

CHAPTER III

RESEARCH METHODOLOGY

This chapter begins with the research design and explains more about the research participants and sites. Providing breakdowns on the research sites and participants from Pinge Tourism Village and its communities. The chapter ends with data collection, data analysis, and data validity testing.

A. Research Design

This research is using a descriptive-qualitative research, where the data collected is in the form of words and photographs rather than numbers. Based on the description from Bogdan and Taylor in Moleong (2000), qualitative research is a research process that creates descriptive data in the form of written or spoken language of people and monitors their behavior. Descriptive research, on the other hand, is a form of research aimed at describing current anomalous or both natural phenomena and ergonomics (Moleong, 2000).

The purpose of descriptive research is to provide a systematic and factually accurate account of the facts and characteristics of a particular population or region. This research was used to determine the development of community-based tourism at Pinge Tourism Village in Tabanan Regency, Bali.

B. Research Location and Participants

This research aims to obtain a clearer, more complete, and possible and easy for researchers to carry out observational research. Therefore, the author determine the search location is the place where the research will be carried out.

1. Research Location

In this case, the research location is located in Pinge Tourism Village, Pinge Baru, Marga, Tabanan Regency, Bali 82181.

Figure 3.1

Pinge Tourism Village Logo

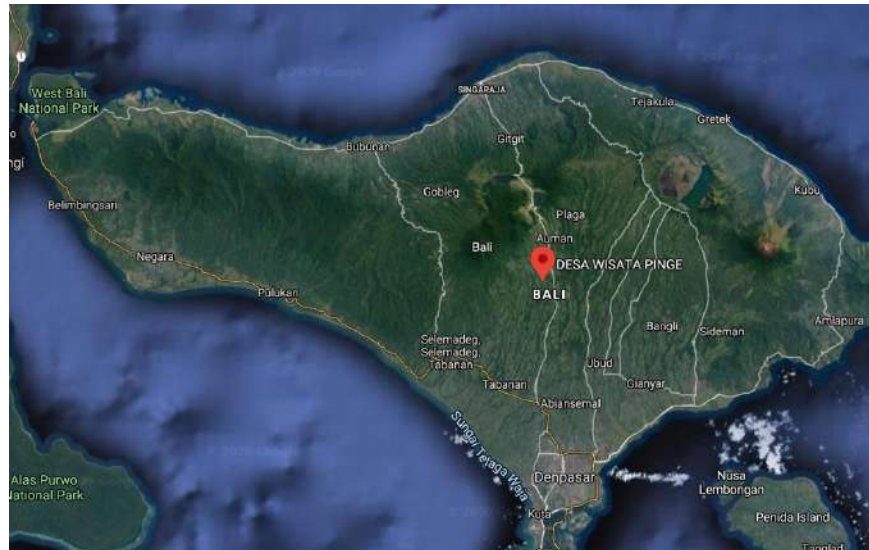


Source: Pinge Tourism Village Management, 2020

Pinge Tourism Village is located at an altitude of five hundred meters above sea the level. It is located in Marga District, Tabanan Regency, seventeen kilometers to the north of Tabanan. Figure 3.2 will give the location of Pinge Tourism Village in a satellite view;

Figure 3.2

Pinge Tourism Village Location



Source; Google Maps, by author (2020)

The word "Pinge" according to local folklore means "white". In the past, at the Natar Jemeng temple there was a very large white cempaka tree. That is what makes the banjar at the location of the Natar Jemeng Temple named "Banjar Pinge".

