

Tetrapreneur Model in Sustaining Tourism During Covid-19 Pandemic In Bongkasa Pertiwi Village, Badung Regency

Ni Nyoman Triyuni*, Ni Ketut Bagiastuti, I Ketut Suparta, Ni Made Rai Sukmawati

Tourism Department
Politeknik Negeri Bali
Bali, Indonesia
*triyuni@pnb.ac.id

Abstract—The purpose of this study was to identify a tetrapreneur model in sustaining tourism during the Covid_19 Pandemic. This research was conducted in Bongkasa Pertiwi Village, Badung Regency. Respondents of this study were selected purposively by deliberately pointing at people who were considered capable of answering the research objectives such as the head of Bongkasa Pertiwi Village, Village Secretary, Head of Village-Owned Enterprises and business actors in Bongkasa Pertiwi Village. The data analysis technique used is descriptive qualitative, namely by providing a narrative and meaning of qualitative data and information so that it is able to provide a description or description of the potential of the village. The findings of this study are that chainpreneur in Bongkase Village take apart in tourism development in order to make tourism as a part of village entrepreneur. The community takes advantage of natural conditions as work. Apart from the agricultural industry, plantations and community farms also manage the tourism industry which is managed independently. Marketpreneur, some efforts have been made by the local community and assisted by the government in developing village tourism. The development will be carried out with the addition of a ticket booth, parking area, information centre, souvenir centre, first aid kit, toilets, and trash cans. Qualitypreneurs, in quality of tourism Bongkasa Pertiwi Village with Badung government still do some efforts to fulfil the tourist information centre, local transportation, food court, souvenir shop, bank, ticketing lock, human resource, and garbage. Brendpreneur with the theme "Fabulous Jewelry of Badung" to describe the Bongkasa Pertiwi Tourism Village as a village that has an icon of silver crafts along with the natural beauty around it and the community that is able to become a value that can amaze tourists. By using the word "jewellery" as the main word to reflect the main potential of the village, namely silver handicrafts.

Keywords—*tetrapreneur, sustainability tourism, village business*

I. INTRODUCTION

Sustainable tourism is tourism that leads to the management of all resources, such as economic, social and aesthetic needs

while maintaining cultural integrity, essential ecological processes, biodiversity, and life support systems. Conversely, to protect and increase future needs, sustainable tourism must be able to meet three criteria, namely environmentally, economically, and culturally sustainable [1]. Sustainable tourism does not have a major impact on environmental change, in other words the environment must be maintained, does not cause disharmony to the culture and social of the local population, and can economically fulfil both companies, government, and benefits for local residents.

The concept of sustainability: (a) optimally utilizing environmental resources which are a key element of tourism and development, safeguarding important ecological processes and helping to conserve natural heritage and biodiversity; (b) respecting the socio-cultural authenticity of host communities, preserving the cultural heritage and traditional values created by them and their lives, and contributing to intercultural understanding and tolerance; (c) ensure viable long-term economic operations, provide socio-economic benefits to all equally divided stakeholders, including stable employment and productive employment and social services to accommodate communities, and contribute to poverty alleviation. However, sustainable tourism must also maintain high levels of tourist satisfaction, and ensure meaningful experiences for tourists, raise their awareness of sustainability issues and promote sustainable tourism practices among them [2].

Sustainable tourism development in the village has great emphasis, on the long-term, use of natural and human resources. In order to maintain the sustainability of tourism, tourism villages need to build various businesses according to their potential. The development of tourism villages has significant impacts such as increased community income; increase employment and business opportunities; increasing ownership and control of local communities; increasing government revenue through tourism levies, the existence of a tourism village makes tourism products more valuable in the rural culture so that the development of cultural-value tourism villages without damaging them [3,4]. However, in developing

a tourism village there must be support both internally and externally such as the involvement and participation of the community who are aware of tourism and support from the government and social and community institutions [5]. For village development to become a tourist destination or tourism village, efforts are needed in the form of entrepreneurship that can drive tourism activities itself.

