

The Role of the Ganggangpanjang Village Government in Developing the Punden Mbah Reco Tourist Attraction

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ABSTRACT

Objective: Study This aim For analyze role Gagangpanjang Village Government in develop Object Tour Punden Mbah Reco in the District Tanggulangin, Regency Sidoarjo. The study focused on four role indicators according to Siagian's theory: stabilizer, innovator, modernizer, and pioneer, to determine the extent to which village governments encourage community participation, optimize local potential, and ensure sustainable tourism development. **Method:** The research method used was descriptive qualitative with a case study approach. Data were collected through field observations, in-depth interviews with village officials, tourism managers, and MSMEs, as well as documentation related to the management of the Punden Mbah Reco tourist attraction. Informants were selected using a purposive sampling technique. Data analysis was carried out using the Miles and Huberman interactive model to identify patterns of village government roles according to Siagian's theory indicators. **Results:** The results of the study reveal concrete strategies of village governments in initiating capacity building programs, reactivating digital promotion, and exploring partnerships with external parties. **Novelty:** The novelty of this study lies in a comprehensive evaluation of the implementation of four indicators of village government roles in the context of community-based rural tourism development. This study shows how village leadership faces real obstacles such as limited supporting infrastructure, suboptimal digital promotion capacity, and the lack of intensive cooperation with the private sector. These findings make an important contribution to the understanding of village governance for sustainable tourism and offer a local tourism empowerment model that integrates community participation, digital transformation, and proactive leadership of village government.

INTRODUCTION

Tourism has become a strategic sector in national development. Its presence is not only a source of foreign exchange for the country, but also a means to expand employment opportunities, improve community welfare, and strengthen local cultural identity. In the context of regional development, the tourism sector has a significant contribution in driving economic growth based on local potential. This is in line with the direction of government policy that places villages as the basis of development, where villages are not only seen as objects of development, but also as subjects capable of independently managing natural, social, cultural, and economic resources [1].

Tourist attractions are anything that attracts tourists to visit a particular area or location. According to Law Number 10 of 2009 concerning Tourism, tourist attractions or tourist attractions are anything that has uniqueness, beauty, and value in the form of diverse natural, cultural, or man-made wealth that becomes the target or destination of tourist visits. Village tourist attractions are places in rural areas that have a unique and unique attraction that is well managed and planned so that it attracts tourists to visit these attractions [2]. There are criteria for tourist attractions, including: (a) related to other tourist attractions that are known to the general public, (b) having a cold or cool climate,

(c) having adequate manpower, telecommunications and accommodation, (d) security is guaranteed at the village tourist attraction, (e) the officials around the village tourist attraction and the community provide and receive high support for the tourist attraction and also the tourists who visit, (f) having interesting objects in the form of local food, legends, arts and culture, nature and others to be developed into village tourist attractions, and (g) having good accessibility, so it is not difficult for tourists to visit with various types of transportation [3].

Table 1. Quantity data object village tourism in Indonesia.

Year	Amount Object Village Tourism in Indonesia	Percentage Increase
2014	980	-
2016	1,302	32.9%
2018	1,734	33.2%
2020	2,488	43.5%
2022	5,408	117.4%
2023	7,563	39.8%

Source: Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency 2023 Performance Report

Based on data from the Ministry of Tourism and Creative Economy in 2023, the number of village tourist attractions in Indonesia has increased significantly over the past nine years. In 2014, there were 980 recorded tourist attractions, then increased to 1,302 village tourist attractions in 2016 with a 32.9% increase, and continued to grow to 1,734 village tourist attractions in 2018 (33.2%). This trend continued in 2020 with a total of 2,488 village tourist attractions, an increase of 43.5%. The most rapid growth occurred in 2022 with a surge reaching 5,408 village tourist attractions, an increase of 117.4% compared to the previous year. And in 2023 the number increased again to 7,563 village tourist attractions with an increase of 39.8% [4]. The sharp surge in 2022 was influenced by various factors, including the Indonesian Tourism Village Award (ADWI) program which encouraged the participation of thousands of villages to register themselves as village tourism attractions, the increasing trend of nature-based and rural tourism after the COVID-19 pandemic, and government support through digital promotion, infrastructure assistance, and regulations that strengthen village tourism as a key strategy for tourism development and the creative economy in Indonesia [5].

