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<https://orcid.org/0000-0001-9438-8218>**DYNAMICS OF STAKEHOLDER NETWORK IN TOURISM VILLAGE DEVELOPMENT DURING THE COVID-19 PANDEMIC ON MODELING CHARACTERISTICS AT TISTA AND PEJATEN TOURISM VILLAGES, TABANAN DISTRICT***Received 27 July 2023; accepted 01 August 2023; published 08 August 2023*

**Abstract.** *This study discusses the relations dynamics between stakeholders such as indigenous peoples, the private sector, and State, especially in the destinations management of tourist villages during Covid 19 pandemic. This pandemic has brought significant changes to the pattern and performance of tourism management in Bali. One of them is in the destination's development of tourist villages in Bali. The Covid-19 pandemic has brought significant changes to the pattern and performance of tourism management in Bali. In the tourism management due to Covid 19 pandemic, all parties involved should be followed the regulation to prevent this separation such as the implementation of health protocols, tourism promotion activities that shift towards online, adjustment changing in user behavior in traveling. This research applies theoretical frame of Actor Network Theory (ANT). This theory provides a methodological tool in exploring the ideal forms of dynamics relations among the three stakeholders that are strongly influenced by the discourse that arises and takes place around them, including placing patterns of non-human actor relationships that also determine new behavior in relationships, especially in efforts to develop tourism villages. The data collection used is interviews, observations, and documentation by implementing locus studies at two villages namely Tista and Pejaten Villages moreover they have different focus on development such as natural development, religious tourism, and handicraft development. The results show that network modeling between stakeholders in Tista and Pejaten Tourism Villages more receiving instructional programs or in terms of political science, it is dominated by vertical or unidirectional power, namely local governments, in this case provincial governments that directly carry out guidance considering the importance of uniformity commands for tourism implementation in the new normal phase. They are based on being directed at the concept of community-based tourism, which is very effective in being used in the midst of the COVID-19 pandemic as an effort to recover the community's economy which is declining and reorganize the tourism implementation that does not pay attention to the local community. Through the application concept of community-based tourism, the implementation of tourism through tourism villages is expected to achieve tourism goals, especially increasing economic growth, improving people's welfare, eliminating poverty, and overcoming unemployment which is now widely occurring due to the COVID-19 pandemic.*

**Keywords:** *Stakeholder; Tourism Village; Covid 19 Pandemic; Dynamic Relations; and Tourism Development.*

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## Introduction

The Covid-19 pandemic situation has had a major impact on many sectors. One of the sectors that experienced the biggest impact from this situation is tourism sector. It was recorded that the potential loss of the tourism sector in Bali from leisure and mice suffered losses reaching USD 9 billion or around 140 trillion rupiah. The percentage of tourist visits to Bali as a whole decreased or plummeted to 93.24 percent (Subadra & Hughes, 2022). Neither has the actual condition of tourist villages in Bali in 2019 been stretched, including in developing innovation and self-promotion, through various independent efforts and facilitation from each local government or occurring when the Covid 19 Pandemic situation lasted for several months, suddenly many developments of tourist villages in Bali had to be faced with the harsh reality of postponing many events and activities as well as postponing promotional activities (Nusa Bali, 2 Oktober 2020). This condition is certainly a common concern, considering Bali as the main tourist destination in Indonesia as well as overseas and also most of the Balinese community rely or depend on the livelihood of this tourism sector. Departing from these conditions, it is necessary to conduct a study specifically the results of which look for opportunities to contribute views on handling the development of tourism villages even though the pandemic period that is still ongoing nowadays.

This study aims to analyze the dynamics of stakeholder networks in the development of tourism villages, especially during the Covid-19 pandemic. Bases on the analysis, it is expected that this research is going to produce a model related to network relations between stakeholders, both in Tista and Pejaten Tourism Villages. This study aims to discuss how these stakeholders adapt new habits related to the Covid 19 Pandemic and their application in the development of tourism villages in the future. These two villages were chosen by the author considering the different characteristics of the developing type's focus of village tourism offered to tourists. In addition, the development of tourism villages has always been faced with a crucial problem, namely being 'forced' to have the ability to market itself to the tourism market, both at the local, national, and global tourist markets. The free competition of the tourism market requires tourism villages to have extra capabilities in synergizing their interests with various existing stakeholder networks. These stakeholders are certainly not only internal parties, such as official village officials, traditional villages, tourism awareness groups, etc., but also external parties, which in each tourism village development have different stakeholders from each other.

According to the results of Udayana Excellence research conducted by researchers in the previous fiscal year, in 2020, it was recorded that the existence of knowledge agents at the village level, including tourism villages, was limited to contributing their thoughts to the interests of sectoral village development. This condition is also without projecting the continuity of the use of interest networks among stakeholders, especially in the framework of future interests, including when entering a new era during the ongoing Covid 19 Pandemic crisis. In addition, village governments, especially in the development of tourism villages, rarely have follow-up documents in the form of existing stakeholder network mapping frameworks and take place in the development of tourism villages.