Tourism activities cannot run alone even though they have a very unique appeal. Because without any effort, the village is only an object without being able to enjoy tourist expenses. The strength in tourism development is entrepreneurship, especially rural tourism will have a positive influence on economic growth in the village [6]. Entrepreneurship, in the last decade, is considered as a strategy for rural economic development [7]. Entrepreneurship in this integrated approach can play the role of an innovator and initiator to find new and creative ways to develop rural tourism [8]. Entrepreneurship creates prosperity by combining existing factors of production in new ways [9]. However, entrepreneurs in rural areas are still unable to be a market-oriented business based only on the potential of the village. Entrepreneurs that are based on village potential and market-oriented can sustainably build villages by applying the Tetrapreneur Model as a sustainable entrepreneurial innovation based on the 4 pillars of the entrepreneurial chain, entrepreneurial market, entrepreneurial quality, and entrepreneurial brands [10].

Business development is considered as a gateway to economic independence, community empowerment, and capacity building [9]. A good business that can run as expected must have the right pillars so that the business can be sustained. The business pillar is known as the tetrapreneur model. The Tetrapreneur model approach is divided into mapping the condition of village entrepreneurship (chainpreneur); identification of the needs of village entrepreneurs in running and developing their business (marketpreneur); implementation of the tetrapreneur model (qualitypreneur); determination of stakeholders who are responsible for development (brandpreneur). tetrapreneur that must be carried out by local stakeholders and village government at the level of the entrepreneurial chain (chainpreneur), quality entrepreneurship (qualitypreneur), entrepreneurial market (marketpreneur), and entrepreneurial brand or brandpreneur [11].

During the Covid-19 pandemic, tourism villages were not yet fully able to carry out tourism activities because they had to adjust to the regulations imposed by the government. However, to maintain the tourism business, the tourism village has made various breakthroughs by increasing tourism supporting business activities. Rural tourism is tourism which consists of a whole village experience, natural attractions, traditions, unique elements that as a whole can attract tourists. Tourism village forming systems. Consisting of accommodation, local community tourist attractions, promotions, and infrastructure. It defines rural tourism as a standalone activity with different characteristics that can vary in intensity, and by the area, the rural areas themselves are in a complex process of change. The impact of global markets, communications, and

telecommunications has changed market conditions and orientation for traditional products [12].

Bongkasa Pertiwi Village, in Badung Regency is prepared to become a Tourism Village. The village of Bongkasa Pertiwi is one of the central Badung cluster 1 which is classified into a conservation area. With the stipulation of Bongkasa Pertiwi Village as a tourist village, all efforts have been made through various improvements to village infrastructure. Before tourism developed in Bongkasa Pertiwi Village, people relied on their livelihoods on agriculture and silver work. There are 79 silversmiths, but along with the development of tourism in 2019 there are only 8 silversmiths. The reduction in the number of silversmiths is due to their profession in the tourism sector which is growing rapidly in the village of Bongkasa Pertiwi. Only one silversmith left during the pandemic Covid-19 and still survive to supply Celuk Village as the centre of silver production as well as serves local tourists who need silver accessories. Before the pandemic of Covid-19 the tourism activities are running well. Until now, in the Covid-19 Pandemic, Bongkasa Pertiwi Village has always made innovations in increasing the role of the community in tourism development because tourism has been seen as a motor of community involvement in people's economic development.

II. RESEARCH METHODS

A. *The Overview of Research Location*

Bongkasa Pertiwi Village, Badung Regency, the majority of the population works as farmers because this village has large and green agricultural land. The tourist attraction that is owned, apart from the stretch of rice fields, is the Ayung River. In Bongkasa Pertiwi village, 5 temples will be developed as tourist attractions such as Kawitasn Suladri Temple, Masceti Temple, Puseh Temple, Dugul Munduk Temple Batu Megong and Kawitan Dukuh Sulatri Temple. Besides the temple, several tourist attractions have been developed, such as swing, All-Terrain Vehicle (ATV), trekking, and cycling. Before the Covid-19 pandemic, the number of tourist visits per day reached 3000 tourists with various tourist activities. The village of Bongkasa Pertiwi used to be a jungle and bushes with troughs located west of the Ayung River and was the territory of Raja Mengwi. And has 3 banjars those are: Banjar Karang Dalem I, Banjar Karang Dalem II, and Banjar Tegal Kuning.

