

THE COMMUNITY EMPOWERMENT FOR FACING FIRST DEVELOPMENT OF TOURISM IN KUTUH VILLAGE

Mutria Farhaeni, A.A. Istri Ngurah Dyah Prami

STIE Bali International Institute of Tourism Management, Bali, Indonesia

Received: March 21, 2020

Accepted: April 28, 2020

ABSTRACT: *As innovative model of economic empowerment for Kutuh Village community, the existence of BUMDA (enterprise which is owned by indigenous village) plays the very important role assetens for indigenous village community because this enterp rise ultimately provides welfare for village community which can be useful and valuable by community members. The authers used purposive sampling, namely determined the key informants, then we collected data and informations as much as we can for snowball method. We used interviews as research tool. We collected many interviews, then we reviewed and described results of interviews. About 2010th, many surfers and another travelers began to attract this village, because they found tranquil and solitude places in this village where was far from hustle and bustle another famous tourist place. This village is also known as Secret Beach or Secret Beach. From this study the authers obtained 12 business units which were established as organizations of Kutuh Village to empower community peopole. The investors establised cooperations, and cooperated with village to increase scholarship for human resources, to develope and to advertise tourism places from this research we suggested that the BUMDA of Kutuh Village continues to innovate empowering the community's economy through village manager in integrated community-based and sustainable manner. We also recommended that the existing of indegenous village organizationinKutuhVillageis truly maintained, for which to avoid reduceness in public awareness for importance of indigenous village organizations and to support quality of community's life. Bali expect to remain safe and comfortable, and give tourists to feel at home in traveling in Bali.*

Key Words: *BUMDA, Community Empowerment, TourismDevelopment*

1. Introduction

The rapid development of tourism in Kutuh Village resulted in the change of lifestyle in the community, especially after sold lands this village implicated the symptoms of poverty. Facts and information on the field have proved that many village community sold their own lands in coastal area. In addition unisex visitors visit to entertainment places, enjoy drugs and most community experienced symptoms of poverty after sold their own lands (Arjani, 2017).

The tradisional original Balinese village responses for village community who have systems of poverty, and forms several business with BUMDA in Kutuh Village to empower village community.

It was appeared that the governmental village chief and traditional village chief in Kutuh Village made the memorandum of understanding with the rural regulation No. 08 year 2014 to form BUMDA (enterprise owned by tradisional village), and commonly called the Kutuh Village office want to optimize income tradisional village community initiatively and motivatily, so as to provide highly welfare to village community (Kutuh Village, 2017:4).

As the innovative model of economic empowerment for village community, the existence of BUMDA play important role in managing asset to indegenous community, so empowerd and worthy utility are given ultimately life welfare for village community. But now we have temporary question that consequens of expansive investors who have many capitals will occur implications or impact as role of capitalists. But if BUMDA in Kutuh Village was established there will be not occur these phenomenoes.

To perform co-operation investor with BUMDA Kutuh Village, both parties mutually beneficial co-operate agreements. If empowerment community certainly maximize village potential to improve welfare of village community initiated and affirmed by village indigenous villoffice by issuing the decision of tradisional Kutuh Village chief No. 12/KEP. DAK/XII/2014 dated 12th December 2014 year about the establishment of BUMDA of Kutuh Village and launched on 24th December 2014 year by the deputy Regent of Badung I Wayan Sudiana, S. Sos. (Village Kutuh, 2017:4).

From the observation in the field it was fined that the Kutuh Village office has many assets in the form of temple owned lands, village lands (village-owned residential land), and village-owned farmland. Total area

25 hectares. According to provisions of traditional law, called Awig-Awig, the potential assets of the village must be optimised for utilization, and results can be utilized to finance all needs for the obligations of the community to carry out Religious activities including indigenous cultural operational activities in traditional Kutuh Village which currently reaches 3,500,000,000.00 (three billion five hundred million rupiah) about a year.

Based on the provisions of law which is contained in traditional village regulations and for the encouragement and development of the government, people of traditional Kutuh Village through regulation of traditional Village number 01 2014 year make BUMDA in Kutuh Village as integrated container of potential Village business, and BUMDA consisted 12 business units with the structure of the central management organization BUMDA Kutuh Village and the organizational structure of business Unit management.