Moreover, many literature studies have been carried out related to the development of tourism villages, especially in terms of planning, SWOT-based projections, to the impact that must be borne by local communities from efforts to develop tourism villages (Utama, 2021). This qualitative type of research analyzes the limitations of tourism village management using case studies in Blimbingsari tourism village. In the analysis, these two authors used analysis with marketing strategy frames and SWOT frameworks. Data collection conducted in this study used interviews. In this conclusion, the author concludes that market limitations are still a problem for the management of Blimbingsari Tourism Village. Therefore, by analyzing the Strengths, Weaknesses, Opportunities and Threats faced by Blimbingsari Tourism Village by using SWOT analysis, marketing strategies that able to be applied are obtained, namely product packaging strategies, promotional strategies, repositioning strategies aiming to provide extra services for tourists. The other study from (Widnyana et al., 2020) mentioned in the research by using SWOT analysis with case study at Babahan Village, Tabanan Regency affirming that the potential of nature

and culture, and support from external factors provides a very high opportunity to develop into a community-based tourism village. There are several alternatives that can be applied in its development, namely related to destination aspects, industrial aspects, marketing aspects and institutional aspects.

The development strategies suggested by this research include, among others, strategies for creating a brand image of Kenderan tourism destinations, strategies for creating accessibility towards tourist attractions, strategies for creating the environment around tourist attractions, strategies for developing a variety of rural tourism products based on the uniqueness of local potential, strategies for increasing tourism industry product certification, strategies for increasing marketing activities for rural tourism products, strengthening strategies The entrepreneurial spirit of rural communities in the field of tourism, strategies to build institutional governance, and so on. The other research from (Purnomo et al., 2020) mentioned that the continuity of community empowerment through the development of tourism villages includes its implications for the socio-cultural resilience of the region. Through case study type research in Penglipuran Tourism Village, the research collected data through interviews. The results of their research are argued by discussing the stages of the community empowerment process in Penglipuran Tourism Village, namely the awareness stage, capacity stage, and powering stage. The process involves more community participation starting from planning, implementation and evaluation.

There are still various obstacles in implementing to community empowerment, especially related to efforts to maintain both of culture and customs from the flow of modernization, community attitudes, limited human resources and availability of tourist accommodation, as well as lack of promotional activities. Community empowerment through village development is ultimately stated in their study to have implications for the socio-cultural resilience of the region in the form of strengthening and changing social, cultural, and environmental values. However, concerning the study from (Nurkhalis et al., 2018) mentioned that there was limitations on the community empowerment, such as not mapping the stakeholder actors involved in efforts to develop the community empowerment process, and does not include how actors influence in contributing to local community values. This also includes the influence of non-human actors or actants, such as their presence during the current Covid 19 Pandemic. This is a certainly not only seen as an obstacle, but also an opportunity that can be solved by the actors' networks of who will be explored in this research plan.

The other study had also been conducted by (Hari Nalayani, 2016) had a little closeness to the study that the author will do because in one of the narratives, this study confirms related to the development of tourism villages that require good planning. Therefore, stakeholder cooperation is needed in this case, especially the government, entrepreneurs, and the community, especially the local community. This collaboration aims to develop tourism villages in a better direction which is able to prosper community around. The theories used by (Hari Nalayani, 2016) in the study are planning theory, sustainable tourism, Community Based Tourism (CBT) and alternative tourism theories. Although in this research, (Hari Nalayani, 2016) stated the importance of stakeholder cooperation in this case, specifically the government, entrepreneurs, and the community, especially the local community. This collaboration aims not only to develop tourism villages in a better direction, but also the research does not discuss specifically the role and potential of networks between these stakeholders. Moreover, in each of their characteristics in facing the Covid 19 Pandemic period nowadays.

By applying mix methods, namely qualitative and quantitative research, referring to the research from (Hari Nalayani, 2016) which emphasized more towards focusing on the description of tourism potential in each tourism village and its nature is more evaluative towards the development of tourism villages in Badung Regency. (Hari Nalayani, 2016) also included the conclusion that the direction of development in each tourism village experienced dynamism between stakeholders, especially in the form of synergistic cooperation, was not specifically described. These cases are going to be discussed in this study which will also try to elaborate formulations related to development strategy plans in each group that is influential in the development of tourism villages.

Referring to the previous tourism study conducted during the Pandemic by (Hendry Ferdiansyah et al., 2020), they mentioned that the Covid-19 pandemic very quickly became a crisis that affected the tourism sector. Social restrictions, as a first step to prevent the spread of this pandemic, becoming a big dilemma for tourism business actors. This research from the beginning aims to find out how to mitigate the tourism crisis carried out by the village. This research is a qualitative research type with conceptual study methods with secondary data acquisition, such as the use of news data collection, literature studies, and other sources. The research results from (Hendry Ferdiansyah et al., 2020) explained that the mitigation management plan prepared to face the new normal phase.

