which is recognized as addition to net worth (Law No. 33 of 2004). regional income includes all cash receipts through the Regional General Cash Account, which increase the equity of current funds, which are regional rights in one year budget that does not need to be repaid by the regions (PPNo. 58 of 2005, on Financial Management). Regional revenues consist of Original Revenues Regional (PAD), Revenue Transfers, and legitimate Regional Revenues.

METHODS

Correlational descriptive research also aims to describe and find out the relationship between the variables being studied. So in this study, this method can be used to see whether or not there is a relationship between the key variables obtained through the MICMAC analysis results, by reviewing the characteristics that exist in Bangli Regency. The research approach used in this study is the Mixed Methods approach. The sample in this study was taken by 30 respondents from the local community and related elements (stakeholders/experts). With the MICMAC analysis method, a researcher can find patterns of relationships between variables, which occur directly between one variable and another (Fauzi, 2019). MICMAC analysis is able to capture interactions between variables and also identify key variables, which can be used as drivers so that a system can work sustainably (Paulus, 2017).

The assessment process carried out by experts or stakeholders is usually carried out through a Focus Group Discussion (FGD). Conduct literature studies in order to identify all factors or variables, which are thought to influence sustainable development. In order to obtain a list of key assistance that will be used in the research instrument. Experts or stakeholders who are directly involved can provide an assessment or rating by filling in the research instrument in the form of an assessment matrix, by filling in a value between 0-3.

Tabel 1
MDI Relationship Scale

Scale	Relation
0	There is no relationship
1	There is a weak relationship
2	There is an average relationship
3	There is a strong relationship
P	Potential

Source: Sustainability Analysis Techniques

The results of the assessment are then filled in the MDI matrix and processed using MICMAC. The MDI Matrix (Matrix of Direct Influence) is used as a tool to process the results of the assessment and obtain an overview of the direct relationship of each variable. Then the results are obtained in the form of a mapping based on the level of influence and dependency, which is displayed with 4 quadrants and a graph depicting the relationship between variables.

The matrix does not only analyze the direct relationship between the variables, but also analyzes the indirect relationship (indirect classification). On the graph of the results of the MICMAC analysis of the variables marked with arrows indicating the effect of dependency. The arrow direction of a variable shows the effect of that variable on other variables. Conversely, the direction of the arrow to a variable indicates that the variable is influenced by (depends on) other variables. The more

arrows and thick red lines from a variable means that the variable has a strong influence on many other variables. Likewise, the more arrows and thick red lines to a variable means that the variable has a strong degree of dependence from many other variables and the more arrows and blue lines to a variable means that the variable has a weak degree of dependence from many other variables. In terms of interaction between system variables related to the level of influence and dependence indirectly (indirect influence) on other variables. The numbers on each arrow indicate the degree or rating of influence obtained through Boolean matrix iterations. Unlike the direct influence, most of the variables have a very strong dependency effect on other variables (marked by the number of red lines).

RESULT

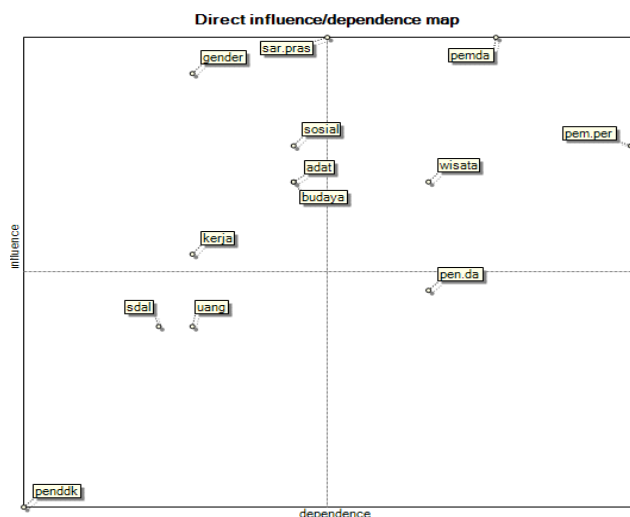
This research is useful for knowing what variables have an important influence on the involvement of women in supporting sustainable tourism in Penglipuran Village. influencing and being influenced. There are 13 variables that are identified as the main factors and are thought to have influence or dependence related to the involvement of women in supporting sustainable tourism in Penglipuran Village.