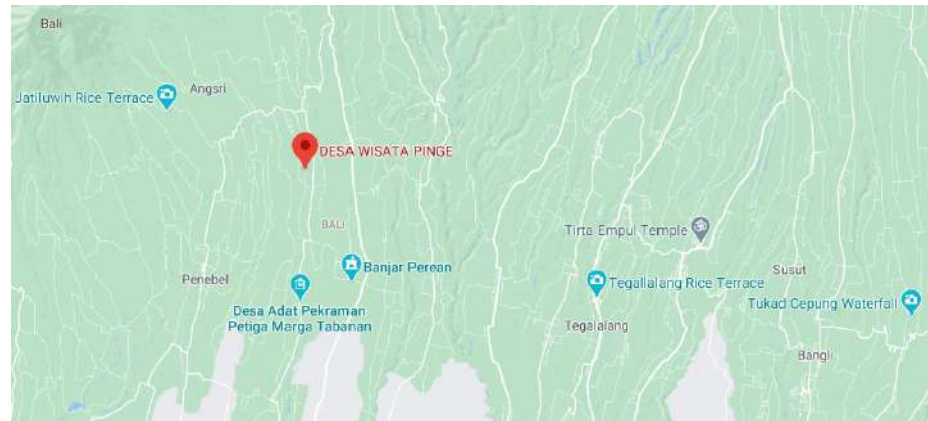
Pinge Tourism Village is a pioneer tourism village in Tabanan Regency which was established through Tabanan Regent Decree (Surat Keputusan Bupati Kabupaten Tabanan) No. 337 of 2004 concerning the Designation of Pinge *Adat* (Traditional) Village as a tourism village. Since 2016, ITDC (Indonesia Tourism Development Corporation) has provided assistance to Pinge Village in order to make Pinge Village an independent and professional tourist village based on the concept of community-based tourism.

Apart from having the potential for natural beauty that is difficult to match, Pinge Village is also rich in cultural potential, especially because there are many historical relics that have high archaeological value found in a temple called Pura Natar Jemeng. This village is often visited by foreign and local tourists who want to enjoy a variety of beautiful rural atmosphere, the cool air, or the vast expanse of rice fields.

Historical and religious relics that can be found in this village are Pura Natar Jemeng. In the rice fields there is the Beji Temple, the situation is very calm and far from the crowds so that for those who are devotees of the spiritual world, a place like this is suitable for doing meditation activities. Pinge Tourism Village has a very beautiful natural panorama with a stretch of green rice fields.

Tourism support facilities in Pinge Tourism Village include; resting places in the form of huts, flashlight information and tour guides, while tourists who want to experience the natural atmosphere of the countryside can stay in traditional rented houses.

The Pinge Tourism Village managed by the Lingga Mandiri Cooperative offers tourist attractions, including the tracking route that crosses the Pacung and Blaluan *Subaks*, home stays, the Bumbung Gebyog dance and the Leko dance. Figure 3.2 will give a closer look to Pinge Tourism Village and its surrounding;

Figure 3.3**Tourist Destination around Pinge Tourism Village**

Source; Google Maps, by author (2020)

The development of Desa Pakraman Pinge as a rural tourism destination has actually been started since 2004, based on Surat Keputusan Bupati Tabanan No. 337 Tahun 2004 tentang Desa Wisata Pinge. The spatial arrangement of Pakraman Pinge Village has also been regulated in a customary regulation (awig-awig) which states that local people are not allowed to change the function of space for any purpose. The existence of awig-awig has an important meaning in the development of rural tourism because it can directly guarantee the sustainability of the products of Pinge Tourism Village.

2. Participants

Participant to this research was carried out using purposive sampling in the Criterion Sampling type, namely the criterion sample taking involves reviewing and researching all cases that meet important predetermined criteria (Patton, 2002: 238). Based on sampling using Criterion Sample, sampling of sources

who are believed to have the ability and knowledge to answer questions about conditions and circumstances in Pinge Tourism Village.

The participants who will serve as key informants in this study are; Bendesa (Bendesa is the predicate for a leader in a village in Bali who took care of the customary section) of the Pinge Tourism Village, the management and the manager of the Pinge Tourism Village, local people of Pinge Tourism Village, tourist of Pinge Tourism Village and academics, in a total of fourteen participants in order to get accurate information to complete the data. This research was conducted in April to June 2021.