This research uses a case study in Nglanggeran Tourism Village and the results reveal that factually this tourism village produces several mitigation concept steps, including innovation and collaboration, namely by conducting alternative tourism innovation programs through virtual tourism with several travel agents as external parties. By implementing upskilling human resources through establishing communication forums, tourism webinars, and forming village volunteers. The communication through the delivery of existing conditions to visitors who have made reservations before the tourist ban). Carry out government instructions such as the determination of Extraordinary Events, Large-Scale Social Distancing and tourism bans. Holding a crisis center by forming a crisis team and also accelerating Covid-19 data information through the website named [corona.jogjapro.go.id](http://corona.jogjapro.go.id)). Improving maintenance, revamping villages and improving tourism support facilities. This research has a closeness, especially in providing views related to solutions during a Pandemic. It's just that this study does not provide stakeholders who run the program both internally and externally. The understanding in carrying out the program surely show there is a dynamic relationship between stakeholders, including the role of non-actor carrying capacity (actant), in addition to the Covid 19 Pandemic itself which has also changed the new system in tourism.

### **Literature Review**

This research classified into political science studies, because it discusses the important role of actors, especially stakeholders in carrying out various activism in building and developing power networks. Political science focuses its study on power, it is associated with the analysis of the dimension relationships between stakeholders, both with human actors and with non-human actors (actant). The power dimension is a major focus in the study of political science, especially in questioning how power is exercised. One of the relatively new theoretical frames in the political science approach to inter-actor studies application of Actor Network Theory (ANT) theoretical framework. In this theory, actors are understood to have different networks of interests with each other and tend to form networks that are considered mutually beneficial. It's just that, in the current situation of the Covid 19 Pandemic, it is also more important to include non-human actor factors (actant), especially in looking at the dimensions that also effect on the dynamics of tourism village development, both from the influence's aspect of pandemic impact and with the supporting capacity of information technology which ultimately contributes in encouraging and changing habits of the new normal and in this research is associated with efforts to develop tourism villages.

In the theoretical framework of Actor Network Theory (ANT), the dimension of the Covid-19 Pandemic is not only positioned as a non-human actor (actant) but also take an important role in influencing new human habits, including stakeholders aim to develop tourism villages. Several studies related to tourism villages that have been discussed previously do not explicitly discuss actors with capacity as external or internal stakeholders. The theoretical frame in this study uses ANT, where the scholar of this theory has initially predicted that change is not only always determined by human actors, but also non-human actors (actant), the theory's scholar had initially predicted that change was not only always determined by human actors, but also non-human actors (actant), according to the scholars (Callon, 1999; Stark et al., 2001; Tresch, 2013) developed a methodological aspect, referred to as "Actor-Network Theory (ANT)". This approach bases itself on the assumption that human social life has changed over time occurs due to changes in associations

or relationships between human and non-human elements. Non-human objects such as telephones, books, airplanes, ships, viruses, bacteria, disasters, also define social life.

The People are ultimately connected to these objects in an associational network. Without planes and ships, Indonesian would not be able to physically be in Europe and interact directly with Europeans there. According to Actor Network Theory scholars, the association factor between elements in the network is what makes social interaction work. Therefore, according to Actor Network Theory, all factors involved in social phenomena need to be viewed equally. People are not the only agents in social change. Human activities, relationships, are affected by changes in non-human elements. Conversely, changes in non-human elements are also influenced by actions and relationships between human beings. These scholars believe that the non-human element has also become an 'agent' because it has shaped and defined social relationships and networks themselves. In this research, ANT network methodology then strengthening by the authors with a supporting concept, namely with the concept of assemblage from (McFarlane & Anderson, 2011). This concept emphasizes that the components correlate in social associations, both human and non-human components, are dynamic, and instable. A social phenomenon is an association consisting of heterogeneous and dynamic elements or objects. The components that make up a phenomenon able to come and go as well as form new relationships.

According to this theory, social science has often been stuck in observing the social world as a structure of static social objects. The theory of assemblage illustrates social phenomena as mosaics that are always in motion, have fluid configurations, and are constantly changing. In its quest to understand social phenomena, as well as knowledge accumulation activities, future social science will need to focus on how human and non-human elements dynamically associate. In this network, the model can then be seen, whose actors are supported in what form and why, as well as are going to map how the role of non-human actors in the action's form on dynamics relationship. In the tourism research field, there are actually several studies that implement this ANT theory, contrary the number is limited and the subject is not directed at the analysis of the dynamics relations between stakeholders in tourism villages development. This research has differences from previous studies, namely looking at the dynamics of relations between stakeholders in the development of tourism villages, especially during the Covid 19 Pandemic through ANT theory frame work analysis tool.

This research is important in line with the amount budget reduction reallocated or refocused for dealing with Covid-19 pandemic in several district governments throughout Bali. therefore, these results are going to be achieved in the research that able to contribute to the recovery program of local tourism village development, including maintaining the sustainability studies related to tourism villages in forming or compiling policy briefs (policy sheets). It is going to plan submitted to the relevant village government also expected to be the basis for the village government concerned as a basis consideration in making policies related to tourism village development programs as well as strategies. Based on this description, this study aims to take a problem formulation of how does stakeholder networks dynamics develop the tourism villages during Covid-19 Pandemic? How to model networks between stakeholders in Tista and Pejaten Tourism Villages.