Table 2
Variables of Women's Involvement in Supporting Sustainable Tourism in Penglipuran Village, Bangli Regency

NO.	LONG LABEL	SHORT LABEL	THEME
1.	Social capital	sosial	social
2.	local culture	budaya	social
3.	tourist visits	wisata	tourist
4.	infrastructure	sar.pras	tourist
5.	Women empowerment	pem.per	social
6.	gender equality	gender	social
7.	natural resources & environment	sdal	tourist
8.	employment	kerja	social
9.	regional income	pen.da	economy and social customs
10.	customary institution	adat	economy and social customs
11.	regional financial institution	uang	economy and social customs
12.	local government	pemda	economy and social customs
13.	level of education	penddk	social

Source: processed data

Infrastructure, social capital, gender equality, traditional institutions, regional culture, and employment are all depicted in Figure 1's upper left quadrant, or the influence variables or key driver variables quadrant, which is where the variables that have the greatest influence and the least dependence are found.



Source: processed data

Figure 1.
Variable Map of Women's Involvement in Supporting Sustainable Tourism in Penglipuran Village, Bangli Regency

Figure 1 also shows that the variables of social capital, gender equality, traditional institutions, local culture, and employment are the six main factors which are the most influential variables in women's involvement in supporting sustainable tourism in Penglipuran Village. The influence of social capital in Penglipuran Tourism Village is very strong, which can be seen from the relationship between local communities who help each other and also traders who complement each other. Apart from that, the residents' yards with one another have no dividing walls which facilitate communication between residents from one another. Furthermore, Penglipuran Village customary regulations also regulate the pattern of building community houses which do not allow residents to build terraced pattern houses, this is because in order to maintain the preservation of Penglipuran Village so that it remains beautiful. The existence of social capital in Penglipuran Village has a very large impact on village sustainability. These cooperative activities take place continuously between groups of traders and individuals so that a trust and network grows between them. Apart from trust and network, norms or business ethics are very important for traders in Penglipuran Village to have. The existence of norms or values is the basis for the formation of social capital because it is the basis for creating a reciprocal relationship between groups or individuals (Aprilia, et al., 2021). According to the National Resilience Institute of the Republic of Indonesia, (2021) social capital can improve the people's economy, especially in the tourism sector, namely by carrying out product and market development, innovation, community empowerment, digitalization, and regulatory support. The community as traders and other tourism activities also feel a significant economic impact from tourism, this can also be seen from every resident's house in Penglipuran Village which is not limited to one another.

A tourist village is usually a rural area that has unique or special characteristics that are worthy of being a tourist destination. Penglipuran Tourism Village is an important example for preserving Balinese customs and cultural heritage in the midst of modernization and development. It seems sense that the uniqueness component depends heavily on other criteria since stakeholders, particularly tourism village administrators, must bundle this uniqueness. The key determinant of visitors visiting cultural tourism destinations is the presence of cultural aspects (Kirom, et al., 2016). Penglipuran Village continues to maintain Balinese traditions and culture by holding various traditional ceremonies, such as the Ngusaba Sambah (ceremony to honor Lord Vishnu), Piodalan (holiday celebrations), and death ceremonies, and the attractiveness of village spatial patterns, traditional architecture of people's houses, forests bamboo with various types of bamboo trees in it, local community customs, traditional food and drinks and bamboo handicrafts typical of the village (Andriyani, et al., 2017). The history of Penglipuran Village reflects the richness of Balinese culture which the people continue to live and strive for.

Regarding gender equality in Penglipuran Village, it can be seen from the women and men working together in building the family economy for their daily needs. Gender equality affects the behavior and choices of women and men that determine social and economic relations between them in society (Karmilah, 2013). In the regulations in Penglipuran Village there is customary law, better known as awig-awig, which is the basic guideline for customary village rules in its government (Mahardika, et al., 2021). There is monogamy in the local community, where having more than one wife is prohibited. If a person has more than one wife, they must move from the family to Karang Mendu. In village regulations, the rights and obligations as members of the Panglipuran customary village will also be revoked. After moving to Karang Merge, the family will be made a house by the villagers, but they are not allowed to go through public roads or enter the temple and participate in traditional activities.

Judging from the employment variable, the presence of human resources is also very adequate, because Penglipuran Village has a Tourism Village Manager whose members are local people who are considered good in the tourism sector. The existence of tourism village managers and the local community is also capable of planning, compiling, and implementing good tourism village management including supporting tourism sustainability. Hotels, restaurants, travel agencies, transportation, and other associated industries are typically included in the tourist business. Because

the tourism business can generate jobs directly or indirectly, employment in the industry plays a significant part in the economic growth of a region or nation. According to LaPan, et al., (2021) working in tourism can provide additional income and lead to more participation in making financial decisions for household daily needs and increasing social status. It is important to properly manage employment in tourism, including protecting workers' rights, ensuring decent work standards, providing training and skills development, and promoting inclusive and sustainable employment opportunities for local communities. The government must also implement or empower human resources with work training to determine the quality and ability of a person, because through training, skills and appropriate methods can be applied, which are specific and operational technical (Simanjuntak, 1998). In addition, with the availability of various facilities and infrastructure that can provide comfort services and a level of satisfaction for tourists during visits to tourist objects in a country or region.