Based on the background above there are 3 problems that will be examined in this study. The formulated problems are as follows: (1) how is the tourism development in Kutuh Village; (2) What is the formation of empowerment community in Kutuh Village (3) Is there any formation of co-operation between investors and BUMDA Kutuh Village.

2. RESEARCH METHOD

This research was carried out by field observations about empowerment community which was faced rapid development of tourism in Kutuh Village. The used method is purposive sampling, and author specified the key informants, from it then proceed with the snowball method to obtain as much data and informations from other informant. The used tools were interviews. From the results of interviews author examined key informants and other informants and wrote in a descriptive form.

3. Discussion

Author explained the empowerment of community where was faced the tourism in Kutuh Village with the eclectic theory. In each explanation of tourism development, author researches form of empowerment and co-operation between investors and BUMDA in Kutuh Village.

A. Tourism Development in Kutuh Village

It has been known and understood that tourism means wide range of tourist activities, various facilities which supported these activities and various services which are provided by community, entrepreneurs, government, and local sectors (UU No. 10 year 2009).

In Kutuh Village the main tourism place is Pandawa beach where as tourism place is well known. The philosophy of the name of Pandawa refers the sublime, and this philosophy reflects five brothers of Pandawa itself. This brothers consists with Yudistira, Bima, Arjuna, Nakula and Sahadewa. But more fundamental, secretary of Kutuh Village continues to say that aim to before victory against Kurawa the journey of Pandawa brothers was quite bitter, and this story forms illustrations of the life of local people. Just like other villages in Nusa Dua area, before the community knows tourism, it can be said that the life of people lives in Kutuh Village were very difficult. Initially the activity or business community Kutuh Village is a farmer and seaweed farmers. At first in Kutuh Village the occupation or business were farmers and seaweed farmers. And they planted sweet potatoes and corns in their farms lands. And they cultivated seaweeds in the sea. From their works they got incomes to fulfill the needs of their daily life (Farhaeni, 2018:2).

It is known that Pandawa Beach was launched for the first time by the Traditional Village and the Village Service through LPM (Community Empowerment Institution) in 2011. At that time, Pandawa Beach was still known for its seaweed commodity. However, along with the increasing popularity of Pandawa Beach and increasing tourist visits, the construction of supporting facilities for tourists has begun to be built. Livelihoods shift occurred. In 2016, according to field observations, almost all local people became service providers and opened kiosks on the outskirts of Pandawa beach.

In the interview to secretary of Kutuh Village office (5 February 2019), he said that village community place on white sandy beach with high cliffs as Melasti Beach where has been used for ceremonial activities by local people. About 2010 year many surfers and travelers who sought tranquility and silence began to visit this area because this area was far from hustle not like another. This place was also known as the name Secret Beach. Only very limited people knew this area. And village people didn't know that this beach was called as Secret Beach by tourist too.

Before being widely known as a destination tourism, this beach was used as a tourist a place for seaweed cultivation by the community around. Pandawa Beach is included in the area Kutuh Village. Kutuh Village was originally a village part of the Poultry Village because of the number residents who do not qualify for made into a village. After getting longer the number population is increasing society build their own village,

namely Kutuh Village. The name Pandawa Beach comes from a story Five Pandavas trapped in the Cave Gala-Gala while fighting against Kaurava and then the beach which was originally called a secret beach becomes Pandawa Beach (Selatan, 2016).

At first Kutuh Village people confused to be asked location of Secret Beach from foreign tourist. So foreign tourists told this story, and if they would like to enter this area, they have to pay for community which recognized to have this beach. Starting from this situation, village apparatus had meeting to decide new name which didn't ingure good reputation. From the results of this meeting the name of Pandawa.

It is also said that at first the access to Pandawa beach was very difficult because must crossed steep of rock cliffs. But then in 1999, the community co-operated with digging lime stone investor to make access road for this beach. Now tourists can head and enter directly this beach with their vehicles or buses.