This research has three categories important thing, they are consisting of as follows: First, this study takes the locus of tourism villages, grassroots areas where the potential for tourism development involves participation and is felt directly by communities. Second, rural villages in Bali are encouraged by local governments, both at the district and provincial government levels, since the implementation of village regulations as well as the inclusion of direct budgeting assistance at the village level, this area is approached by various knowledge agencies, both government and non-government. This research become an important thing in observing synchronicity between knowledge agency actors who have been approaching at the village level. Third, this study takes villages in Bali, an area that is inseparable from the duality of custom and state, as well as the reality of those who are currently being pursued many targets for achieving village status, one of which is the category of independent tourism villages introduced by the central government. This condition is believed to include many struggles or battles between knowledge

agency actors. Nowadays, the analysis related to the existence of village change actors is still limited to the positivistic paradigm. Actors are analyzed in the fields both of political science and public administration, where their contribution only to form formulation or implementation contrary does not analyzed as influential agencies to form knowledge in decision making and other strategic development policies. The dominant study related to the actor's analysis at the village level or government at the lower level has so far focused a lot on relations with vertical governments within the framework of authority dominance.

Referring to the study from (Andrews-Speed et al., 2003), which emphasized the existence of knowledge actors at the village level when answering the dominance of vertical government legal and regulatory systems. By presenting the practice of managing small-scale coal mines in China which in reality contributes greatly to the country's energy supply, in fact at the same time these actors have to voice the negative impacts faced by their local communities. Such as waste of coal resources, high accident rate, among local miners, and various environmental damages. In this effect, knowledge actors couldn't do nothing and passively face the pressures of complex institutional structures including the authoritative regulation of small-scale coal mining businesses. Knowledge actors at the local level dwell on various burdens that represent the legitimate interests of Vertical Government through applicable laws and regulations. The limitation of the study to be overcome by this research is the absence of efforts from knowledge actors at the local level. They become passive actors when facing state domination. In contrast to this research context, where knowledge actors will be positioned as active knowledge agencies with diverse interests working behind them.

Another study was conducted by (Ban & Rao, 2008) mentioned that they explore the increase in women's participation in the village-level public sector encouraged by educated elites. Taking the context of India which is patriarchal by the caste system, it turns out to place women as leaders who occupy strategic positions at the village level. This position placement cannot be separated from the encouragement of knowledge agencies working in village councils (panchayats) by looking at the women's experiences whose are considered to perform well compared to men. This later became the basis for them to promote women to participate in public office positions in the village, despite strict caste rules. The limitations of the study rather observe the knowledge's agency as an inherent actor or inherent in the formal institutions of the village. These are not the encouragement of knowledge that has the authority to influence policy making comprehensively, factually it describes how women deal with patriarchal situations around them.

Those studies still position knowledge agencies to work singularly at the village level. While the other study from (Mutersbaugh, 2002) provided an explanation by emphasizing the many dimensions of knowledge agency at the village level. Against the backdrop of rural migration policies in Mexico, (Mutersbaugh, 2002) emphasized the tendency of migration decisions taken by villagers as a boost to income improvement. This decision is taken from the knowledge participation of civil society organizations and communities. Knowledge between them is negotiated and contested with social practices that take place at the village level, facing pressure/domination of state bureaucratic power as well as the market. This study aims to refute the theory of migrant network agents who come into contact with transnational spaces by emphasizing the ability of local (village) to create an independent decision armed with knowledge from the participation of CSOs. The studies from (Mutersbaugh, 2002) and others still position actors as limited or partial agents of knowledge. It has not described the pattern of relations between actors of knowledge agency, the running of interests, and the forms of negotiation, compromise, as well as contestation that are built among them. In addition, the study from (Tangenberg & Kemp, 2002) emphasized that the knowledge's agency cannot be separated from the reality of interests/ideologies encompass it. Knowledge runs on diversity and equality based on experience and work practices. This knowledge orientation leads to empowerment and integrating various knowledges integration for life.

According to the research from (Manela & Moxley, 2002) emphasized knowledge agency as a party that intervenes knowledge into institutions or organizations in order to improve

organizational performance, improve services, management, as well as even administrative systems. The knowledge they intervene in has benefits and relevance to organizational empowerment practices. Knowledge agents take a role in the creation, application, and knowledge's dissemination in a certain period of time commitment depending on the successful program continuity. The knowledge development practices that agencies run align with their personal and professional values. On its characteristics, agency actors develop knowledge that does not require too long and drain energy, because they take into account the compensation they would be received.

