

The Role of the Ganggangpanjang Village Government in the Development of Punden Reco Tourism

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DOI: <https://doi.org/10.61796/icossh.v3i2.582>



Sections Info

Article history:

Submitted: December 30, 2025
Final Revised: January 15, 2026
Accepted: January 30, 2026
Published: February 20, 2026

Keywords:

Culture
Village
Tourism
Government
Tourism

ABSTRACT

Objective: This study aims to analyze the role of the Ganggangpanjang Village Government as a facilitator, mobilizer, and regulator in the development of Punden Mbah Reco tourism. The focus of the study is directed at how these three roles are implemented in an integrated manner to support the balance between economic management, cultural preservation, and environmental sustainability. **Method:** This study uses a descriptive qualitative approach with data collection techniques through in-depth interviews, direct field observations, and documentation studies. Research informants include the village head, the Tourism Office, the Village Community Empowerment Office, local MSMEs, and tourists. Data analysis was carried out thematically to identify the implementation of each role of the village government. **Results:** The results of the study show that as a facilitator, the village government provides supporting infrastructure such as road repairs, toilets, prayer rooms, gazebos, and vendor stalls, accompanied by village fund support and long-term planning in the form of tourist maps and historical information boards. As a mobilizer, the village government has succeeded in mobilizing the active participation of the community, especially youth, in daily operations, maintaining cleanliness, and developing MSMEs that support tourism. Meanwhile, as a regulator, the government establishes operational regulations, vendor zoning, and prohibits behavior that violates norms to maintain the cultural value and sacredness of the site. The synergy of these three roles creates participatory, adaptive, and sustainable tourism governance. **Novelty:** The novelty of this research lies in the integrated mapping of the three roles of village government (facilitator, mobilizer, regulator) as a model for community-based tourism management that can be replicated in other tourism villages. This approach not only strengthens tourist attractions but also ensures cultural and environmental sustainability simultaneously.

INTRODUCTION

The role of government encompasses all actions and policies undertaken in carrying out its duties, authorities, and obligations to maintain order and achieve public welfare. In the context of regional governments, this responsibility is realized through the implementation of government affairs and public services aimed at supporting development within their regions. Regional governments function not only as policy implementers but also as development planners and controllers, ensuring that each program is implemented in accordance with the needs and characteristics of the community. This role becomes increasingly important in local potential-based development, where the government is required to identify and optimize regional resources in a sustainable manner. Therefore, regional government involvement in various sectors, including tourism, is part of a development strategy to encourage economic growth, expand employment opportunities, and improve the overall quality of life for the community.

The village government is the smallest governmental unit in Indonesia [1]. It plays a crucial role in regulating and serving communities at the local level [2]. This is

mandated by Law Number 6 of 2014 concerning Villages, which explains that villages, as the lowest level of government, have the right and obligation to regulate and manage government affairs [3]. The duties and functions of the Village Government include facilitating, coordinating, and mobilizing tourism potential within their area [4]. This role includes providing capital support, training to the community, developing facilities and infrastructure, and promoting tourist destinations. Furthermore, the village government also serves as a mediator, bridging the interests of the community with various related parties to create synergy in tourism management [5][6].

Village Community Empowerment (PMD) is a systematic effort undertaken by the government to increase the capacity, independence, and participation of village communities in the development process. Through an empowerment approach, communities are encouraged to recognize, manage, and develop their potential, including human, economic, and socio-cultural resources, so they can play an active role in improving the welfare and sustainability of village development. In the context of developing tourist villages, community empowerment is a crucial foundation to ensure that communities are not merely objects of development but also key stakeholders in the planning and management of village tourism potential.

Tourism is a crucial sector that contributes significantly to the economy and regional development in Indonesia [7]. The diverse tourism potential, ranging from natural and cultural to religious, makes Indonesia an attractive destination for both domestic and international tourists [8]. Developing the tourism sector not only increases regional income but also creates jobs and strengthens local identity and cultural preservation [9]. The development of tourist villages must be based on the concept of community-based tourism. This means that local communities must derive significant benefits from the development of tourist villages. Therefore, village tourism development must be carried out by directly involving the community in village tourism management activities.

The Tourism Office is the regional government agency responsible for managing and developing the tourism sector at the district/city level, including collecting, managing, and disseminating information about tourist destinations. To support tourism promotion, the use of information technology is a crucial tool for presenting tourism data and information digitally, thereby increasing access to information for the public and tourists, both nationally and internationally.

