

Research Article

Smart Government: Village Development Strategy 4.0 Based on the Millennial Generation

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Abstract: To improve the quality of the millennial generation to become superior human resources and also as the main actor of development, including in the development of tourist villages, the smart village model is an innovative solution that puts forward innovation and technology utilization to transform villages into independent ones with a better quality of life for the community, so that it is expected to reduce the pace of urbanization and reduce the digital divide in Indonesia. This study's objective is to outline a tourism village development strategy 4.0 focused on the millennial generation. The research method employed was qualitatively descriptive research. Observation, interviews, and documentation were employed to obtain information for this study. This research utilizes both primary and secondary data sources. In this study, qualitative data analysis approaches were employed to analyze the data. The findings revealed that the contribution of the millennial generation in the development of the Carangsari Tourism Village occurred in three phases: the procedure phase, the process phase, and the digitization phase. By actively promoting and engaging in events that can make Carangsari a nationally competitive tourist village, the millennial generation plays a significant role in the development of tourist villages.

Keywords: *Millennial Generation, Smart Government, Tourism Villages.*

A. INTRODUCTION

Tourism in Indonesia has cultural characteristics from community arts, customs, livelihoods, and daily life so that it can be used in developing tourist attractions and attracting tourists while increasing the country's economic income (Witanto et al., 2018). According to the Law of the Republic of Indonesia No. 10 of 2009 on Tourism, tourism is an integral part of national development that is carried out in a systematic, planned, integrated, sustainable, and responsible manner while protecting religious values, living culture in society, environmental sustainability and quality, and national interest.

In 2019, "Advanced Indonesian Superior Human Resources" was the subject for the 74th Anniversary of the Republic of Indonesia. This subject emphasizes that the development of excellent human resources will significantly contribute to Indonesia's development. In his State of the Union address on August 16, 2019, President Joko Widodo stated that the 4.0 Industrial Revolution is currently underway, Indonesia needs superior human resources to face increasingly sharp global competition and increasingly heated trade wars. Armed with innovation, quality human resources, and mastery of technology, Indonesia can get out of the natural resource curse and become a developed country (Kompas, 2019). Based on this statement, it can be understood that innovation, quality of human resources, and mastery of technology are the three main dimensions that must be encouraged in implementing national development so that Indonesia can become a developed country.

The development of tourist villages is now a priority agenda for the Indonesian central government because it is able to provide a more dynamic variety of tourism destinations. The

development of tourist villages has proven fair in the absorption of labor because it involves local communities (Ameen et al., 2019; Al-Obhatani & Ameen, 2019; Albreiki et al., 2019). The development of tourist villages in Bali can provide many benefits in developing various sectors, especially the resources of rural areas. Tourism village is the first creative tourism to rural areas in the concept of vacation, which started after the era of World War II (Salazar, 2014; Kankanhalli et al., 2019; Chatfield & Reddick, 2019). In this study, the development of the Carangsari Tourism Village is based on the potential of the village with its uniqueness and attractiveness that can be empowered as a tourism product to attract tourists to visit the village location. The development of tourist villages is also inseparable from technological advances as promotional media. It has greatly influenced the journey of the millennial generation along with the development of information technology (Alghawi et al., 2019; Shan et al., 2021; AlFalasi et al., 2020). Millennials have a role in advancing national development in various sectors, especially tourism. Youth are the most enthusiastic and ambitious in pushing for change in all aspects of people's lives, including tourism because tourism has a multiplier effect and is the most important part of people's prosperity (Wirtz et al., 2019; Alqaryouti et al., 2020; Shamsi et al., 2018).

The participation of the millennial generation in the development of the Carangsari Tourism Village was actually initiated to prosper the village community by utilizing the authentic potential of the Carangsari Tourism Village itself as an economic grower of the community itself to make it look more feasible. Good management of tourist villages will also produce good outputs because in implementing the participation of the millennial generation, it is felt that they are able to advance this tourist village which is in the development stage.

Bali tourism is famous for its culture, art, and village residents, especially those who live in mountainous hills with various languages and cultures (Anggayana, Budasi & Suarnajaya, 2014). Bali has always been known for its tourism, thus every holiday season and every day, a large number of foreign tourists arrive (Anggayana & Sari, 2018). The island of Bali has become one of the world's most popular tourist destinations, with more than one million foreign visitors traveling directly to Bali (Budasi & Anggayana, 2019). Balinese culture is extremely intertwined with Balinese people, as evidenced by the culture of *menyame braya*, Balinese dance, traditional houses, and customs (Redianis, Putra & Anggayana, 2019). Therefore, this research focuses on descriptively describing how the tourism village development strategy 4.0 is based on the millennial generation.