Table 3.1
Participant List

Stakeholder	Initial
<i>Bendesa</i> of Pinge Tourism Village	BDS
Head Management of Pinge Tourism Village	MGT-1
Management of Pinge Tourism Village	MGT-2
Community Representatives	CMR-1, CMR-2, CMR-3
Tourists of Pinge Tourism Village	TRS-1, TRS-2, TRS-3, TRS-4, TRS-5
Academic	ACD-1,
Academics - Master Roku	ACD-2, ACD-3

Source: Author data processing, 2021

C. Data Collection

To be able to acquire data holistically and integratively, the method on collecting data to be used in this study was carried out through three techniques in accordance with the theory issued by Bogdan and Biklen (1998:119-143), namely; 1) in-depth interviews, 2) participant observation, 3) document research, which is then described below;

a. Interview

An important data source in qualitative research is a human being who acts as an informant or resource person. To gather information from sources, an interview technique is needed. An interview is a conversation with a specific purpose. The conversation was carried out by two parties, namely the interviewer who asked the question and the interviewee who gave the answer to the question (Moleong, 2010:186). The main characteristic of the interview is direct face-to-face contact between the information seeker and the information source. In the interview, a variety of questions have been prepared, but other questions arise when researching. This interview method is used by the researcher to interview the Head Village of the Pinge Tourism Village, Bendesa of Pinge Tourism Village, the management and also the manager of the Pinge Tourism Village in order to get accurate information to complete the data.

The technique used in this interview is a focused interview whose questions do not have a certain structure, but are always focused on one point to another. In this case the focus is directed at how to develop Pinge as a tourist village, and also how to develop Community-based tourism in Pinge Tourism Village.

The selection of interview informants was carried out using purposive sampling in the Criterion Sampling type, namely the criterion sample taking involves reviewing and researching all cases that meet important predetermined criteria (Patton, 2002: 238). Based on sampling using Criterion Sample, sampling of sources who are believed to have the ability and knowledge to answer questions about conditions and circumstances

To conduct interviews to be more systematic and directed, the materials raised are prepared in accordance with the previously explored issues, this can be done by making interview guidelines, but in conducting the interview the guidelines that have been prepared can be developed according to the responses of the informants. So that the results of the interview are more coherent.

Interviews can be conducted by making an appointment in advance, because the initial interviews were conducted via video calls and voice calls. To record the results of the interview with the informant's permission, the researcher used a tool in the form of a notebook and voice or video recorder. In general, the interview steps in this research are carried out in the following order: 1) determining who the interview informant is, 2) preparing materials for the interview, 3) starting and opening the interview, 4) conducting the interview, 5) confirming the results of the interview, 6) writing the results of the interview, 7) identify follow-up interview results.

In an applicative manner, after the interview with the first informant is considered sufficient, then the researcher will conduct the following interviews with the second and subsequent informants who have been previously determined because they are considered to have the

information needed and conduct sufficient interviews. And so on until information is obtained that can answer the focus of the research.

b. Participant Observation

Observations are made to extract data from data sources in the form of events, places, objects and records and images (Hadi, 1989). In this research using participant observation techniques. Participant observation is defined as systematic observation and recording of the symptoms that appear in the object of research (Sugiyono, 2008). Participant observation is carried out by means of researchers involving themselves or interacting in activities carried out by research subjects in their environment, besides collecting data systematically in the form of field notes.

There are three stages of observation carried out in the research, namely descriptive observation (to find a general picture), focused observation (to find categories), and selective observation (to look for differences between categories) (Spradley, 1980). In this research, the researcher conducted the first stage of participant observation, which started with a broad descriptive observation by describing in general the situation of Pinge Tourism Village. The next stage was carried out with focused observation to see things related to the focus of research, which included the development of Pinge as a tourist village and the application of Community-based tourism in Pinge Tourism Village. The final stage after conducting analysis and repeated observations, then further refinement by selective observation by looking for differences between categories in tourism village development and Community-based tourism. All observations / observations are recorded and recorded as field observations, which are then carried out for reflection.

c. Documentation (Research Document)

The documentation method searches for information about items or variables in the form of notes, transcripts, books, journals, entries, meetings, agendas, etc. (Arikunto, 2006). In this research, the method of documentation was used to find data on the development of Pinge Tourism Village. Documentation is used to supplement previous data obtained from in-depth interviews and field observations. Documents used in this research will be photographs, institutional documents, interview transcripts. While the instrument of this research, according to the nature of qualitative research, is the main instrument the researcher himself helps to obtain the desired data through instruments like notebooks, cameras, tape recorders and other instruments.

