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Bupda and LPD Development Strategy to Support Sustainable Tourism and Community Welfare in Canggu Village Bali Indonesia

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Abstract

This study aiming to know the role of BUPDA and LPD in empowerment economy public Canggu, analyzing sustainability of BUPDA programs, knowing synergy between BUMDA and LPD in Push Tourist Sustainable, knowing challenges and obstacles in development of BUPDA and LPD in Canggu. This research use approach descriptive qualitative. Descriptive qualitative approach used to describe and understand phenomena that occur in Canggu Village, Bali. Analysis of research data this use analysis thematic and doing strategy and impact mapping to Community Economy. Findings in study this is BUPDA has play a role important in management and development destination tourism that principles tourist sustainable support, such as manage object tour based on friendly nature and cultureenvironment. In addition, BUPDA also contributes in build infrastructure sustainable tourism. LPD provides access important financesfor society, especially for perpetrator business small and medium sectors depending on the sector tourism. Services credit provided by LPD supports expansion efforts local, which in turn increase income society and encourage growth economy village.

Keywords: Canggu Village, Tourism development, Sustainable tourism management, LPD (Village Credit Institution)

1. Introduction

1.1. Background

Canggu Village, located in Badung Regency, Bali Indonesia, has be one of destination the most developed tourism on the island this. With charm beautiful nature, attractive beaches, as well thick Balinese culture, Canggu interesting traveler domestic and international every year. According to data from the Bali Central Statistics Agency (2023), the sector tourism in Bali contributes about 50% of Product Gross Regional Domestic Product (PDRB) and almost 80% of the fields work in Bali relate directed with sector this (BPS Bali, 2023) ^[2]. As part from Bali which continues developing, Canggu play role important in economy area. However, behind potential big tourism that it has, Canggu face challenge big related with management sustainable destinations. Increasingly height visit traveler cause burden to environment, as well as improvement cost life for public local. Phenomenon This trigger need to manage sector tourist with sustainable approach, maintaining balance between development economy and conservation culture as well as environment (Wibawa, 2021) ^[25].

For overcome challenge this, existence institution village - managed economy custom own role important in increase income village customs and welfare of village communities. There are two institutions economy owned by village customs in the Canggu Village area, namely BUPDA (Baga Utsaha Pedruen Desa Adat) and LPD (Village Credit Institution). BUPDA or a type of BUMDA (Village Customary Business Entity), which is managed by the village custom, have role as a driving force economy local. BUMDA is responsible answer in manage efforts productive that can give benefit economy to public local, such as business craft local, agribusiness, and tourism based on community.

BUPDA was formed based on regional regulation no 4 of 2019. BUPDA was formed aiming for prosper inhabitant village custom through utilization potential locally found in wewidangan village custom in field profit-oriented economy (revenue), absorption power work, and become business unit manager business public owned by the village custom That Alone.

LPD, on the other hand, functions as institution finance that provides access financing to public for various needs,

including financing business micro and small. LPD helps public village in get capital without must depend on commercial banks which is often difficult accessible to the public economy intermediate below. With the existence of BUPDA and LPD, villages Canggu can strengthen capacity economy local, fix infrastructure village, and increase welfare public through empowerment economy based on source Power local (Purwa, 2022) ^[15].

Table 1: Contribution of BUMDA and LPD to sector tourism and economy local in Canggu Village

Institution	Main Functions	Contribution on Local Economy
BUPDA	Management business and economy based on village and customs	Increase field work, support tourist based on community, and promote product local.
LPD	Provision access financing for business micro and small owned by village custom	Make it easier access financing for public for business based on tourism and economy creative.

Although own potential big in sector tourism and support from BUPDA and LPD, the people of Canggu Village face various challenge in manage potential mentioned. First, the problem environment, such as damage ecosystem beach and waste tourism, become issue the main thing that needs to be done overcome. In addition, the growth rapid amount traveler cause increase cost life that influences Power buy public local. Many residents original Canggu marginalized by the gentrification that is happening along with increasing investment foreign in the sector tourism (Rachmawati, 2022) ^[16].

Other challenges faced by the community Canggu is inequality in distribution benefit economy from sector tourism. Although Lots tourists who come, some big profit economy often not felt directly by the community local, especially those that are not involved in industry tourist in a way directly (Dewi, 2023) ^[4]. Therefore, the role of BUPDA and LPD is very necessary for create more mechanisms fair and sustainable in distribution benefit economy tourist.