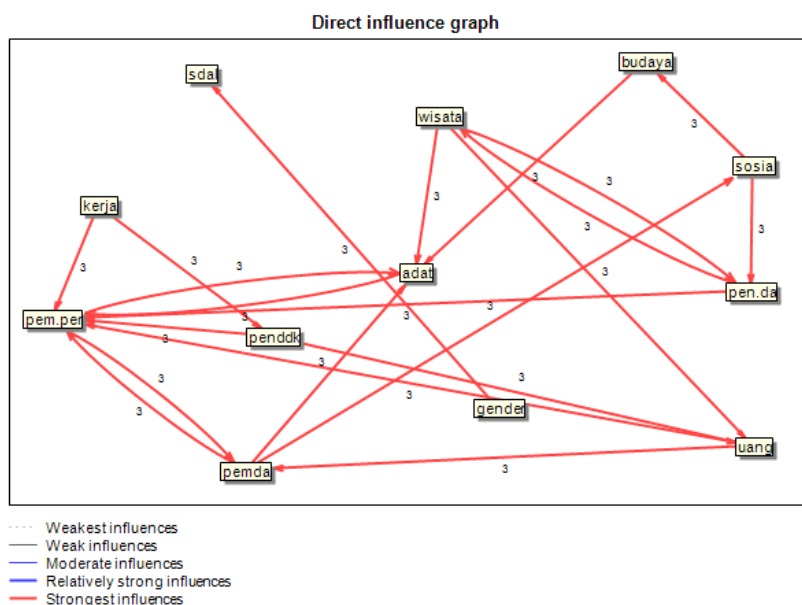
The existence of relay variables on local government variables, tourist visits, and women's empowerment indicates that these variables are very unstable in achieving sustainable tourism in Penglipuran Village because any intervention on these variables will have an impact on the system as a whole. related to the variable of women's empowerment, both men and women, as resources in society, essentially have the same opportunity to be able to participate in development. From the above policies, women have the same role as men in the tourism sector (Tristanti, et al., 2022), especially the community-based tourism sector, providing opportunities that are easily accessible to women who are active participants in the workforce (McCall & Mearns, 2021). In preserving culture and developing culinary tourism, the role of women is still very vital as the main actors. Apart from that, in the development of cultural tourism, Hindu culture and religious dances are preserved in the form of subak ceremonies and other environmental ceremonies (Shantika, et al., 2021). Especially for women who live in rural areas, developing ecotourism can provide job opportunities (Ertac & Tanova, 2020). According to Noviani & Marhaeni, (2019) with the increasing number of female workers entering the labor market, they have carried out a dual role, namely as someone who takes care of the household and participates in economic development, thus contributing to household income to achieve family life. prosperous and prosperous. Especially for women who live in rural areas, ecotourism development can provide job opportunities. Participating in ecotourism activities gives these women the freedom to earn their own living and be economically independent, which also improves their social conditions.

In addition, the increasing number of tourist visits from year to year in Penglipuran Village, a management forum for tourist visits is formed, namely, a village management body with 23 management members and is directly responsible to the Traditional Village (Imron, 2015). The existence of the government and traditional institutions is urgently needed, especially support from the government as a regulator which prepares all the rules that make it easier for the tourism village to develop, as well as its role as a facilitator who provides the various infrastructure needed (Merta, et al., 2021). The goal of the strategy for managing a tourist village is to direct the setting of targets for the tourist village to achieve long-term goals that can meet community expectations through the process of utilizing human resources, which includes management functions like planning, implementing, and monitoring to achieve goals effectively and efficiently (Wibowo, 2019). Figure 2 below shows the network of direct influence between variables on women's involvement in supporting sustainable tourism in Penglipuran Village. In quadrant III there are variables that have a low influence but are highly dependent on other variables, so they are often referred to as outcome variables (leading variables). The variables included in quadrant III are regional income. Regional income to tourism will differ greatly from one region to another, depending on the above factors and the tourism development strategy adopted by the local government. Regional income from the tourism sector may vary depending on the tourism potential of each region and the efforts made by the local government to develop this sector.