The majority of the people of Bongkasa Pertiwi Village are Hindus, their traditions and culture are still preserved from generation to generation. This village also has potential in other cultural arts, namely the Bongkasa Pertiwi Creative Community, which is performing arts in the form of dances and theatre. This theatre studio has often performed both in the village and outside the village. This theatre usually performs with a social theme or a contemporary view of life. A culture that is no less unique is the sambuk war. The sambuk (coconut fibres) war is a tradition of the Sekaa Truna Budhi Pawerti Stiti which is carried out on the night of the Pengerupakan in order to welcome the Silent Day.

B. Research Methods

Research on a sustainable Tetrapreneur model in a tourist village. Respondents of this study were selected purposively by deliberately pointing at people who were considered capable of answering the research objectives such as the head of Bongkasa Pertiwi Village, Village Secretary, Head of Village-Owned Enterprises (BUMDes) and business actors in Bongkasa Pertiwi Village. The data analysis technique used is descriptive qualitative, namely by providing a narrative and meaning of qualitative data and information so that it is able to provide a description or description of the potential of the village. Village entrepreneurship and conditions during the Covid-19 pandemic.

III. RESULTS AND DISCUSSION

A. Tetrapreneur in Bongkasa Pertiwi Village

Chainpreneur is one way to describe the condition of entrepreneurship using the supply chain system, namely by mapping all parties involved, directly or indirectly, in meeting customer demand with the aim that each supply chain must maximize the overall value generated to create customer satisfaction and increasing competitive advantage, tourism business actors through the support of competent government agencies must be able to optimize tourism supply chain management [13]. Based on the interview with head of Bongkasa Pertiwi Village and the secretary, in Bongkasa Pertiwi Village, the community takes advantage of natural conditions as work. Apart from the agricultural industry, plantations and community farms also manage the tourism industry which is managed independently. At Bongkasa Pertiwi Village, there are already many rides for ATV and Rafting attractions. Currently, the Rafting and ATV attractions in the Bongkasa Pertiwi Traditional Village are still managed individually by local residents. Currently there are approximately 10 tourist entrepreneurs who run these tourist attractions. Currently the community is also starting to develop lodging that can be used by tourists. Most people still have a large backyard (tebe), which is usually used by some residents to raise livestock such as pigs or cows.

There are also some parts of the back of the residents' houses that are not utilized and have the potential with beautiful views and shady trees, this can be maximized as tourism support such as some homestay units. Houses for residents that still use traditional Balinese architecture as a concept for structuring the home environment can be maximized as tourism potential. In addition, the people of Bongkasa Pertiwi Village are one of the best quality silver producers in Bali. These craftsmen still maintain the traditional method of making silver handicrafts which have their own distinctive models that cannot be found anywhere else. In addition, the advantage of traditional craft-making methods is that they can become a performance arena for visiting tourists.

The marketpreneur or entrepreneurial market is an innovative point of view to identify the needs of entrepreneurs at each stage by projecting market activities that meet

consumer needs, wants, and expectations. The village secretary said various efforts have been made by the local community and assisted by the government in developing village tourism. The development will be carried out with the addition of a ticket booth, parking area, information centre, souvenir centre, first aid kit, toilets, and trash cans. Apart from that, the facilities that will also be developed are facilities that can maximize the potential of the village, such as seeing the scenery, cycling, and trekking. To carry out tourism activities, of course, must be managed by BUMdes management.

TABLE I. EXISTING CONDITION OF SUPPORTING TOURISM ACTIVITIES

No	Supporting Tourism Activities	Condition
1	Having a tourism object manager with well-ordered management and it is recommended to be a legal entity;	√
2	Prioritizing human resources hired from local communities;	√
3	Has a standard toilet;	√
4	Has adequate first aid facilities;	√
5	Has a ticket / ticket / donation sales counter;	X
6	Have officers in charge of security;	√
7	Has an attendant handling parking	√
8	Have officers who handle cleaning;	X
9	Has parking facilities;	√
10	Has adequate trash bin facilities;	X
11	Have information about tourist attractions;	X
12	Having a DTW supporting business such as art shops, restaurants, stalls, and others located around the parking lot	X

It can be seen in table 1 above that the conditions for supporting tourism activities in Bongkasa Pertiwi Village still need to be prepared to support tourism activities. There are still some basic things that need to be prepared by the Village of Bongkasa Pertiwi to develop market conditions to support activities.