Based on condition said, it is important for formulate a development strategy for BUPDA and LPD which can optimize potential tourist Canggu at a time support welfare public local. This is involving compilation policies that integrate principles sustainability in management tourism, as well as empowerment economy through efforts local facilitated by BUPDA and LPD.

1.2. Formulation Problem

1. How the role of BUPDA in empowerment economy public Where?
2. How the role of LPD in Economic Empowerment of the Canggu Community?
3. How sustainability of BUPDA programs?
4. How synergy between BUMDA and LPD in Push Tourist Sustainable?
5. How challenges and obstacles in development of BUPDA and LPD in Canggu?

1.3. Research purposes

1. To know the role of BUPDA in empowerment economy public Canggu
2. To know the role of LPD in Economic Empowerment of Canggu Community
3. To analyze Sustainability of BUPDA Programs
4. To know synergy between BUMDA and LPD in Push Tourist Sustainable

5. To know challenges and obstacles in development of BUPDA and LPD in Canggu

2. Literature Review

2.1. Concept and Function of BUPDA and LPD in Village Economy

BUPDA in matter This BUMDA is institution formed by the village custom to manage source power and efforts owned by the village custom with objective For increase welfare public village through activity economy productive. According to Purwa (2022) ^[15], BUMDA has role strategic in push growth economy local with optimize potential source Power nature, culture, and social aspects in the village. In addition, BUMDA also plays a role in empowerment society, good through creation field Work and also development business micro and small basedcommunity.

LPD is institution finances managed by the village custom to provide service finance for public village. LPD provides loan to individual or group with more flowers low than institution formal finance such as banks, as well as own objective to increase level life public village (Wahyuni, 2020) ^[20]. Function The main LPD is increase access public to financing micro, which is very important for sustainability business small and medium enterprises, especially in areas that have not yet been fully integrated with system formal banking. Second institution This, BUMDA and LPD, have mutually exclusive functions complete in build economy potential-based village local. Setiawan (2021) ^[18] emphasized that effective management of BUMDA and LPD can increase economy village and create supportive ecosystem business micro and small in term long.

2.2. History and Development of BUMDA and LPD in Bali

Bali, as province rich in culture and potential nature, has long developed system economy based on village customs, including through BUMDA and LPD. Bali Provincial Government noted that The BUMDA concept was first introduced in Bali in the 1990s as a part from initiative utilize potential economy village through business collective. The development of BUMDA in Bali is also followed with the formation of the LPD which began in 1984, which aimed to increase access financing for public village customs (Sutrisno, 2019) ^[21].

BUMDA and LPD are developing rapid since 2000s, along with increasing awareness will importance management economy based on community. The existence of BUMDA

and LPD in Bali is also driven by the existence of policy from government the area that encourages strengthening economy village custom through management source Power local and provision easy financing accessible to the public local.

2.3. Tourism Sustainable

Tourist sustainable is form designed tourism to fulfil need tourists and society local, without sacrifice ability generation upcoming to fulfil the same needs (World Tourism Organization, 2004) [28]. Principle main from tourist sustainable includes:

1. Balance between economic, social and environmental: Tourism sustainable must can create benefit economy without damage environment or exploit public local.
2. Preservation culture: Tourism sustainable must respect and preserve values culture local.
3. Management source efficient power: Usage source Power nature and culture must done in a way wise For ensure its sustainability.

2.4. The Role of Tourism Sustainable in Village Development

Tourist sustainable can give significant benefits for development village, especially in aspect economic and social. Explains that tourist sustainable can increase income village through activity friendly economy environment, such as ecotourism and tourism culture. In addition, sustainable tourism can also open opportunity for public local For involved in various sector business, including hospitality, guide tourism and business culinary local. Gandhi *et al.* (2018) [6] emphasized that tourism based on resources Power local, such as craft hand or attractions culture, can increase quality life public village at a time to preserve tradition and culture local. However, for reach sustainable tourism is needed wise management and participation active from public local, which is the thing This can obtained with support from BUMDA and LPD as institution that manages source Power villages and provide business capital.