Several variables affect regional income from tourism namely: (1) the more tourists visiting an area, the higher the potential income from the tourism sector, (2) the number of visits is influenced by tourism attractiveness, tourism infrastructure, tourism promotion, and accessibility to the area, (3) regional income is also influenced by the amount of money spent by tourists during their visits. The higher the average expenditure of tourists, the greater the income earned by the region, (4) the availability of adequate tourism infrastructure such as hotels, restaurants, recreational areas, and good

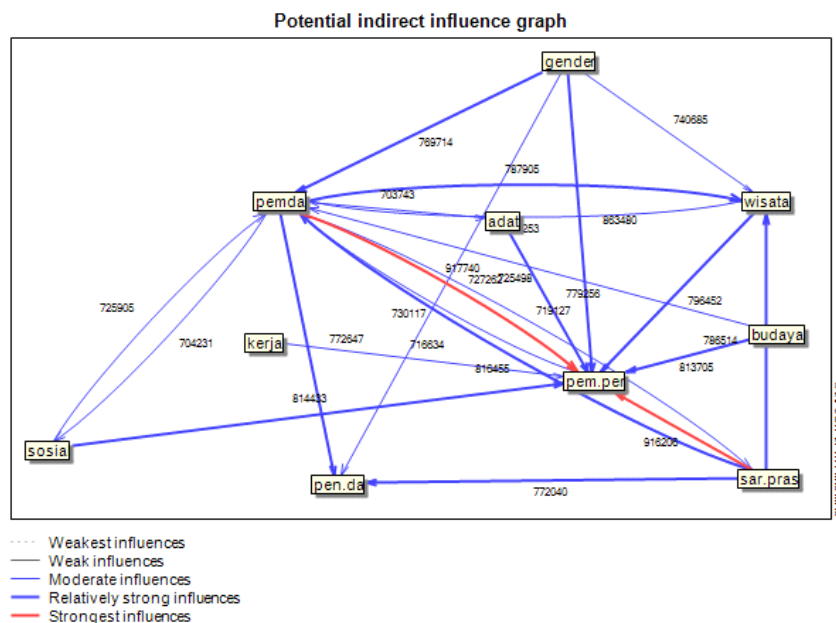
transportation can increase the attractiveness of an area for tourists. By having adequate facilities, regions can attract more tourists and increase revenue from the tourism sector, (5) by implementing tourism taxes, such as hotel taxes or tourist object entry taxes, which can be a source of regional income. This tax is usually imposed on tourists or tourism service providers, and the income is used for tourism development and tourism infrastructure development, (5) developing unique and attractive local tourism products can provide additional income opportunities for the region. For instance, the development of handicrafts, local delicacies from the lolo cem cem region, as well as recurring festival events held by the village once a year, can draw tourists to buy these items or participate in these activities. Additionally, the Traditional Village can relieve the decree (SK) of the amount of contributions that must be made by the Penglipuran Village community by receiving entrance fees paid by visitors who enter the Traditional Village treasury, which can then be used to finance the needs of the Traditional Village (Sudiarta, 2019). In addition, quadrant IV is a set of variables that have very little effect and reliance, thus they are referred to as excluded or autonomous variables because they won't prevent a system from functioning in this situation, which relates to tourist villages. Natural and environmental resources, local financial institutions, and educational attainment are the variables in quadrant IV. Natural resource and environmental factors in tourism that are developed and maintained in an area that do not reduce or change the environment and maintain its survival in an area in the long term (Desbiolles, 2018).

Figure 2 several factors influence each other strongly. While some factors have moderate influence on other variables. Based on Figure 2 it is known that the variables of infrastructure, social capital, employment, traditional institutions and women's empowerment have the strongest influence on other variables. tourism in Penglipuran Village, Bangli Regency. In Figure 3 it can be seen that a very strong indirect effect occurs in the influence of local government variables, infrastructure, and women's empowerment. In addition, there is also a strong indirect effect of the facilities and infrastructure variables on local government and regional income, then the indirect influence of regional financial institutions on local culture.



Source: processed data

Figure 2
Direct Influence Relationship between Variables of Women's Involvement in Supporting Sustainable Tourism in Penglipuran Village, Bangli Regency



Source: processed data

Picture 3
Direct Influence Relationship Between Variables of Women's Involvement in Supporting Sustainable Tourism in Penglipuran Village, Bangli Regency

Sustainable development in Bali tourism is the most important factor to be developed in the world of tourism. The importance of sustainable tourism is to utilize the resources of every village in Bali. In Penglipuran Tourism Village, both directly and indirectly, women have taken an active part in tourism-related activities. Women participate directly in the tourism industry by managing homestays, operating food booths, and taking part in tourism-related events, for instance. While having secondary impacts like supporting environmental sustainability and conduciveness to tourism in Penglipuran Tourism Village. It can be seen from the research results and discussion of the identification of influential variables in this study that a sustainability analysis with the help of MICMAC is needed. With the research objectives, It may be deduced from the findings of the study and the discussion that there is infrastructure, social capital, gender equality, traditional institutions, local culture and employment has a very strong influence and is a key variable or key driver in the involvement of women in supporting sustainable tourism in Penglipuran Village, Bangli Regency.

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