Kutuh Village, which is one of the 6 villages in the South Kuta sub-district, initially had a lot of tourism potential, and since 2010 it has been explored and developed until now and continues to be the primadoma for all tourists and people who will visit it, as for the tourism potential it has. can be in the form of natural tourism potential in the form of Pandawa Beach, Umbrella Mountain Beach, Beji Forest and Monkey Forest, potential for cultural tourism such as timbis parablinding, Pandawa art market, religion and ceremonial arts as well as special interest tourism potential such as jogging, marathon running venues and soccer fields named the village of the ball (Sugi et al., 2019).

B.The Form Empowerment of Community in Kutuh Village

Empowerment of community is derived from the word "power". Therefore, the main idea of empowerment contacts with the concept of power. This concept of power also often depend on the individual's ability to make others do what it wants, regardless of their interests and desires (Martono, 2014:374).

From the interview with traditional Village Cheaf (18 February 2019) it is cleared, namely community must empower, give power, knowledge, and ability to fullfill the needs of villagers life as physical utilize natural resaurces which are possessed, increase economic and social confidences which are able to convey aspirations, have livelihoods which are participated in social activities, and must independent in carrying out the duties of his life through the BUMDA Kutuh Village.

The establishment of this BUMDA (enterprise which is owned by indogenous village) aims to regulate and develop business units in Pandawa Beach so that the investment can be sustainable. The form of community participation in tourism investment on Pandawa Beach is self-mobilization. The people of Kutuh Village took the initiative to manage and manage investments in Pandawa Beach (Kutuh et al., 2017).

BUMDes was born as a new approach in efforts to improve the village economy based on the needs and potential of the village. The management of BUMDes is fully carried out by the village community, namely from the village, by the village, and for the village. The way the BUMDes works is by accommodating the economic activities of the community in an institutional form or business entity that is professionally managed, but still relies on the village's original potential. This can make people's businesses more productive and effective. In the future BUMDes will function as a pillar of national independence and at the same time become an institution that accommodates the economic activities of the community that develop according to village characteristics in order to improve the welfare of rural communities (Bumdes & Kusuma, 2018).

It was also said that the establishment of BUMDA in Kutuh Village traditional was mandated by Perarem of traditional Kutuh Village, No. 01 year 2014 and operational has been based on the decree of the cheaf of traditional Kutuh Village on 12th on December 2014 year and it's existence was annoned officially by Vice governor of Badung on January 24th 2015 year as the third opening of the Festival of Pandawa on 2014 year. The announcement, BUMDA of traditional Kutuh Village consisted of two business units, namely the business unit of Credit Institution of Village (LPD) and the business unit of the tourism area of Pandawa Beach. The office of BUMDA of Kutuh Village was placed as picture 1 below.



Picture 1. The office of BUMDA Kutuh Village
Document: Mutria, 18 February 2019

With getting the development of potentials management in traditional village, on February 2014 BUMDA began to design for the development of other business unit, namely the Volcanic business unit of the Volcano Umbrella Cultural Park, the business unit of managed goods services, business, and the pilot business unit operated paragliding attractions.

On 2016 nextly, two units were established, namely the pioneering business unit of the Cultural arts and business Unit of Pandawa Mandiri transportation. On 2018 construction of service business unit was also opened. Beside of business units, health care and regional security unit was opened, which integrated with the part of business management and forthed existence of traditional village. And on 2019, the business unit and the business unit football field were established. Then now BUMDA of traditional Kutuh Village has managed twelve business units and one service. These twelve business units and one services integrated with the purpose of BUMDA to realize the sustainable BUMDA, namely:

1. Business Unit of the Village Credit Institution

From the interview of the chief of traditional Kutuh Village (18 February 2019) it was appeared that the business unit of Village Credit Institution (LPD) is oldest business unit, which was established before BUMDA was founded, and during the operation this unit became integrated business container. LPD of traditional Kutuh Village of was established on 28 September 1998. The office of LPD Kutuh Village presented in picture 2.



Picture 2. LPD Office of Kutuh Village
Document: Mutria 18 February 2019

The village credit institution is consisted as the part of wealth management of traditional village (Paduwen of Village). It's capital is separated from property of village's own, and get assistance from local government. This village credit institution serves original village people for financial assistance to prepare various service programs such as deposit or loan business.