Previous research has identified various issues related to the inadequate role of village governments in developing tourism in Indonesia. One example is the Pletuk Waterfall tourist attraction in Jurug Village. Access to the Pletuk Waterfall tourist area is known to be damaged and poorly maintained, making it difficult for tourists to visit. Furthermore, the Pasir Putih Tlangoh Beach and Siring Kemuning Beach tourist attractions in Bangkalan Regency still face various obstacles caused by the inadequate role of village governments, such as limited human resources, lack of coordination between stakeholders, and insufficient capital support that hinders the development of supporting facilities and infrastructure. Damaged road access is also often not repaired, reducing the attractiveness of tourists to both locations [10]. Another example is the

Sumur Tujuh Cikajayaan tourist attraction in West Java, which still needs development in terms of infrastructure, facilities, and supporting facilities. This is a barrier to the development of religious tourism destinations that can also provide economic benefits to local residents [11].

Several previous studies have been conducted in recent years on the role of village governments in developing local potential and tourism destinations, providing important insights into strategies, innovations, and their impact on community well-being. Research conducted by Khair, Kafrawi, and Sarkawi revealed that utilizing the potential of Village-Owned Enterprises (BUMDes) in Kempo District, Dompu Regency, West Nusa Tenggara, significantly increased village revenue (APBDes). The strategies used included optimizing village asset management, developing productive businesses, and increasing community participation in village-based economic activities [4]. Furthermore, Karyana highlighted innovations in empowering BUMDes as the driving force behind the village economy, which are implemented through business diversification, community group development, and collaboration with various parties to expand business networks. These innovations play a crucial role in strengthening village independence and increasing the competitiveness of local products in the broader market [5]. On the other hand, Fazlin discusses the role of local authorities in the strategic promotion of Laulawi Cave tourism as part of a cultural identity-based tourism policy. This research shows that integrating cultural preservation, creative promotional strategies, and community involvement can increase tourist appeal while maintaining local wisdom values [6]. These findings illustrate that the success of village tourism development is greatly influenced by active collaboration between the village government, Village-Owned Enterprises (BUMDes), and the community, supported by strategies that adapt to local potential.

Based on field observations, there are three main problems in the development of Punden Mbah Reco tourism in Ganggangpanjang Village that require immediate attention. First, promotion of the tourist destination is still not optimal, particularly in the use of digital media. Platforms such as Instagram, Facebook, and YouTube have not been managed consistently and creatively, resulting in limited dissemination of information related to attractions, history, and tourist activities. As a result, interest from tourists from outside the area remains low [12]. Second, supporting tourism facilities around Punden Mbah Reco are still inadequate. Parking is limited, information boards are minimal, and supporting facilities such as rest areas, toilets, and souvenir kiosks are not well-organized, thus reducing visitor comfort [13]. Third, community involvement in destination management and preservation remains variable. Some residents have not actively participated in maintaining the cleanliness, security, and authenticity of the site, which can impact the tourism image. Lack of training, mentoring, and regular coordination are among the causes [14]. Therefore, a collaborative strategy is needed between the village government, the community, and related parties to optimize this tourism potential sustainably.

RESEARCH METHOD

This study uses a qualitative research method, which produces information that cannot be obtained through statistical techniques or measurements. A qualitative approach emphasizes the human element as a research instrument, facilitating adaptation to the realities of the field [15]. Using this qualitative method, the author went directly to the field to research the object of study and interacted directly with selected informants to obtain in-depth information regarding this research, which took place in Ganggangpanjang Village, focusing on the Punden Mbah Reco tourist attraction. The rationale for using a qualitative approach is that qualitative methods allow for a deeper and contextual understanding of social phenomena [16].

The informants in this study were the Head of Ganggangpanjang Village, Mr. Adenan, Mr. Catur, who manages the Punden Mbah Reco tourist attraction, and the community. Data analysis in this study used the Miles and Huberman model, which consists of three main stages [17]. The first stage is data reduction, which is the process of filtering, sorting, and organizing relevant data to make it more structured and easier to analyze. Next, the data is presented, where the information is organized in narrative form to identify patterns and relationships between variables. The final stage is drawing conclusions, which is conducted through in-depth interpretation of the findings based on Suhardono's theory of government roles. This method is expected to provide a comprehensive picture of the extent to which the Ganggang Panjang village government has implemented its role in managing and developing community-based tourism potential sustainably [18].

Based on role theory, it can be seen that roles are divided into three parts in village development: facilitator, mobilizer, and regulator [19].

The theory of the division of village government roles (Edy Suhardono): [20]

1. The Role of a Facilitator

A facilitator is a step taken by the government to provide facilities and infrastructure that support governance and development processes.