Qualitypreneur is a quality approach [14] in providing practical recommendations in characteristics to satisfy the expressed and implied needs of entrepreneurs' needs, wants, and expectations. From a review based on the Regulation of the Governor of Bali Number 41 of 2010 concerning Standards for Cultural Tourism Attraction, it can be seen that there are still many facilities and instruments that need to be arranged to make.

TABLE II. MISSING TOURISM FACILITIES

No	Missing facilities
1	Tourist Information Centre
2	Local Transportation
3	Food Court
4	Souvenir Shop
5	ATM / Bank
6	Ticketing Locket
7	Human Resource
8	Garbage

The result of the observation and interview can be seen in the Table 2 above that there are still many aspects reviewed that do not meet the standards given by the government. Therefore, it is very necessary to make arrangements that will make it easier for the community and tourists to carry out tourism activities. The standard is also a reference used to fulfil services, not only to serve tourists but also to serve local entrepreneurs in developing their businesses by providing a variety of complete supporting facilities.

Arrangements will also be made on existing buildings in the village that can be used as tourist facilities, such as village halls and parks as means of supporting tourism activities. In addition, art shops, bale workshops and shopping centres will also be developed as a means of supporting community businesses and local craftsmen.

Next is a brandpreneur or entrepreneurial brand; the association's strategy to encourage entrepreneur growth by using a brand value approach, then assigning specifically responsible stakeholders. It aims to strengthen strategic position in the market, maintain life cycle, and compatible ability to compete and collaborate through global best practices. The head of Bongkasa Pertiwi Village said the addition development for natural tourism, currently, the people of Bongkasa Pertiwi Village with the help of the local government are trying to preserve silver handicrafts. At this time, the number of silver craftsmen in Bongkasa Pertiwi Village who are active and still use the traditional method is only 9 people. The emergence of new livelihoods that are considered more promising and easier for the community is the main reason why this profession is starting to be abandoned.

With the theme "Fabulous Jewelry of Badung" to describe the Bongkasa Pertiwi Tourism Village as a village that has an icon of silver crafts along with the natural beauty around it and the community that is able to become a value that can amaze tourists. By using the word "jewelry" as the main word to reflect the main potential of the village, namely silver handicrafts.

Currently, the local community with assistance from the government is developing a bale workshop that will be used for craftsmen to showcase their work and also as a place for tourists to see how the process of making silver handicrafts directly uses traditional methods. In addition, the craftsmen can also sell their handicrafts at the shopping centre provided.

B. Tetrapreneur Model in Sustaining Tourism during Covid-19 Pandemic

The Based on the Regional Government Work Plan (RKPD) of Badung Regency in 2009, which established Bongkasa Pertiwi Village as a tourist village with the aim of improving the welfare of the Badung community. In addition, by establishing Bongkasa Pertiwi Village as a tourist village, it is hoped that it can open new job opportunities in rural areas and alleviate poverty and encourage a balance of development between the South Badung and North Badung regions. As a tourism village, Bongkasa Pertiwi Village has a lot of tourism

potential that can be developed. The development of Bongkasa Pertiwi Village as a tourism village by utilizing elements in the village that function as attributes of tourism products, into a series of integrated tourism activities. As a tourism village, Bongkasa Pertiwi Village must also be able to provide and fulfil a series of needs for a tourist trip, both from the aspect of attraction and various supporting facilities with the aim that the management of these natural resources can meet economic, social needs and be able to maintain cultural integrity, ecological processes, biological diversity, and living systems as part of sustainable tourism.

Sustainable tourism is tourism that is well developed continuously, does not damage nature, and can provide economic benefits indefinitely [14]. The village secretary said in developing the village of Bongkasa Pertiwi as a tourist village, it still utilizes the potential of existing natural and human resources. The natural condition of the village is still beautiful and has a wide expanse of rice fields interspersed with traditional community gardens and many buildings in the form of ancient temples with distinctive architecture that have a history so that they can be used as an attraction for tourists visiting the area. The majority of the people of Bongkasa Pertiwi Village work as farmers, laborers, services and trade, craftsmen, craftsmen, civil servants, and currently more teenagers take the education pathway in the tourism sector. With so many teenagers taking education in the field of tourism, it is hoped that they can help the development of Bongkasa Pertiwi Village as an advanced tourism village.