Based on the decision of traditional Kutuh Village number 007/KEP. DAK/I/2015 5th dated January 2014 year, management unit of BUMDA of traditional Kutuh Village had been established and organized at period 2015-2019. So the unit of management is incorporated with the institution of crediting customary village that has staid before (Desa Kutuh, 2017:10).

2. The Management of Business Unit in Tourism Area of Pandawa Beach

The Business unit in Tourism Area of Pandawa Beach is the second business unit which is managed by BUMDA of Kutuh Village. Currently the attraction tourism area of Pandawa beach, becomes one of the tourism object that attracts domestic and foreign tourists. It is to say that if tourists to visit Bali Island don't visit to attraction of Pandawa Beach, they will not complete travel to this island of God. This tourism area was not started to design tourism attraction. Around 1997 year original Kutuh people, eagered to overcome the road access problem to implement religious rituals of Melasti, and to support Economic Community farm of seaweed, they agreed to conserve the cliff with 100 meter height above sea level (Farhaeni, 2018:294).

It is also said that with the spirit of co-operation for 12 (twelve) years, the access road to the beach has well worth to use, because it began to be widely visited by community. More than more increasing visitors to this beach, after 13 years precisely on 27th December 2012, Kutuh Village people decided to lounch the coastal area as tourism, and gave the name of Pandawa beach.

In next interview it was said that initially the management of Pandawa Beach tourist area was very simple without standard of management. Because increasing visitors to Pandawa Beach tourist area, on 12 December 2014 the management of the ODTW Pandawa Beach become the part of BUMDA Kutuh Village.

From data source of Pandawa Beach Business Unit (2019), the number of visitor to Pandawa Beach increased year to year for examt on 2016 year avarage tourist visitors indicated 12,996.08 people, then on 2017 recored avarage 171,389.66 people, but on 2018 year tourist visitor decreased to avarage 165,195.33 people, because eruption of Mt. Agung. Tourism object Pandawa Beach is presented in picture 3 below.



Picture. 3. Tourism Object Pandawa Beach
Document: Mutria, 24 February 2019

So basically BUMDA Kutuh Village always integrates with the management of business unit of Pandawa Beach in accordance with the realization of BUMDA (regulation of traditional Kutuh Village No. 01 year 2014 and based on the DECREE of chief of traditional Kutuh Village on 12 December 2014).

3. The Management of Business Unit of Gunung Payung Cultural Park

From the interview to Ms. Putu Lian Devi (24 February 2019) it was obvious that the management of business unit of Gunung Payung Cultural Park formed as third business unit which was managed by BUMDA Kutuh Village. Currently tourist attraction of Gunung Payung Cultural Park in tourism area, became one of the tourism objects where have been developed and started to visit many tourists from domestic and abroad. In this area there is a sanctuary of Hindu worship with the status of the celestial Jagat, the Pura Dhang Kahyangan Gunung Payung. Gunung Payung Cultural Park in tourist area is puted namely on outside of Dhang Kahyangan Gunung Payung Temple. This area site about 15 hectares, and formed as asset of the traditional village of Pelaba Pura Dhang Kahyangan Gunung Payung. And this place was formerly dry and barren area, so not was empowered, and became sleeping land (Farhaeni, 2018:85). From 2015 original community through chief of traditional village and management of BUMDA Kutuh Village began to develop and establish in area with tourist attraction Cultural park. With the spirit of togetherness and support of third parties, this tourist area was develop and experienced considerable development. The type of business which was operated in Gunung Payung Cultural Park got the tourist attraction and tourism services. The tourism objects that were managed and became tourist attractions area include: (1) Ngampan with Alang-Alang garden, (2) Beach with white sand, (3) Spiritual tourism, (4) Coral reef Conservation, (5) Monkey Forest Protection, and (6) Tourism Museum of Bali culture. The management of business Unit of Gunung Payung Cultural Park is presented in Picture 4 below.



Picture 4. Management business Unit of Gunung Payung Cultural Park
Document: Mutria, 24 February 2019

It is also said that commonly the development of the Beach Business unit in Gunung Payung Cultural Park from 2016 goes pretty well. This development can be seen from several indicators, namely the number visiting of tourists visiting from domestic and foreign countries and third party activities which conducted in Pandawa Beach. All potential developing assets must be managed and utilized through BUMDA for the welfare original Kutuh Village (Kutuh Village, 2017:2).