Tourism is a strategic sector in national and regional development. In addition to contributing to local revenue (PAD), tourism also plays a role in creating jobs, encouraging the growth of small businesses, and strengthening local cultural identity [6]. One form of tourism development that is currently being widely implemented is *village tourism*. Village tourism offers a travel experience based on the village's potential, whether in the form of natural beauty, cultural uniqueness, traditions, or social life of the community. East Java Province is one of the regions in Indonesia that has great potential

in the development of village tourism [7] . With its rich natural resources, history, and diverse culture, East Java is able to attract the interest of domestic and international tourists. Some village tourism objects that are quite developed in East Java include the Pujon Kidul Village Tourism Object in Malang Regency, the Sanankerto Village Tourism Object (Bojonegoro), and the Setigi Village Tourism Object in Gresik Regency. The success of several of these village tourism objects shows that villages can become centers of local economic growth as well as cultural preservation [8].

Village-based tourism (*tourism attraction*) is an important strategy in local economic development because it can stimulate the creative economy, create jobs, and simultaneously preserve culture and the environment. In Sidoarjo Regency, Tanggulangin District, Ganggangpanjang Village is one of the villages that has tourism potential based on local wisdom, with the icon of Punden Mbah Reco (often written as *Mbah Retjo*) located in Luwung Hamlet. The administrative identity of this village is recorded as part of the Tanggulangin area, Sidoarjo, East Java. In recent years, the Punden Mbah Reco area has developed into a public space and recreational destination for residents, supported by the green atmosphere of rice fields, riverbanks, as well as culinary and selfie activities. Local news confirms that community-based management makes this punden increasingly busy with visitors, especially during Ramadan for *ngabuburit activities*. Information on the location, operating hours, and culinary activities is also confirmed by the official channels of the local community. Strengthening destinations not only requires community initiatives, but is also largely determined by the role of the village government as an enabler , policy director, and multi-stakeholder coordinator [9]. The village government is authorized to formulate village-level regulations, provide basic infrastructure, provide guidance to community businesses, and conduct promotions/partnerships [10] . A number of good practices in strengthening local capacity in Gagangpanjang, such as MSME mentoring programs, environmental management, and social community activities, demonstrate a conducive ecosystem when formulated in targeted tourism object policies.

The village government has an important role in developing tourism potential. The village government acts as the organizer of government, development, and social affairs and is required to have the competence to carry out the tasks determined by law. Therefore, to be able to carry out these roles and responsibilities, skills, attitudes, and knowledge of the matters under its responsibility are required [11]. The village government also plays a role as a provider of ideas so that the advantages of the natural potential that it has can be developed well in a village. This tourism development not only requires the role of the village government, but also requires the participation of the community to support the continuity of the development being carried out. The role of the community in efforts to develop tourism is something that is crucial because the community is the key to success in developing tourist attractions [12] . Based on the determination of products to the profits received, the community is the party that runs and controls tourism development. The role of the Gagangpanjang village community in Punden Mbah Reco tourism includes opening traditional culinary businesses known as

culinary in the middle of the rice fields, such as pecel rice, corn rice, and traditional drinks, as well as maintaining the security and cleanliness of the tourist area. Even though the tourist attraction is quite interesting and has the potential to be developed, there are things that have not been developed properly, such as narrow road access and limited supporting facilities, so these things need to be improved so that this tourist attraction continues to exist and be sustainable into the future [13].

Previous research used as a reference in this study includes research from Larasati and Kurrahman discussing "The Role of Village Government in Managing Pine Forest Tourism to Increase Village Original Income in Bendosari Village, Pujon District, Malang Regency." The results of the study explained that the role of the Bendosari village government in managing Pine Forest tourism is to provide socialization regarding development planning to the community, form POKDARWIS or tourism awareness groups, promote tourist attractions through social media such as Twitter, Instagram, etc., and conduct comparative studies to other tourist attractions. The role of the village government in managing tourism is influenced by factors such as the condition of natural resources that are affected by the weather, especially during the rainy season, as well as the condition of human resources who are less aware and less proficient in tourism management science due to the low level of community education [14].