2. The Role of a Mobilizer

A mobilizer is an individual who leads or encourages others to participate in development activities for the common good. The role of a mobilizer is to direct or motivate action, organize activities, and ensure that everyone actively participates in achieving goals. They also play a role in identifying potential and optimizing existing resources.

3. The Role of a Regulator

A regulator is an effort to establish guidelines that balance development implementation by issuing regulations for the effectiveness and orderliness of development administration. As a regulator, the government provides basic guidance to the community to regulate all empowerment processes.

RESULTS AND DISCUSSION

1. The Role of Government as a Facilitator

a. The Role of the Community Empowerment Service (PMD)

In carrying out its role as a facilitator, the Community Empowerment Service has several primary duties and functions, with three main focuses: providing assistance, monitoring, and funding. Assistance includes the preparation of tourism development plans, which are involved in village deliberations. Monitoring includes evaluations and recommendations for improvement, while funding involves connecting villages with government programs to provide facilities and infrastructure.

b. The Role of the Tourism Office

In carrying out its role as a facilitator, the tourism office has various primary duties and functions, focusing on monitoring, promotion, collaboration, and training support. It also monitors and evaluates management by providing training programs as needed. It promotes activities through official media, involving the public in tourism exhibitions. It collaborates with various stakeholders in tourism development.

c. The Role of Village Government

In developing the Punden Mbah Reco tourist attraction in Ganggang Panjang Hamlet, providing various facilities at the Punden Mbah Reco tourist attraction and providing various forms of assistance and support needed for its management is crucial.

The village government even developed a long-term plan to create a village tourism map and a historical information board for Punden Reco. Comprehensive support from the Ganggangpanjang Village Government has made the community feel less alone in developing village tourism. Residents' confidence has increased as they are not only given responsibility but also provided with material, knowledge, and institutional support. This facilitation is part of a long-term strategy to realize independent and sustainable community-based tourism. Thus, the village government has optimally implemented its role as a facilitator in the development of the Punden Mbah Reco tourist attraction.



Figure 1: Facilities and Infrastructure at Punden Mbah Reco (building form) sarpras

2. The Role of Government as a Mobilizer

a. The Role of the Community Empowerment Service (PMD)

In carrying out its role as a mobilizer, the Village Community Empowerment Service has the primary duty and function of encouraging communities to actively participate in tourism planning and management activities. This is done through the establishment of legal frameworks and ongoing mentoring. Furthermore, the service also provides motivation to communities and tourism managers so that the programs implemented are not only routine but also able to develop and sustain in the long term. These findings indicate that the success of village tourism development is greatly influenced by consistent mentoring and the active involvement of communities as the main actors in development.



Figure 2: The process of establishing BUMdes legality with related parties

b. The Role of the Tourism Office

In carrying out its role as a mobilizer, the Tourism Office has the primary function of providing strategies to increase community awareness and involvement in maintaining and managing village tourism. This effort is carried out through providing strategic direction for destination development that emphasizes the importance of community participation as the main actor in tourism management. Furthermore, the office also encourages the utilization of local potential that has selling value, both from natural and cultural aspects, as the main attraction of the destination. This approach demonstrates that village tourism development is not only oriented towards increasing visits, but also on strengthening the role of communities in maintaining sustainability and local identity.

c. The Role of Village Government

In carrying out its role as a mobilizer, the Ganggang village government in developing the Mbah Reco Punden tourism is evident in its efforts to raise awareness and participation of the surrounding community in supporting and managing tourism by engaging in various mutual cooperation activities in the MSME development program. The village government also invites local residents, especially village youth, to get involved in activities that support the sustainability of tourism, such as maintaining cleanliness and security and playing a role in the daily operational management of tourist attractions and public facilities. The role of the mobilizer is not only limited to inviting

the community to be active, but also ensuring that the community can see tourism as part of the collective welfare that must be maintained and developed together.



Figure 3: Community participation in supporting tourism programs

3. The Role of Village Government as a Regulator

a. The Role of the Community Empowerment Service (PMD)

In carrying out its role as a regulator, the village community empowerment service has the primary duty and function of overseeing and guiding budget utilization to ensure transparent, accountable, and sustainable management. It ensures that village governments have a clear legal basis for tourism development. It ensures village government compliance with applicable regulations or imposes administrative sanctions for violations in village tourism management. This role demonstrates the regional government's control efforts to maintain orderly administration and encourage responsible village tourism management.