In this research, the documentation method was used to obtain data in the form of documents or records in Pinge Tourism Village in the form of updated organizational structure records, data on tourist visits, village census records, and other documentation in the form of certifications and awards that have been obtained by Pinge Tourist Village. This document was obtained by visiting directly to the research location with the permission of the local village custom leader (Bendesa), and to be used by the author to obtain data to complete this research. Documentation is also carried out by taking photographic data which is used as evidence of the author's research.

D. Data Analysis

The data analysis used is descriptive analytic method, which describes the data collected in the form of words, pictures, and not numbers. Data derived

from manuscripts, interviews, field notes, documents, and so on, are then described so that they can provide clarity on reality or reality (Sudarto, 1997).

Data analysis in qualitative research was carried out before entering the field, during the field and after finishing in the field. In this case Sugiyono (2008) states:

"Analysis has been started since formulating and explaining the problem, before going into the field and continuing until the writing of the research results. Data analysis provides guidance for further research until, if possible, a grounded theory. However, in qualitative research, data analysis is more focused during the process in the field along with data collection. In fact, data analysis in qualitative research is an ongoing activity that occurs throughout the investigative process rather than after the process. In reality, qualitative data analysis takes place during the data collection process rather than after the data collection is complete. "

The data analysis version of Miles and Huberman (2007) states that there are three streams of activity, namely data reduction, data presentation, and drawing conclusions or verification;

1. Data reduction is defined as the process of selecting, focusing attention on simplifying, abstracting, and transforming "rough" data that emerge from field notes. Reduction is carried out since data collection, starting with summarizing, coding, exploring themes, writing memos, etc., with the intention of setting aside irrelevant data or information, then the data is verified.
2. Data presentation is the description of a set of structured information that provides the possibility of drawing conclusions and taking action. The presentation of qualitative data is presented in the form of narrative text, with the aim of being designed to combine information arranged in a coherent and easily understood form.

3. Drawing conclusions or verification is the final activity of qualitative research. Researchers must arrive at conclusions and carry out verification, both in terms of the meaning and correctness of the conclusions agreed upon by the place where the research was carried out. The meaning formulated by researchers from the data must be tested for truth, suitability, and robustness. The researcher must realize that in looking for meaning, he must use an emic perspective, namely from the point of view of key information, and not the interpretation of meaning according to the researcher's view (ethical view).

E. Data Validity Testing

The data analysis method used must be in accordance with the characteristics of qualitative research, namely inductive data analysis. The data validity test is used to ensure the correctness of the data obtained. The techniques used to test the validity of the data in this research are:

1. Persistence and regularity of observation

Increasing persistence in interviews and observations so that the data and sequence of events can be recorded with certainty and systematic.

2. Triangulation

Triangulation is a technique for checking the validity of data that uses other sources. Triangulation is a technique of checking the validity of data that has been obtained by researchers by utilizing something other than the data for checking purposes or as a comparison of the data (Moleong, 2000).

The validity of the data is done by utilizing something other than the data for checking and as a comparison to the data obtained. In this research, researchers used 3 triangulations, namely:

- a. Triangulation of sources

Comparing and checking the reliability of information obtained through different time and tools. In this research the researcher also interviewed the person closest to the subject.

b. Triangulation method

Efforts to compare the findings of data that have been obtained using a certain method, with data obtained using other methods regarding the same problem and source.

c. Triangulation theory

Theory triangulation refers to the use of varied theoretical perspectives in interpreting the same data (Pawito, 2008: 100)

3. Participation Extension

In the extension of this participation, researchers as a measuring tool in collecting data include observation and interviews on various backgrounds and events. This is done in order to research the culture, meaning and interpretation of the existing problems.