2.5. Relationships between BUMDA, LPD, and Tourism Sustainable

Study previously showed that BUMDA and LPD have role key in development tourist sustainable in Bali. In his research state that BUMDA in Bali often manages efforts tourist based on community that provides impact positive to economy local. With to establish business friendly tourism environment, such as community-based homestays culture or sustainable tours, BUMDA can provide alternative more tourism sustainable. LPD also plays a role in provide funds needed by the community to develop business tourist small, so push participation active public in industry this.

There is a number of areas that also implement the concept of BUMDA and LPD in development tourist sustainable. As for example, in Penglipuran Village, Bangli, Bali, which has succeed develop tourist based on community with BUMDA support. This village utilize potential culture and nature to interesting tourists, while maintain sustainability environment and tradition public local. Based on Suryani's research (2021) [20], BUMDA in Penglipuran Village play role important in manage lodging traditional and attractions tour based on an empowering environment public local.

In addition, in Banyuwangi Village, East Java, which implements draft similar through LPD and management tourist based on society, proven that collaboration between

institution finance local and business tourist can increase welfare society, at the same time guard sustainability nature and culture local (Mulyadi, 2019) [12].

3. Research Method

3.1. Types of Research

Study this use approach descriptive qualitative. Approach descriptive qualitative used for describe and understand the phenomenon that occurred in Canggu Village, Bali, is related with development of BUPDA and LPD as well as the impact to tourist sustainability and well-being public.

3.2. Research Location

Study this will held in Canggu Village, which is located in North Kuta District, Badung Regency, Bali. Canggu known as one of the objective ongoing tourism develop rapidly, with sector tourism that provides impact significant to economy local. This village own structure unique social because influence strong Balinese culture as well as management source Power economy managed by BUPDA and LPD.

Reasons to choose Canggu Village as location study is Because village This represent phenomenon change significant social and economic consequence development sector tourism, as well as existence the existence of BUPDA and LPD as institutions that play a role important in development economy and welfare public.

3.3. Data Sources

Study this will using two type's data source

1. **Primary Data:** Primary data is obtained direct from relevant informant with Topic research, through technique interviews and observations. Primary data sources consist of from:
 - a. Manager: Interview with BUPDA managers for dig information about role and development strategy of BUPDA in support sector tourism and economy local.
 - b. Manager: Interview with LPD managers for to obtain information about LPD function in provide access finance to public village and its impact to business small and medium.
 - c. Local Community: Interview with citizens involved direct in activity economy, especially those related to with sector tourism, as well as communities affected by development tourism in Canggu.
2. **Secondary Data:** Secondary data obtained through studies documentation, which includes:
 - a. Document official from government village or government related areas with policy development of BUMDA, LPD, and tourism sustainable.
 - b. Report annual or report activities published by BUPDA and LPD, as well as related documents with development sector tourism in Canggu Village.
 - c. Literature study and research relevant previous with topic, which provides base theory and overview general about BUPDA, LPD, and tourist sustainable.

3.4. Data Collection Techniques

A number of technique data collection used in this study is:

1. **In-Depth Interviews:** Interviews deep done to dig more information detailed and in depth from the informants main, such as BUPDA, LPD managers, and community

involved in sector tourism. Interview This done in a way open, with use guide flexible interview to give room for informant to disclose experiences, views and insights they in a way free. Interview will do in a way direct or via online platform if required.

2. **Observation Participatory:** Researcher will do observation participatory in the field to observe direct interaction between society and sectors tourism, as well as How activity economy based on BUPDA and LPD implemented. Observation This allow researcher to get better understanding clear about dynamics social and economic in Canggu Village, as well as How the existence of BUMDA and LPD influences life daily public.
3. **Documentation Study:** Researcher will collect secondary data from relevant documents, such as report BUPDA and LPD annual report, documents policy related, and studies related literature with tourist sustainable and development economy village. Documentation this study aiming to give context and greater understanding comprehensive about the role of BUPDA, LPD, and tourism in development village Canggu.