Figure 4: Supervision and guidance from the community empowerment service (PMD)

b. The Role of the Tourism Office

In carrying out its role as a regulator, the Tourism Office has the primary duty and function of establishing policies and operational standards so that all activities can proceed in a structured manner and in accordance with applicable regulations. Furthermore, the Tourism Office also conducts monitoring to ensure that village tourism development maintains a balance between economic and social interests and is aligned with regional development policies. This step demonstrates the existence of control and oversight efforts to ensure that tourism management is not solely oriented towards increasing revenue but also considers sustainability and the interests of the local community.

c. Role of Village Government

In carrying out its role as a regulator, the Ganggang Panjang Punden Mbah Reco tourism area plays a crucial role in maintaining order, transparency, and sustainable tourism management. In this regard, the village government provides direction to balance governance (issuing regulations to ensure effective and orderly development administration). The village government also functions to control and monitor activities to ensure they run smoothly in accordance with established policies. The village government also plays a role in enforcing discipline and resolving any issues that may arise during the process.

In the context of tourism management, the Ganggang Panjang village government plays a regulatory role by formulating various unwritten rules and consensus agreements that govern the management of the Punden Mbah Reco area. One example is the establishment of tourist operating hours, from 7:00 a.m. to 5:00 p.m. Western Indonesian Time (WIB), which is enforced to maintain order and security and prevent uncontrolled visitor activity at night.

Furthermore, the village government also establishes regulations regarding the division of activity zones or special areas for vendors with clear boundaries. This includes the placement of vendor stalls, which must not exceed a certain limit to avoid disrupting visitor traffic and maintain the aesthetics of the area. The village government has also regulated that no illegal vendors are allowed to operate in designated zones. This decision is part of a village-based social regulation overseen directly by the head of the Village-Owned Enterprise (BUMDes).

The village government also regulates and oversees the financial management of tourism. For example, voluntary donations from visitors are collected in a box next to the entrance gate of the Punden Mbah Reco tourist attraction, ensuring transparent management. The funds raised are used for the maintenance and renovation of public facilities and the procurement of other cleaning equipment.

Furthermore, the village government's role is evident in overseeing the cultural values and sacredness of the tourist site. Given that Punden Mbah Reco holds historical and religious significance for the local community, the village government has established regulations to prevent visitors from engaging in activities that violate norms of decency and customs, such as prohibiting immoral behavior, littering, and foul

language within the Punden area. These regulations not only maintain a conducive tourist atmosphere but also instill educational values and character-building in visitors, both adults and young people.

Thus, the Ganggang Panjang Village government's role as regulator has been consistently, participatively, and adaptively implemented, encompassing planning, implementation, supervision, and strengthening local values within the tourism management system. This role also serves as a key pillar in maintaining a balance between economic, cultural, and environmental sustainability.

CONCLUSION

Fundamental Finding : The research demonstrates that the Ganggangpanjang Village Government has effectively played integrated roles as facilitator, mobilizer, and regulator in developing tourism at Punden Mbah Reco. As a facilitator, the government has provided infrastructure, funding, and strategic planning, yet promotional efforts remain limited due to the lack of an official website and suboptimal use of social media. The mobilizer role is reflected in encouraging some community participation in operational management and MSME development, although engagement is uneven and coordination between managers and the community is suboptimal. The regulator role is implemented through rules and agreements governing the tourism area, though existing regulations lack strict sanctions and formal procedures. Overall, the synergy of these three roles supports participatory and sustainable tourism governance while balancing economic benefits, cultural preservation, and environmental sustainability. **Implication :** These findings suggest that effective village-based tourism management requires a balanced combination of facilitator, mobilizer, and regulator roles. The Ganggangpanjang model highlights that integrating infrastructure support, community empowerment, and regulatory enforcement can enhance competitiveness, preserve cultural identity, and guide other villages in developing tourism based on local wisdom. Strengthening digital promotion and structured community engagement could further optimize the outcomes. **Limitation :** The study is limited to a single tourist village, which restricts the generalizability of the results. Additionally, data is qualitative and dependent on the perspectives of informants, leaving potential gaps in objectivity and comprehensiveness. Comparative and quantitative analyses are needed to validate and extend the findings. **Future Research :** Future studies could examine multiple tourism villages with diverse characteristics to test the replicability of the facilitator-mobilizer-regulator model. Longitudinal research over 5–10 years could assess the sustainability and socio-economic impacts of tourism governance. Further investigation into digital promotion, product diversification, and local policy influence would provide a more complete understanding of effective village tourism development strategies.

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