Base on the interview the secretary said there are 3000 tourist who come to Bongkasa Pertiwi Village for rafting, ATV and other Attraction. During the Covid-19 pandemic, tourism activities in Bongkasa Pertiwi Village did not running well. But this moment can be used as a time to prepare Bongkasa Pertiwi Village as a tourist village that is ready. Various things still need to be prepared, both in natural resources and human resources. In natural resources, some arrangements still need to be done, such as the arrangement of rice fields which can offer a very attractive panorama with an organized irrigation system with the subak system that is already well known in Bali with terraced rice fields and arrangement of paths that can be used by tourists to witness the panoramic views of the rice fields and the Ayung River. Agricultural activities carried out by local communities can involve tourists to join together in carrying out agricultural activities so as to create an interaction between tourists and farmers and the surrounding community so that the attractiveness of rice fields with their activities will be more attractive. In addition, the ATV Rider along the side of Bongkasa Pertiwi Village is also prepared which can be used as a supporting attraction in seeing the panoramic views of rice fields, community plantations and the panoramic view of the Ayung River cliffs that divide Badung Regency with Gianyar Regency which has a very challenging and adrenaline-stimulating panorama for tourists. In addition to the arrangement of natural resources, there is also an arrangement of buildings, both in historical buildings, people's houses, and other supporting buildings. Arrangement of buildings includes

repair of buildings, cleaning, and arrangement around the building area to preparing supporting infrastructure.

Human resources are also prepared to help develop Bongkasa Pertiwi Village as a tourist village. In developing human resources, it can be done in various ways, such as increasing the capacity of the community by providing tourism-related training because this training is also in line with being consistently carried out considering that human resources have the most important role in tourism development. Human resources determine the comfort and satisfaction of tourists visiting a tourist destination. Currently, actors in tourism activities are required to have knowledge related to health sciences. In addition to providing training on tourism activities, the community will also be given additional training on basic health. In additional for training, the teenager evolvement should be increase to speed up the village development.

In addition to developing human and natural resources as support for sustainable tourism, various other tourism supporting infrastructure will also be prepared, such as village open spaces that serve to community and tourist activities such as sidewalks, information centres, souvenir centres to health centres. Open space for tourists is not yet available specifically, therefore it needs a further arrangement. There is an open space that can be developed by serving tourist activities just for gathering or recreation such as parks. In the future, a marker system will also be prepared as a means of communication and information for directions that function to make it easier for tourists to find certain locations that are not yet available in this village, therefore it is necessary to add more so that visitors do not get lost.

IV. CONCLUSION

After During the Covid-19 pandemic, tourism could not run well because there were no tourism activities. In such a situation, all that can be done is to prepare the village to welcome tourists in 2021. The BUMdes chainpreneur in Bongkase Village take apart in tourism development in order to make the tourism as a part of village entrepreneur. The community takes advantage of natural conditions as work. Apart from the agricultural industry, plantations and community farms also manage the tourism industry which is managed independently. Marketpreneur, some efforts have been made by the local community and assisted by the government in developing village tourism. The development will be carried out with the addition of a ticket booth, parking area, information centre, souvenir centre, first aid kit, toilets, and trash cans. Qualitypreneurs, in quality of tourism Bongkasa pertiwi Village with Badung governance still do an effort to fulfil the tourist information centre, local transportation, food court, souvenir shop, ATM/bank, ticketing locket, human resource and garbage. Brendpreneur with the theme "Fabulous Jewelry of Badung" to describe the Bongkasa Pertiwi Tourism Village as a village that has an icon of silver crafts along with

the natural beauty around it and the community that is able to become a value that can amaze tourists. By using the word "jewelry" as the main word to reflect the main potential of the village, namely silver handicrafts. In welcoming these tourists, the village of Bongkasa Pertiwi prepares both natural and human resources.

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