4. The Business Unit Device

From the interview to I Made Darmawan (12 March 2019) it was cleared that, the device business unit was the fourth business unit which was developed by BUMDA Kutuh Village. This business unit is developed using Community Based development Fund (CBD) that is obtained by office of traditional Kutuh Village.

It is said that the establishment of the device business unit as was thought effort to offer facilitates which need are to customary village ceremony and ceremonial purposes. In original village there are at least 14 temples, so can this business unit offer ensured obligatory ceremony implementation and traditional village ceremonies. Hopefully through this device Business Unit, then the need for ceremony facilities can be

fulfilled, also with existence of device business unit village will be big wholesaler so not only for supplying the needs of goods, but also the needs of goods stalls or retail stores South Kuta area in accordance with the vision of BUMDA of Kutuh Village (Kutuh Village, 2017:21). The device business unit is presented in picture 5 below.



Picture 5. Business Unit of the Yadnya device
Document: Mutria, 12 March 2019

5. Goods and Services Business Unit

From the interview with Ni Kadek Surasmini (12 March 2019) it was said that the goods and service business was formed fifth business unit owned by BUMDA of Kutuh Village. This business unit was developed in consideration of strategic conditions for important distribution of goods for sale in Pandawa Beach tourist area and Gunung Payung Cultural Park tourist area. If the distribution need goods in of Pandawa Beach tourism area and Gunung Payung Cultural Park were not managed by BUMDA of Kutuh Village, potentially it would must be the distribution of goods from outside of Kutuh Village. The potential assets to be developed must be managed through BUMDA of Kutuh Village (Kutuh Village, 2017).

It is also said that in addition to the distribution of goods for two tourist areas where were managed by the traditional village, then more target of this unit is the mastery of goods distribution for village level. If the mastery of the distribution of goods for village level can be mastered, then the goods and services business unit of will become large business which will employs many villagers and certainly provide welfare community Kutuh Village. This unit is the part of empowerment business in Kutuh Village (Kutuh Village, 2017). In addition to the arrangement and mastery of goods distribution, this goods and services unit also will also be encouraged to develop the village market and tourism accommodation service business. Goods and services business unit of presented in picture 6 below.



Picture 6. Business Unit of goods and services
Document: Mutria, 12 March 2019

6. Paragliding Tourism Business Unit in Timbis

Paragliding tourist attraction business unit is formed as the sixth business unit which is owned by BUMDA of Kutuh Village. This paragliding bussiness unit was established on 2015 year, and composed only business unit as “no capital” under the BUMDA, because this business unit has not requiered capital of money goods from BUMDA and traditional village. But the development of this business unit was quite good and hopeful to grow in future. However, for increasing development of this business unit, BUMDA develops to invest the amount of capital for this business unit, so the development of the business can run rapidly (interview from Agus Eka Purnawan, 20 March 2019). Business Unit of Timbis Paragliding attractions is presented in picture 7 below.



Picture 7. Business Unit Timbis Paragliding Attractions
Document: Mutria, 20 March 2019

So BUMDA of Kutuh Village is always integrated with another tourist business units that are located in the area of Kutuh Village, so tourism activities in the region are still developed and sustainabled (Kutuh Village, 2017).

7. Cultural Arts Attractions Business Unit

From the interview from Ketut Sridana (20 March 2019) it was said that business unit the Arts and cultural attractions business unit is seventh business unit and still put on preparation. This business unit was developed with the basis of formed as strategic thinking, as tourisms in Bali are cultural tourism. Thus, to complement the needs of tourist attractions in Pandawa Beach and Mount Payung area, as well as hotel area in the Kutuh Village, it is necessary to organiz all of local potential for art and culture, to remain sustainable and valuable in accordance with the vision of BUMDA Kutuh Village. It is also said that every group of original district in Kutuh Village has potential for the cultural arts, such as Kecak dance, Barong dance, freelance dance, and other art attractions. The potential of arts in each groups are managed and preserved by this village. Kutuh Village very concernes that the art attractions are performed on the Pandawa Beach tourist area and mount umbrellas Cultural Park of and art attractions which of local residents Kutuh village are required to preserve from tourism are performed object as part of the development (Pendit, 1990). Business Unit attraction Art is presented in picture 8 below.