B. METHOD

This research was conducted in Carangsari Tourism Village, a tourist village located in Petang District, Badung Regency. The type of research employed is qualitatively descriptive research. This study employed observation, interviews conducted by Bungin (2012), and documentation compiled by Indrawan (2014). This study included both primary and secondary data sources. Participating and nonparticipating village communities provided the primary data. This study utilized a monograph on the Carangsari Tourism Village as secondary data. In this study, qualitative data analysis methodologies were utilized (Seiddel in Moleong, 2012).

C. RESULTS AND DISCUSSION

1. The Role of the Millennial Generation

According to the Millennial Trends article by Yuswohady (2016) and Guenduez et al. (2018), the millennial generation was born between the early 1980s and 2000. They are referred to as the millennial generation because they were born at the turn of the millennium. In this era, digital technology simultaneously began to permeate all facets of existence. According to studies by Lancaster and Stillman (2002), Generation Y is known as the millennial or

millennium generation. In August 1993, Generation Y first appeared in editorials of major United States newspapers. In other words, Generation Y is the generation that grew up during the internet's explosive growth.

The function of the millennial generation is discussed in terms of social interaction amongst actors of the millennial generation who adapt their roles to the culture and digital environment. Referring to Soekanto's reasoning in Dewi's (2018) explanation, their stance is a dynamic positioning process (status). If a person carries out the responsibilities and rights associated with his position, he is performing a function. The distinction between location and function exists for scientific purposes.

2. Carangsari Tourism Village Development Strategy

Tourism is defined in Law No. 10 of 2009 as all activities related to tourism that are multidimensional and multidisciplinary in nature and are a manifestation of the needs of each individual and country, as well as interactions between tourists and local communities, fellow tourists, government, regional government, and entrepreneurs.

Sunaryo (2013) and Schedler et al. (2019) suggested that tourism development, according to Cooper, is a tourism destination development framework containing the same goals: attraction, amenities, accessibility, ancillary, and institution. Supporting elements for tourism development are as follows:

- a. Attraction: Development through implementing several events or events that can attract tourists to the attraction.
- b. Amenity: An amenity is any service or facility that meets the needs of tourists during their stay or visit to a tourist site. The facility element is sometimes referred to as tourism infrastructure or the amenities that enable tourism facilities to expand and deliver different services to tourists.
- c. Accessibility: Accessibility in tourism is related to the ease of tourists reaching a tourist attraction. Accessibility is also important, considering that one of these aspects can have a big influence on tourists.
- d. Ancillary: Infrastructure is required to support services and serve as auxiliary facilities. Therefore, it is difficult to attain tourism appeal in the absence of basic infrastructure, as infrastructure development can indirectly generate benefits for local population and encourage tourism development.
- e. Institution: This element is usually referred to as an institution related to the existence and role of each element in supporting the implementation of a tourism activity that includes the local community.

The Carangsari Tourism Village is located in the southern part of Petang District, North Badung Regency. Carangsari Tourism Village is one of the 11 Tourism Villages in Badung Regency, Bali Province, which has a Tag Line "Carangsari The Historical Village," a sentence that implies to visitors that Carangsari Tourism Village is thick with historical nuances which focus on the history of the hero of the Republic of Indonesia during the Dutch colonial era, namely I Gusti Ngurah Rai, from his birthplace, his village, to his monuments, all of which became a unique tourist attraction, besides that in Carangsari Tourism Village there are also spiritual tours, cultural tours in the form of cultural heritage and art studios, where visitors can learn Balinese art and culture.

Carangsari Tourism Village has natural and cultural tourism potential, such as rafting activities on the Ayung River, elephant tourism attractions, and cycling that are managed by local entrepreneurs by involving local communities. The existence of the Carangsari Tourism Village cannot be separated from the role of local community leaders in making it happen. Beginning with the role of investors in seeing the tourism potential of the Ayung river, rafting,

and route tracking. Rafting tourism was also developed, and many products, such as elephant attractions, were added to be sold to tourists. As an agricultural area, North Badung, especially Petang, is not only rich in coffee plantations. There is chocolate, from cultivation patterns to processing into ready-to-eat chocolate packaging products, opening up economic opportunities for the community. Tourists can learn to make and enjoy chocolate, which is also the main attraction of Carangsari Village processed from the quality of the original Carangsari Petang chocolate fruit. Here visitors can make various forms of chocolate that can be used as souvenirs.