The study above has not described specifically concerning how the dynamics and relationships between knowledge agency actors and stakeholders in the village. This depiction is going to be tried to be observed in the capacity of this research study. The big question of this research design aims in observing and providing a new perspective where this meaning has approached the definition of agency in villages only as a formal organization, not an effort that observe to position the activism of knowledge discourse taking place in the formulation and implementation of village development. It is believed that the village is going to never be immune from various interests of agency actors residing around it. This interest is what actors bring in interpreting their knowledge through the offer of diverse programs. The authority in this position is interpreted not only as an effort to produce knowledge, but also to show an effort in arranging an agenda. This condition is then understood as a form of dynamic of knowledge agency actors. This form is going to be searched, analyzed, and compiled its typology to find out the characteristics of the interests built from knowledge agency respectively.

#### ***- The Concept of Knowledge Agency Actor***

This research operationalizes concepts related to knowledge agency actors from pre-existing studies. According to the study from (Kockelman et al., 2007), give the example such as creation of knowledge practices from agency actors largely adjusts the culture and vision of the organization, including the performance of the services that are its goals. Those Indicators can be seen are the existence of offers for the best service concept, efforts to improve performance, and how to achieve satisfaction from service users.

However, referring to the study from (Kockelman et al., 2007), it was emphasized that leadership is needed to facilitate the vision's achievement both of goals and measure whether or not the various existence of dominant knowledge of the agency concerned. The most important thing is the ability to relate the agency's knowledge from the staff and articulate positive benefits to the institution. The positive thing about knowledge agency is that it opens up learning opportunities. However, if the development of the organization is not accompanied by the support of knowledge agencies, this will slowly kill the organization concerned, both in terms of funding, staff, and networks. In this study, (Kockelman et al., 2007) emphasized the role of knowledge agency offers strength, both in terms of accountability and flexibility. The agency guides directing priority programs among the many development program options available previously. Those Agencies consciously influence knowledge to others with the diverse characteristics and controls they exercise. The effectiveness of knowledge agency is able to interpret from the determination of decisions.

Another concept that supports this research referring to the study from (Mirbagheri & Mashayekhi, 2015) explained the work of knowledge agency actors as a form of professional service organization. Agencies have limited decision-making power, even though they have a major role in intensifying the dissemination of knowledge. At an agency perspective, the existence of a knowledge agency actor professionally exchanges its expertise with the owner, manager, or leadership of the organization. Agencies sometimes have opportunistic characters while they have agency professionalism as seen from self-control, community control, bureaucratic control, or client/user control of services. Agencies are required to have a specific knowledge and expertise. It becomes an important thing to provide benefits for the development of a capable organization, especially in managing it more professionally.

**- *Discourse Theory According to (Laclau, Ernesto; Mouffe, 2013)***

This research plan was going to utilize the discourse theory put forward by (Laclau, Ernesto; Mouffe, 2013). This case as an effect of the theory emphasizing the hegemonic aspect of discourse production. Discourse is not always inferred because it will never fulfill at one point even able to intersect, or contradict altogether (Townshend, 2004). Related to this research, agency actors able to be assumed to produce knowledge while does not dominance of mainstream (general) state policies, contrary propose other alternative whose are outside the mainstream policy. Knowledge agency actors might be involved in planning, implementing and monitoring certain policy evaluations at the village level. Knowledge contains discourse related to the categorization of development concepts surround it. In this articulation, there is a power struggle for knowledge about village development and its categorization.

In this theory, aspects of village development and their categorization are placed as empty signifiers or empty markers and cannot be sensed. Knowledge of village development is not singular contrary the result of compromise, tolerance, amalgamation of categorization that has been fighting around it. Empty markers refer to ideas neither that cannot be sensed nor their meaning will appear signified. This sign hegemonizes when its meaning becomes a universally empty marker (Arditi, 2010). Through the guidance of discourse theory, it will be known the dominant perception that shapes the construction of development and its categorization. This case creates an easier thing to identify the actors of knowledge agency constructing discourse. Through this research, this condition is clear that village development is not only merely described in a normative mechanistic manner, but also it is critically analyzed in the eyes of these knowledge agency actors, including when they diagnose all inhibiting as well as driving factors comprehensively.

**Methods**

The design of this study classified as qualitative type. Qualitative methods follow research procedures that produce descriptive data, namely in the form of written words of observed behavior (Moleong, 2006). This research is directed at describing the research object holistically (thoroughly) through a case study strategy. The case study strategy in this research is directed at qualitative types by emphasizing exploratory questions (who, what, and how) descriptively. In the case study strategy, researchers have no control over the objects to be studied, by observing, interviewing and analyzing real-life data and processes that researchers cannot intervene. In this case study, researchers want to observe the depth of reality by exploring both of cases and patterns of actors' presence phenomena, knowledge agencies and their influence on village development along with all forms of categorization.

In the case study strategy, there is a specificity of certain periods and places the understanding, in different periods and places, there are changes in knowledge, both in the context of sociology, economics, and politics. There are two types of case study strategies, among others, single case study and multiple case study. In this research design, it took the type of multiple case study, with locations in Tista Village and Kerambitan Village, Kerambitan District, Tabanan Regency. The choice of these two villages observes the proof that adjacent areas with the same administrative authority is going to have different agency actors as well as their interests. The time period taken is the time period of enactment of the Village Act, namely (Presiden Republik Indonesia, 2014) from 2016 to 2019. During this period, it is believed that villages are often used as a competition for various sectoral interests that interpret the vertical government elites' necessities, civil society organizations, academics, along with various dynamics. Especially in line with independent planning and fund management which is confirmed through the implementation of this village regulation since 2016 until nowadays.