Picture 8. Business Unit Attractions Cultural Arts
Document: Mutria, 20 March 2019

8. Stub Business Unit of Independent transportation

From interviews Yayuk Yatuti (April 3, 2019) it was said that in addition to the business units and service units, BUMDA has also encouraged efforts to develop Community business through the group of target partners and self-built business groups for transportation. It was said that the business groups of Target Partners is the business person group whose capital at least 50% come from BUMDA, while rest are from group members. Pandawa Self Transportation Business Unit is presented in picture 9 below.



Picture 9. Business Unit stubs Pandawa Independent transportation
Document: Mutria, 3 April 2019

Furthermore, it was also said that until the end of 2016 year, at least there was one partner of group business well developed, namely the business group Warung Wisata Dewi Kunti. In addition, the construction and guidance for four prospective partners of the target business group. Meanwhile were prepared, for the prospective independent target business of group also here been formed the self-built tourism business group Pandawa Independent transportation, water games attraction canoe and long Chair (KutuhVillage, 2017).

In 2016, it had also been given the opportunity to all original district to open the company of BUMDA partners, namely the building of the group "Café Batu Cupit", the business group of Banjar Building "Warung Kresna" the business group of the MBE partner and the business group in district "Gunung Payung Beach Club Target ". It was seemed that the business of Bumda Kutuh Village always improved and developed themselves to remain sustainable to support various facilities and services which were provided by the community, entrepreneurs and Governments in accordance with the law No. 10 of 2009.

9. Construction Services Business Unit

The construction services business unit offer contract in service for planning services work, the execution services of the contract work, and consultative services for supervision work of the constables.

From the interview to Putu Heri Laksmana (1 May 2019), it was said that this business unit was established in November on 2018. Now this business unit service in location around Kutuh Village but in the future this shall serves expand to neighboring villages such as Unggasan, Kampial, and Jimbaran Village. The projects currently were undertaken include the Tribune football field and was development Petangan restaurant, and Mini Market in Pandawa. The Office of the Construction Service business unit is presented in Picture 10 below.



Picture 10. Business Unit Office of Construction Services
Document: Mutria, 1 May 2019

This office has several rooms that are used for several business units of BUMDA Kutuh including construction services unit office, of Pandawa Mandiri Transport busines office and Pandawa Beach business unit office.

10. Taman Stone to Love Business Unit

From the interview traditional cheaf of Kutuh (10 May 2019) it was said that South Kuta area (Kutuel) in Badung prefecture continued to innovately enriching the attractions that formed object of tourism destination in Pandawa beach. One of the latest attraction was Taman Batu Cinta for Valentine Day.

As suggest from this name the park area was indeed aspirated from the stone materials not only unique weighing plants and flowers, the garden tends to accentuate large rocks. For this day the stones are showed arrangement on Pandawa Beach itself. Taman Batu Love Business Unit is presented in Picture 11 below.



Picture 11. Business Unit of Taman Batu Love
Document: Mutria, 3 April 2019

Further from result of interview, this stone park will be expected to become national stone park. In it, there are various types of stone from all regions in Indonesia. With this stone garden will be expected to be able to attach love to the nation and homeland. When the Taman Batu Cinta is rich in stone collection from various regions, it is certainly also useful as the educational tool. Therefore, visitors will get knowledge about various types of stone in Indonesia. Taman Batu Cinta, also is designed as the location for event performances such as gathering or wedding parties. This business Unit will support ODTW which is one of the requirements in the development of tourism (Pendit, 1990).