At a later stage, the support of the local community, which was previously unfamiliar with the world of tourism, is increasing. It is proven that many workers are absorbed, and for almost 25 years, the human resources in Carangsari Tourism Village have a lot of knowledge besides farming. At least the ability to master a foreign language in daily life, such as English. Including skills in managing tourist attractions, such as *tugek* masks, newspaper boxes, and others. So that it can make a special attraction for local and foreign tourists to visit the Carangsari Tourism Village.

Carangsari Tourism Village is one of the communities in Bali that competed for the Tourism Village Award 2021, which was launched by Tourism and Creative Economy Minister or Tourism and Creative Economy Agency Head Sandiaga Uno. The 2021 Indonesian Tourism Village Award was a ceremony that honored tourist villages that met the Ministry of Tourism and Creative Economy's evaluation standards. The purpose of this event was to make Indonesian tourist villages a world-class and highly competitive tourist destination. The topic of the 2021 Indonesian Tourism Village Award was "Indonesia Rises." After the Covid-19 epidemic, it was anticipated that this subject would inspire tourism and creative economic players in tourist villages to recover. Carangsari Tourism Village is now among the top fifty (50) Tourism Villages for the 2021 Tourism Village Award thanks to this occasion.

Based on the results of an interview with one of the representatives of the millennial generation, which is often called *Seka Truna Truni* (STT), I Gusti Agung Gede Bayu Banyuning (18 March 2022), he stated that: " With regard to the role of the millennial generation, and here it happens to be that the millennial generation here is called *Seka truna Truni* (STT), STT here is playing a role in the development of tourist villages to help government programs or village programs, so every region here also has tourist attractions or tourist attraction, religious tourism, culture, for its development here we are playing a role in maintaining the place, such as maintaining cleanliness related to *Sapta Pesona*, then for millennials in terms of technology there are several promotional videos and also about the promotion of ecotourism in the village Carangsari that we have, and there is also creative content creation, which we used as a creative content in *Anugrah* Indonesian tourist village competition, at that time we won the first place. Then there is the creation of websites and other social media such as Instagram which helps in promoting the Carangsari Tourism Village. Then for the inhibiting and supporting factors, the inhibiting factor is the lack of funding as we have started our program before the pandemic, but now the obstacle is indeed the pandemic itself, then for the supporting factors, here in Carangsari Village we can learn about history from I Gusti Ngurah Rai, one of the heroes in Bali, here is also where he lived and his tomb is also here, then there are also various sceneries and ecotourisms that we can do such as rafting, fishing, elephant riding, there is also POD Chocolate, and *tugek* mask dance."

D. CONCLUSION

The existence of Carangsari Tourism Village cannot be separated from the role of local community leaders. With the participation of the millennial generation, it can bring changes for the better in developing the Carangsari Tourism Village through the production, process, and digitization stages. The first stage is the producer. At this stage, it is necessary to

realize that the millennial generation is a component of the village, so they need to be empowered by local governments, the private sector, and local communities. This is the role of the millennial generation in assisting government or community activities. This demonstrates to the millennial generation that they are also contributing to the development of tourist villages and that they recognize the significance of tourism villages in their living environment. At this time, the role of the millennial generation in partnership with local governments is required. In reality, the government and the millennial generation share responsibilities for tourism development. The second stage is where all village components identify the village's potential through joint consultations from all circles, including the millennial generation. Identifying problems that can become obstacles in developing the potential of tourism villages ranging from internal, external, social, physical, and non-physical. Efforts to preserve the tourist village by maintaining authenticity, beauty, and cleanliness can improve comfort so that it can show the beautiful and clean natural beauty. The third stage is digitization; the role of the millennial generation in digitization is very useful where *Seka Truna Truni* helps in promoting this Carangsari Tourism Village by creating websites and social media such as Instagram, which can make it easier for tourists to know the existence of Carangsari Tourism Village. Then *Seka Truna Truni* in the village is active in the content creator competition and introduces the tourist village that can bring better results for the promotion of the village.

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