In obtaining data holistically, the technique of collecting or collecting research data is carried out through steps as follows:

a. Observation is a technique of comprehensively observing events or reality that occur around the research object



b. Interview is a data collection technique through direct question and answer where the questioner (interviewer) is physically facing the party being questioned (interviewee). The interview method used in this study is an in-depth interview method guided by a list of interviews that have been made / prepared in advance (interview guide). In-depth interviews in a study aimed to collect information about phenomena in society (Roller, 2019). The applying interview technique is intended to obtain primary data on the existence of knowledge agency actors at the village level in Bali.

c. Document study is the activity of analyzing documents or written data related to this research.

The technique of determining informants is carried out by purposive sampling, that is, they are considered to have knowledge in accordance with the research topic. In this technique, researchers interviewed several key resource persons first at the district government level, namely the village government administration office or coordinating body including the local sub-district government. Then the data collection technique in the form of interviews continued to Perbekel village as the research location. In this resource person, through the snow ball technique, it is wished that key information is going to be obtained as a very important thing related to the research respondents to be interviewed, including stakeholders who have been interacting directly with knowledge agency actors at the village level.

The object of the study is the tile roof's business owner around Tabanan Village classified as the gender and age such as; female and aged around 40 years old and data collected is then interpreted into transcriptions of interview results. The results of these interview transcripts are sorted and categorized according to research necessity. The presentation of this research is carried out by combining the data processing obtained from informant interviews and documentation obtained, both and information from other supporting media (books, internet, etc.). The Data analysis will use Critical Discourse Analysis (CDA) from Fairclough. Its speech's effect from the informant interview of this research result objects is going to be observed for certain meanings that are considered relevant and then drawn relation patterns to the macropolitical structure behind the speech.

## **Results**

As one of the villages in Tabanan Regency, Pejaten Village has considerable potential. By the blessing of geographical conditions that allow it to be used as appropriate goods, it will be very unfortunate if this utilization is not carried out optimally. One of the great potentials of Pejaten Village is the production of pottery, such as roof tiles and bricks. Roof tile is a component in a building that takes the role and function of a roof that covers the upper surface, and is placed stacked and overlapped. Clay as a raw material for tile is an option in consideration of making a building on the basis of its weight which is light enough, has strong compressive power, being able to absorb heat, and ideal in reducing in noise when exposed to the rain. In Bali Province, the roof tile's production in Pejaten Village is quite widely known, it is not uncommon to find roof tiles attached with the brands "pejaten" as the original characteristic of Pejaten Village production.

Pejaten Village is located in Tabanan Regency and has a distance as far as ±45 minutes from the center of Denpasar City. The name Pejaten village is popular in Balinese conversations when they intersect with the problem of finding building materials, especially tiles, for the roof of their houses. Pejaten Village is a village well known with industrial tourism of processed clay raw materials. In this village produce roof; ceramics; and pottery, as the potential for tourism industrial. Roof tiles and materials made of clay are the main commodities that are also an attraction for both of domestic and international tourists who have the curiosity to be involved in the manufacturing process of clay into a ready-to-use material. The productive potential possessed by Pejaten Villagers has a domino effect in a positive context. On the one hand, Pejaten Village is known as a productive village that is active with its clay works. On the other hand, the creativity existence that come from Pejaten villagers able to be developed and also become community's life skill as their "safe zone" in terms of profession or employment. If this condition was connected to the theory from (Stoyanov,

2017), mention that human needs are physiological; security; affection-sense of belonging; appreciation; and self-actualization, it can be said that Pejaten community has obtained physiological needs (as productive citizens) as well as self-actualization and appreciation (as a popular tourist village community). These two indicators certainly provide benefits for the lifestyle of the Pejaten village community in fulfilling their life necessities.

The transition began to be felt in Pejaten Village in 2020. The rambunctious began to be experienced by Pejaten Village Community during Covid-19 cases could no longer be stretched around the world. For almost 2 years, human activities have been faced with the COVID-19 pandemic. The economic and tourism sectors are the main sectors becoming an important part of Pejaten's community. However, this pandemic can be seen from the decline in sales turnover of the main sector of Pejaten Village to changes in daily behavior standardization, to the impact that is greatly affected by the pandemic, as a cause and effect of the coronavirus health emergency. This condition is understandable that this disaster does not necessarily happen to Pejaten Village. However, as a village depending on the tourism sector whose people live based on the arrival of domestic and international tourists, the role of third parties become the most supporting factor for Pejaten Villagers.