11. Pandawa Art Market Business Unit

Pasar Pandawa Art sells the various Balinese handicraft such as beads, clothes, bags, paintings, and wooden sculptures, etc. This market is located near the entrance of Pandawa Beach. Pandawa Art market was inaugurated on 23rd March 2019, by the chief of traditional Kutuh and SME secretary of province of Bali. From interview of the cheaf of Kutuh Village (10 May 2019), it eas said that the establishment of this market was expected to empower community in Kutuh village by selling the various handicraft products of typical Bali because will be enrich the community in Kutuh Village. But this market is managed by outside partners because the community in Kutuh Village not can to manage the Pandawa art market. This business Unit is one of the community empowerment effort in Kutuh Village. Pandawa Art Market Business Unit is presented in Picture 12 below.



Picture 12. Business Unit of Taman Batu Love
Document: Mutria, 10 May 2019

12. Football Field Business Unit

Another business Unit is in the Kutuh Village is football field. This sports facility is built in Gunung Payung tourism object area. At first it was just normal ball field building. But apparently many are glancing at International events are also carried out. This village will become into the international football village (interview with Secretary of Kutuh Village, I Nyoman Camang, 16 June 2019).

This international village will prepare internationally-trained football coach and training program. In addition, this ball village also aims to serve as the sport tourism object that will be able to attract the attention of foreign and local tourists who will come with stands, toilets, dressing rooms, and so on. And create ball icons to attract tourists.

The football field was constructed using village funds in 2018 budget of RP784 million. For its development, Kutuh village has prepared the budget of 5 billion rupiah which was managed by traditional village, this football field business unit can provide economic impact to local community by selling around the football field, this business unit also is one of the community empowerment effort in Kutuh Village. The football field business Unit is presented in Picture 13 below.



Picture 13. Football field Business Unit
Document: Mutria, 15 June 2019

C. The Form of Cooperation Between Investor and BUMDA of Kutuh Village

Social responsibility is related with the concept that is indicated to overall business village way effort balancing its commitment of groups and individual who relate with social environment (Griffin, 2017:45). Most businesses strive to carry out social responsive to their surrounding communities. They can make donations to local programs in Kutuh village where there is cooperation between investors and BUMDA of Kutuh Village. The cooperation carries out in the form of improvement of human resources scholarship, safeguarding tourist areas and development and marketing of tourist areas (interview for the chief of traditional Kutuh Village on, 19th April 2019). The form of cooperation between investors and BUMDA of Kutuh Village in the increase of human resource scholarship presented in Picture 14 below.



Figure 14. Cooperation between investors and BUMDA of Kutuh Village in the increase of human resources for scholarship

Document: Mutria, 19 April 2019

It is said that to show social responsibility as highest level for protective attitudes, companies seriously conducted social responsibility, because they want to be shown themselves as good citizens or social parties, so they demonstrated sincere commitments to improve the community's social welfare, and exceeded the accommodate attitudes by seeking opportunities actively to contribute village's life.

The company has protective attitude, and carries out the social responsibility, because it must take the responsibility for local communities to solve their social problems in accordance with the explanation of article 74 Law No. 40 2007 which was legislated limited liability of company as mentioned that the obligation of implementation of Corporate Social Responsibility (CSR), and companies is activities related to natural resources not only look at the core business (core business) but also Responsible to the local social environment.

The whole company was sued for carrying out CSR activities is no longer merely working to get the maximum benefit for the owners of capital or shareholders, but also provides benefits to the community in general and to the surrounding community in particular. Various social, economic and environmental impacts arising from the establishment of an industrial area require it company for responsible to the public through real activities (Budiarti & Raharjo, 2014).

4. CONCLUSION AND SUGGESTION

Conclusion

Conclusion of 3 empowerment of community which are faced rapid development of tourism in Kutuh Village namely:

1. The history of tourism in Kutuh village: the location has white sandy beach with high cliff in Melasti Beach, and has been used for ceremonial activities in Melasti by local people. Around 2010, this place began to visit surfers and another travelers for seeking tranquility and silence place where put on far from hustle and bustle of other tourist destination in general. This place is also known by the name Secret Beach or Secret beach. Who knows this place is very limited. In fact, the local community did not realize that this beach was known by the tourist as name Secret Beach.
2. The form of community empowerment in this village: there are 12 business units were created by the office of Kutuh Village, which aims to empower the community, namely the LPD business unit, the Pandawa Beach business unit, the management Gunung Payung Cultural Park business unit, Device business unit, goods and services business unit, tourist attraction paragliding business unit, the Arts and cultural attraction Unit, the self-transportation Pandawa business unit, Construction services business unit, love Stone Garden business Unit, Pandawa art market business unit and the unit Football Field Ventures.
3. Form of cooperation between BUMDA Desa Kutuh with Investor: the cooperation carries out as form of increasing human resources by providing scholarships, safeguarding tourist areas and

development and marketing of tourist areas that are ultimately all village community Kutuh Poverty phenomenon.