3.5. Data Analysis

Data obtained from interviews, observations, and studies documentation will analyze use approach analysis qualitative. The following is technique analysis used:

1. **Analysis Thematic:** Qualitative data obtained from interviews and observations will analyze use technique analysis thematic. Analysis thematic aiming to identify pattern, theme, or categories that appear from the data, and connect them with objective research. This process includes:
 - a. **Data coding:** Categorizing information obtained from interviews and observations to in relevant themes.
 - b. **Grouping theme:** Identifying themes main related with the role of BUPDA, LPD, and tourism sustainable.
 - c. **Interpretation:** Interpreting findings to give deep insight about connection between BUPDA, LPD, and development economy based on tourist sustainable in Canggu Village.
2. **Strategy and Impact Mapping on the Community Economy:** After themes main identified, researcher will be mapping the strategies implemented by BUPDA and LPD in support tourist sustainability and well-being community. Mapping this will also covers analysis the impact generated to economy local, including effect positive and negative to livelihood public local. Impact This will analyzed from perspective social, economic and environmental, which are related with development sector tourist.

4. Results and Discussion

In the section this, the result study will be discussing based on collected data from interviews, observations, and study literature. Discussion covers analysis to the role of BUPDA and LPD in support tourist sustainability and well-being the community in Canggu Village, Bali, as well as challenges faced in development second institution them.

4.1. The role of BUPDA in Economic Empowerment of Canggu Community

Projects Carried Out by BUPDA that Support Tourist Sustainable

Canggu Village has carried out various projects that are not only aiming to increase economy village but also for support tourist sustainable. Some projects that have been implemented by BUMDA include:

1. Canggu City Hall build shops to accommodate need room growing business increase along with rapid activity economy in the region said. Development of BUPDA Canggu Shopping Complex is step strategic in support development economy local and fulfilling market demand for room business. success beginning from sales of units in Block A and interest that has been There is towards Block B reflects potential big and need real will room business in the area this. With facility complete and location strategic, BUPDA Canggu Shopping Center Ready become center activity a vital economy for Canggu Village.
2. JAPSADA (Transportation Services) Trash of Canggu Traditional Village has to establish himself as player important in management trash in Canggu. With strong commitment to cleanliness, partnership strategic, and operationally efficient, JAPSADA will become guidelines in management garbage in the area. Work The same society and various the parties are also component important to implementation Clean and beautiful Canggu. JAPSADA has vision to realize the free Canggu from trash, creating a clean and beautiful environment. For reach this vision, JAPSADA is trying has its own TPS 3R so that Canggu can manage rubbish in a way independent. JAPSADA's commitment to cleanliness seen clear in every aspect its operations. Business units has added capacity vehicle carrier trash and make sure officer field be on standby start at 05:00 AM. After the coordination and briefing process, the team collector started on duty at 05:30. Collection rubbish done until afternoon day before delivered to TPS 3R in the evening to processed. The JAPSADA management team is also always on standby to overcome various constraint in the process of operation and active communicate with team collector to ensure effectiveness operations. Currently, every village in Canggu has have a functioning waste bank to manage and reduce trash sent to the TPS. With the existence of a waste bank in every hamlet or hamlet in the village area Canggu, the community can more effective in manage rubbish they itself and reduce the volume of waste that must be transported and processed. With the presence of JAPSADA, it means that Canggu Village has make an effort guard cleanliness environment and improve income public.
3. Canggu Beach Management. Management this is very strategic because of Canggu Beach is asset important thing to be Power pull tour main for Canggu Traditional Village. Management rights of Canggu Beach by BUPDA Canggu Traditional Village based on Regional Regulation (Perda) Number 4 of 2019 concerning Traditional Villages in Bali. In the Perda said, is regulated that authority local scale village customs, including management the coast in its territory (Article 25). With base clear law, Traditional Village has authority full to manage and utilize potential its territory. Forms Canggu Beach Management including:

- a. Provide facility collection garbage in various point strategic. Places rubbish This designed for easy accessed by visitors and also traders, so that rubbish can throw away with Correct.
- b. Arrangement trader. Activity high tourism in Canggu Beach give opportunity economy for public local, especially traders looking for living with sell various goods and services to beach visitors. However, without good arrangement, presence over - trader can bother comfort visitors, causing unfair competition healthy. One of the steps beginning in to organize trader is with limit amount permitted traders operating in the Canggu Beach area. Restrictions This aiming to avoid accumulation traders who can bother comfort Canggu Beach visitors.
- c. Formation Canggu Surf Instructor (CSI). The formation of CSI began from anxiety public local and instructors who have been operating in Canggu for a long time. Before the presence of CSI, many instructors from outside who comes and offers his services without understand condition especially Canggu Beach, such as characteristics waves, safe and dangerous areas, and ethics local in interact with surfers and the community. As a result, no seldom happen accident, conflict between instructors, as well as experience bad experiences experienced by tourists who take surfing class.
- d. Formation Canggu Surf Photographer (CSF). Before formation of CSF, many photographers operating on Canggu Beach without clear rules, which cause disorder and competition No healthy. Some photographer even come from outside the Canggu area and take market share without pay attention to local norms. Conditions This trigger dispute between photographer local and photographer newcomers. Before formation of CSF, BUPDA of Canggu Traditional Village do a series socialization to community local, including to owner stalls and photographers who have long been operating on Canggu Beach. In the socialization This, BUPDA invites all party to discuss about existing problems and looking for solution together. Approach participatory This aims to ensure that the policies taken in harmony with needs and interests public as well as still guard order and justice for all party.
- e. Arrangement Beach Warung. Warungs along Canggu Beach play role important in support activity tourism and economy local. Stalls This provide various need for visitors, start from food and drinks, surfing equipment, and even typical souvenirs. As one of the vital components in Canggu Beach ecosystem, arrangement roadside stall be one of focus main BUPDA Canggu Traditional Village in management beach. The goal is to create atmosphere more beaches orderly, comfortable, and organized, good for traveler and also for the shop owners. Currently there are 37 stalls operating below management of BUPDA. BUPDA also provides help in establishment stall for business they walk effective and comfortable for customers, and to be visible neat more.

4.2. The role of LPD in Economic Empowerment of Canggu Community

Credit Institution (LPD) is institution finance operating under umbrella law Balinese customs. Based on the Decree of the Governor of Bali Number 972 of 1984, LPD was established with objective to provide service special finance community village Customs. LPD Canggu own base law custom and managed by the device village customs, and functioning as institution finance owned by Canggu Traditional Village. LPD Canggu. In the context of This is the Canggu Customary LPD operating in the Canggu Traditional Village environment with objective to increase growth economy local, prevent practice pawn dark, and gives chance try to inhabitant village. Canggu Customary LPD operate based on law custom and managed by the device village custom. LPD custom Canggu operates in the Canggu Traditional Village area and is limited to the community village Customs. Orientation and objectives of customary LPD Canggu is focus on interest community village custom with objective advance economy village and support activity Customary. Activities and services of customary LPD Canggu ism raise funds from inhabitant village, giving loans, as well as provide service like KUR Credit, Credit Monthly, RC Credit, Credit Seasonal, Credit Without Guarantee, Voluntary Savings, SIBARDA Savings, Deposits, Electricity Payments, Tokens, Power Additions, Telephone, PDAM, BPJS, and Credit. Process and procedures submission credit involving agreement from Kelian Adat and Kelian Banjar. The advantages of the customary LPD canggu used to interest community. Regulation and supervision of Canggu Customary LPD: Regulated by regulations area and customs local.

Canggu Traditional Village LPD for Canggu Traditional Village: 1) Management finance: collecting funds and distributing them credit For need village; 2) Empowerment economy: support business micro and development economy village; 3) Conservation Customs and Culture: funding activity customs and infrastructure customs; 4) Improvement quality live: access service finance and social program support; 5) Stability financial: management risk finance and investment; 6) Synergy with institution village Others: Cooperation with the BUPDA of Canggu Traditional Village and the government village Customs; 7) Transparency and accountability: reports finance open and accountable to community; 8) Education and literacy finance: Education and training programs For public village.

4.3. Analysis Sustainability of BUPDA Programs

Sustainability from BUPDA programs can rated based on aspect economic, social and environmental. Based on results interview, part great BUMDA program shows potential good sustainability in term long, but there is a number of obstacles that need to be overcome:

1. Economic aspect: The programs run by BUMDA have increase income society, but challenge the biggest is limited funds and capacity managerial obstacles program expansion.
2. Social aspect: Sustainability social can see from improvement participation public in activities initiated by BUPDA. The community is increasingly aware will importance preservation culture and tourism sustainable. However, there are a number of gaps in access to benefit economy that can fixed with involving more lots group public.

- Environment aspect: Although There is good effort in guard sustainability environment through friendly development environment, challenges the biggest still There is in management waste and conservation nature in some location tour.