The Pejaten community is still struggling with the tile industry; ceramics; and pottery, currently complicated by the depletion of clay resources as the main material in creating products at this industry. Pejaten industry, which has been pioneered since 1942, was originally intended to facilitate access to cooking and completeness in Hindu religious rituals, contrary in actual condition the main ingredients needed were increasingly difficult to find directly in Pejaten Village. This resulted in Pejaten community having to find and obtain raw materials and mixed materials from outside Pejaten Village. Surely, this condition makes the capital spent much larger compared to previous condition, not to mention the hard blow of the Covid-19 pandemic.

One of the business owners in this industry, named Mrs. Wahyu, did not escape the significant impact in this pandemic situation. The 40-year-old female, who now has a grandson, explained that unlike usual, where income from tile operating profits is relatively fixed and stable previously, now due to the pandemic, the production of processed tiles is not too much purchased by consumers. With the number of tile production per day that produces 90 pieces, the decline in the number of consumers forced her to reduce the standard unit price of tile which was originally price amount from IDR. 1,200.00 to IDR. 900.00. In this economic crisis season, she made tile business as a side profession. The lack of public interest in construction activity during this difficult economic period has the same impact for her who have owned businesses since the 90s period. She added that of the many new crises, the impact of Covid-19 was very pronounced.

During the period from 1995 to 2002, explained by Mrs. Wahyu which was the year for her efforts to reach the peak of glory. In 2002, in the midst of grief that hit the Balinese due to the bombing that occurred, the economy and market demand received by Mrs. Wahyu actually increased. This indicates that tile roof business will survive if development is present and occurs on a large enough scale. Mrs. Wahyu, whose is currently collaborate with her brother's business, who is also a business owner, uses flower passages in her flower garden to increase her income. Flowers are very important in Hinduism rituals in Bali; therefore, they are able to be an opportunity and they utilize flowers to be sold in traditional markets around Kediri District, Tabanan. For the subsidizing during the pandemic, Mrs. Wahyu said that there was no special subsidize from the government for business intensification. The subsidize that has been given so far is only in the form of basic necessities. In keeping her business running, she utilizes the People's Business Credit (KUR) program from BRI bank.

### **Discussion**

The similar condition also experienced by other roof tile's entrepreneurs, such as Mr. Made Wirawan, who's also competing in this industry. He has company's production that is higher than Mrs. Wahyu who is only engaged in home production. If Mrs. Wahyu and her family are able to produce 90 pieces of tile per day, Mr. Made and his two manual laborers are able to produce 500

pieces of tile per day. This amount is certainly reasonable, considering that Mr. Made is assisted by his employee in the production process. Additional facilities when consumers buy at Mr. Made's company are in the form of transportation access. Larger scale of production of the enterprise; use of wholesale labor assistance; And additional transportation facilities for the delivery of consumer goods, certainly effect on the price offered greater than home production. The differentiation made by Mr. Made resulted in a calculation of the unit price of tile amounting from IDR.1,300.00 to 1,500.00 / day. However, he should reduce the standard price to IDR. 1,100 / day because of the decrease in the consumer needs and effecting on the amount of his income per month. Which before the pandemic was able to earn from IDR 5,000,000.00 / month to only IDR 3,000,000.00 / month, and during this pandemic it is not constantly obtained. Regarding government assistance for business development, just like Mrs. Wahyu, Mr. Made stated that during the pandemic, basic food necessity was only obtained. Meanwhile, for interaction with the government regarding his tile business, he was asked to fill in data which he thought would be used by the government to record roof tile entrepreneurs in Pejaten Village. However, until this interview was conducted on October 23, 2021, there is no definite clarity from the data registration.

Moving away from tile tourism micro-businesses, Pejaten traditional market is the second sector in the village that has also experienced the impact of the pandemic. Mrs. Amanda, as Tipat food and beverage vendor, said that the pandemic reduced people's buying interest in shopping at the market. Mrs. Amanda, who sells in Pejaten market area until the afternoon admits that in  $\pm 1.5$  years of the pandemic, people's arrival to the market has been limited. If previously market activity was active from early morning to noon, now, trading transactions are only crowded until 9 A.M. In addition, the market crowd during this pandemic only lasts when people are going to hold religious rituals so are approaching Hindu holidays in Bali. This condition keeps her longer to peddle wares every day until the afternoon. According to Mrs. Amanda, the decrease income of the community is the determination of the lack on consumer interest in shopping activity at Pejaten traditional market.

### **Conclusion**

Bases on interviews and other information sources obtained from Pejaten Village, it was found that stakeholders who providing Pejaten Village in handling sustainability as a tourism village are students, national private banks, Pejaten Village Government, Regent of Tabanan named (Dr. I Komang Gede Sanjaya, SE., MM), Vice Regent (I Made Wirawan, SE), and Chairman of the Regional Representatives of Bali Province (Nyoman Adi Wiryatama). Along with Pejaten Village Government, basic food necessity distributes to the village community with the intention of supporting productivity of the clay industry through fulfilling their daily necessity. Meanwhile, the other support given by those officers consist of Infrastructure facilitating in the form of hotfix for paving village roads that has been carried out as an alternative access both of the community and tourists to pass by in the tourism village and at the same time is also intended to embellish aesthetic image of village tourism. According to the Bank's contribution, some local entrepreneurs (such as Mrs. Wahyu and Mr. Made Wirawan) use People's Business Credit (KUR) BRI aiming to obtain monetary assets. In addition, according to the presentation of resource persons who are native indigenou of Pejaten Village stated Real Work Lecture is a form of contribution from college students in assisting villagers to get up from pandemic buried through online promotion of village products; provision of plant seeds and access to vaccines; as well as provision of free health protocol support tools to the community.