Suggestion

1. It is recommended that of Bumda Kutuh Village shall continue to innovate of economic empowerment for people through the management of the community-based integrated village, and sustainably based on the potential natural resources which owns by the Kutuh Village.
2. It is recommended that the organizational structure of original in Kutuh Village shall be is fully guarded, to avoid indications of declining public awareness for important organizational structure of original village in sustaining life of people. Because the vision of sustainable tourism for Bali elementary has been supported, so that Bali become safe and comfortable, and make tourists feel welcome to travel in Bali.
3. It is advisable that cooperation between BUMDA of Kutuh Village and investors shall continue.

Bibliography

1. Arjani, N. L. (2017). The Articulation of the Lifestyle in Community After People Sold Their Lands at Kutuh Village, South Kuta County. 14(7), 454–462. <https://doi.org/10.17265/1539-8072/2017.07.008>
2. Budiarti, M., & Raharjo, S. T. (2014). Corporate Social Responsibility (Csr) Dari Sudut Pandang Perusahaan. Share : Social Work Journal, 4(1), 13–29. <https://doi.org/10.24198/share.v4i1.13045>
3. Bumdes, K., & Kusuma, T. (2018). 1. Pendahuluan Pembangunan pada hakekatnya bertujuan membangun kemandirian, termasuk pembangunan pedesaan. Salah satu misi pemerintah adalah membangun daerah pedesaan yang dapat dicapai melalui pemberdayaan masyarakat untuk. 9(1), 51–60.
4. Desa Kutuh. 2017. Mengenal Bhaga Usaha Manunggal Desa Adat BUMDA Inovasi Desa Kutuh dalam Pengelolaan Ekonomi Terintegrasi Berbasis Masyarakat. Desa Kutuh: Badung
5. Griffin, Ebert. 2017. Pengantar Bisnis Edisi Kesepuluh. Erlangga: Jakarta
6. Kutuh, D. D., Selatan, K. K., & Badung, K. (2017). Perbandingan Perkembangan Pengelolaan Pantai Pandawa Sebagai Daya Tarik Wisata. 5(1), 12–16.
7. Martono, Nanang. 2014. Sosiologi Perubahan Sosial: Perspektif Klasik, Modern, Posmodern dan Postkolonial. Jakarta: Rajawali Press.
8. Mutria Farhaeni. 2018. “Disertasi” Gaya Hidup Masyarakat Pascapenjualan Tanah di Desa Kutuh, Kecamatan Kuta Selatan, Kabupaten Badung. Fakultas Ilmu Budaya Universitas Udayana: Denpasar
9. Pendit, Nyoman S. 1990. Ilmu Pariwisata Sebuah Pengantar Perdana. Pradnya Paramita: Jakarta
10. Selatan, K. (2016). Jurnal Destinasi Pariwisata ISSN : 2338-8811 Jurnal Destinasi Pariwisata ISSN : 2338-8811. 4(2), 36–43.
11. Rujukan Internet. 2019. <https://wartabalionline.com/index.php/2019/02/14/taman-batu-cinta-lengkapi-obyek-wisata-desa-kutuh/?fbclid=IwAR1yEIwCdb1daX3bapi9rN9LzKGI5p69p8wyPKpfyIwMAyc-10EUFTcUlsY>
12. Sugi, P., Dewi, K., & Sukanti, N. K. (2019). KUTA SELATAN BADUNG I Dewa Made Sutedja , Putu Sugi Kurnia Dewi , Ni Ketut Sukanti. 299–306.
13. Undang-undang No. 40 Tahun 2007 tentang Perseroan Terbatas
14. Undang-undang Nomor 10 Tahun 2009 tentang Kepariwisata