4.4. Synergy between BUMDA and LPD in Push Tourist Sustainable

1. Collaboration between BUPDA, LPD, and the Tourism Sector to Develop Product Eco-Friendly and Sustainable Tourism.

Collaboration between BUMDA and LPD is very important in create product tourism that is not only interesting for traveler but also friendly environment and sustainability. Synergy this can covers development tour based on nature, such as trekking in rice field areas, as well as tour culture that introduces arts and crafts local. Support of financial from LPD, BUPDA can expand those programs with to finance development supporting infrastructure sustainability, such as system management trash at destination tour or use energy renewable in facilities tour.

2. Community participation in Support Development Tourist Sustainable

Local community play a role important in guard sustainability tourism. They involved in various supporting activities sustainability nature and culture, as well as give support social to activities carried out by BUPDA and LPD. Education to public about importance tourist sustainability is very necessary to create awareness collective about this matter.

4.5. Challenges and Obstacles in Development of BUPDA and LPD in Canggu

1. Problems in Management Resources, Lack of Skills Managerial, and Limitations Infrastructure

One of challenge the main problems faced by BUMDA and LPD are: management source Power human and managerial. Most of BUPDA and LPD managers in Canggu Still need sufficient skills in management business, which impacts the efficiency of the program. In addition, the limitations infrastructure base like internet network that has not been evenly distributed and facilities Limited transportation also hampers operational second institution This.

2. Challenges in Reach Balance between Economic Development and Conservation Environment

Although There is effort to promote tourist sustainable, there is challenge big in reach balance between development economy and conservation environment. Imbalance This often appear in form of over-tourism, which can damage Power pull nature and social culture If no managed with wise.

5. Conclusion and Recommendations

5.1. Conclusion

Based on results study about the role of BUPDA and LPD in Canggu Village, Bali, in support tourist sustainability and well-being society, can concluded a number of matters as following:

- The role of BUPDA in Tourist Sustainable: BUPDA has play a role important in management and development destination tourism that supports principles tourist sustainable, such as manage object tour based on friendly nature and culture environment. In addition, BUPDA

also contributes in build infrastructure sustainable tourism.

- The role of LPD in Economic Empowerment: LPD provides access important finances for society, especially for perpetrator business small and medium sectors depending on the sector tourism. Services credit provided by LPD supports expansion efforts local, which in turn increase income society and encourage growth economy village.
- Factors that Influence Effectiveness Development of BUPDA and LPD:
 - Limitations capacity managerial: One of the challenge main problems faced by the two institution is lack of skills adequate managerial to run and manage programs effective.
 - Limitations infrastructure and access: Infrastructure that has not been adequate in some areas and the lack of accessibility to people who want to access BUMDA and LPD services are still become constraint.
 - Imbalance between development economy and conservation environment: Especially in context tourism, challenges main is reaches balance between development economy and conservation sustainable environment.

5.2. Recommendations

Based on the conclusion above, some recommendations that can give to increase the role of BUPDA and LPD in support tourist sustainability and well-being community in Canggu Village is as following:

1. Improvement Strategy Capacity BUPDA and LPD Management

- Managerial Training and Education: Government village together with party related (eg. institution education, NGOs, or private sector) can to organize training periodic For BUPDA and LPD managers, in order to increase they managerial ability. Training This can covers management source Power human, planning business, and management finance.
- Improvement System Management: Usage technology information in BUPDA and LPD management can increase transparency and efficiency operational, as well as make it easier monitoring and reporting. Implementation system information digital based will help second institution in track development business and loans in a way more accurate.
- Recommendation Policy for Village Government in Support Development of BUPDA and LPD
- Compilation Supportive Policies Village Economic Empowerment: Government village need create supportive policies development business local with make it easier access to capital through LPD. Policy This must ensure that LPD services can accessible to all circles society, including those who are new start business.
- Facilitation Supporting Infrastructure Tourist Sustainable: Government village must more focus on development infrastructure supporting basis sustainability sector tourism, such as provision facility management waste, clean water treatment, and infrastructure energy renewable that supports destination friendly tourism environment.

f. Improvement Inter-Agency Coordination: Government village need strengthen synergy between BUMDA, LPD, and the sector tourism. This can do with stage regular meeting between institution for formulate policy together in develop product tourism based on sustainability and maintaining sustainability culture local.

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