Meanwhile, when the interview topic turned to the question "what do policies often hinder and vice versa, what policies do you think will be beneficial for the development of Pejaten tourism in this new normal period?", they stated that The Community Activities Restrictions Enforcement rules and mandatory vaccination policies sometimes hinder their mobilization in the process of finding raw materials at Bantas area. However, regarding the vaccination policy, they also agreed for all Pejaten Villagers to immediately implement the vaccine program. The mandatory vaccine policy, according to them, are going to accelerate the recovery of the socio-economic situation while encouraging new policies to normalize the tourism opening in Pejaten Village. In addition,

the vaccine policy will also provide immunity's stability of villagers, therefore they will be safely able to explore all potential resources and as an outcome will contribute to the image intensification of Pejaten Village.

The conditions occur in Tista Village have a Tourism Village Awareness group known as (Pokdarwis) of Tista Village which has been established since April 16, 2016. This management was further strengthened based on the Regent Decree Number 180/274/03/HK&HAM/2016. During the Covid 19 Pandemic, the condition of Tista Tourism Village was more inactive, yet in as serious as Pejaten village because this tourist village had offered more natural and cultural wealth previously. The potential for tourism development supported by the existence of Tri Kahyangan Temple located and Meraja Pati temple located east of Bale Wantilan during the Pandemic is only used as a means of worship. The presence of the Tourism Awareness Group (Pokdarwis) of Tista Village in Wantilan Tista Kerambitan Village, Tabanan, which had previously prioritized maximizing the potential of art, culture, and culinary, in the end during the Pandemic and The Community Activities Restrictions Enforcement became more of a foundation for the recovery of the economic sector, especially for people who were really affected by the pandemic.

In the fields of art and culture such as Andir performances, charcoal candidates, jogged roofs and Sekha Santhi are more to support the performance of ceremonies in custom. Likewise with spiritual potential, namely Beji temple, Batu Gede and Yoga Seruling Dewata which are original relics from Bali. Meanwhile, the training, which before the Pandemic period was intensively provided by university agencies and local governments, was for culinary tourism, there were various kinds of Balinese snacks, such as Apem, Kaliadrem snacks, sweet potato donuts, catfish meatballs Tista and many more which then giving support recovery of post-pandemic conditions, especially in developing SMEs.

In mapping the acquisition of temporary data, there is preliminary information that has been and is being carried out by the author, namely the network carried out by stakeholders of Tista Tourism Village influenced by the following factors such as follows: (1) the tourist destination sector of Tista tourism village is based on nature and culture, the decline in tourist numbers has an impact on decrease income for tourism villages; (2) Network efforts are built and carried out more perfective and protectional properties until this study carried out still has not brought the number of tourist visitation. Even in the implementation of The Community Activities Restrictions Enforcement, non-tourists have experienced both domestic and foreign tourists; (3) preventive efforts involve cross-service with the district as a technical sector that handling the socialization of health protocols or the implementation of tourism services in the new normal phase, such as synergy with the tourism office and health office; (4) For projective efforts to cooperate with agencies or travel agencies continuing to promote online both of domestic and foreign tourists; (5) Obtaining guidance and socialization from vertical agencies such as offices of the District Government.

Meanwhile, the network carried out by stakeholders of Pejaten Tourism Village consists of as follows: (1) The tourism sector is declining, while the village government and synergy with tourism awareness groups are conducting a safety net by building certainty in the supply of raw materials and tile finishes to distributors both of Bali and outside Bali; (2) Conducting consultation and guidance from vertical agencies both to Tourism Awareness Group (Pokdarwis) and tourism villages; (3) Cooperating with agencies or travel in promotion activity schedule online to domestic and foreign tourists.

Network modeling between stakeholders in Tista Tourism Village and Pejaten Tourism Village is more accepting of instructional programs. Moreover, in terms of political science, it is dominated by vertical or unidirectional power, namely local governments, in this case provincial governments that directly carry out guidance considering the importance of command uniformity for tourism implementation in the new normal phase. This command uniformity is based on being directed at the concept of community-based tourism, which is very effective in being used in the midst of the Covid-19 pandemic as an effort to recover the community's economy whose are in decline and reorganize the implementation of tourism that does not pay attention to the local

community. Through the implementation of the concept of community-based tourism, the tourism coordination through tourism villages is expected to achieve tourism goals, especially increasing economic growth, improving people's welfare, eliminating poverty, and overcoming unemployment which is now widely occurring due to the COVID-19 pandemic. In addition, the government is also expected to strictly monitor the implementation of the CHSE program effectively in preventing the transmission of COVID-19.

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