On the other hand, Sawir in his study entitled "The Role of the Lalos Village Government in Developing the Batu Bangga Beach Tourist Attraction" revealed that the Lalos Village government plays a crucial role in tourism development, focusing on planning, policy, and infrastructure development. This study found that the role of planning, policy, and regulatory enforcement has not been optimal, even though infrastructure development has been well implemented. This study also highlights the importance of collaboration between the village government and the community and the challenges faced in tourism development [15].

Initial on-site observations revealed several issues hindering the development of tourism at Punden Mbah Reco. For example, the management's limited ability to utilize digital marketing has prevented widespread information about the destination. Social media, which should be an effective promotional tool, has not been fully utilized.



Figure 1. Punden Mba Reco's social media account.
Source: Instagram Punden Mba Reco

Based on Figure 1, a screenshot of Punden Mbah Reco's social media account, the official Instagram account was last updated in May, while the research was conducted in July. This situation indicates a lack of consistency in digital content management and an inability to keep up with social media-based tourism promotion trends.

Furthermore, supporting facilities such as public restrooms, information centers, and seating are still inadequate, coupled with poorly maintained road access. These shortcomings have the potential to reduce visitor satisfaction and hinder word-of-mouth promotion, which should be a driving force behind village-based tourism. The following depicts a visitor sitting in the courtyard due to the limited seating at the Punden Mbah Reco tourist site.



Figure 2. Lack of infrastructure.
Source: Results of direct field observations

Based on Figure 2, which describes the condition of visitors to the Punden Mbah Reco area, it is clear that supporting facilities and infrastructure, such as seating, are still inadequate. This situation is evident in the large number of visitors sitting in the courtyard due to the limited seating available at the tourist site. This situation indicates that limited supporting facilities can reduce visitor comfort and potentially hinder the promotion of village-based tourism, which should be a key strength.

In analyzing these problems, this study uses the Theory of the Role of Government according to Siagian which includes four indicators, namely: 1) Role as Stabilizer, 2) Role as Innovator, 3) Role as Modernizer, and 4) Role as Pioneer which is believed to be able to provide a framework for understanding and strengthening the role of village government in tourism development [16].

RESEARCH METHODS

The type of research used is descriptive qualitative with the aim of describing the Role of the Gagangpanjang Village Government in developing the Punden Mbah Reco Tourism Object in Tanggulangin District, Sidoarjo Regency. The location of the research was carried out at the Punden Mbah Reco Tourism Object in Gagangpanjang Village, Tanggulangin District, Sidoarjo Regency. The focus of this research is on the Role of the Gagangpanjang Village Government in Developing the Punden Mbah Reco Tourism Object in Tanggulangin District, Sidoarjo Regency. To analyze the Role of the Gagangpanjang Village Government in Developing the Punden Mbah Reco Tourism Object, the author uses the theory of government roles according to Siagian, which includes four indicators, namely: 1) the role as a stabilizer, 2) the role as an innovator, 3) the role as a modernizer, 4) the role as a pioneer. The author uses this theory because it considers this theory to be the most relevant and adequate to the research indications found by the author. Data collection techniques through observation, interviews, and documentation. The data used are primary data in the form of direct interviews with the research subjects, and secondary data from journals, scientific papers, previous research, books, documents, and archives. The informant selection technique used in this study was determined based on certain considerations, known as purposive sampling. Therefore, the selection of information was directed at data sources deemed to have important information, namely informants from tourism object managers and stakeholders involved in the management of the Punden Mbah Reco tourist object.

RESULTS AND DISCUSSION

Based on the research results and findings obtained during the fieldwork, in accordance with the research title related to the role of the Gagangpanjang village government in the development of the Punden Mbah Reco Tourism Object. The data described will be presented descriptively. The role of the village government is a reference to see the extent to which actions, policies, and initiatives undertaken can support the achievement of village tourism development goals. A role can be said to be successful if the steps taken are in accordance with the needs of the community, are able

to answer existing challenges, and provide a positive impact on the sustainability of tourism object management. Thus, the role of the village government is used as a benchmark to compare between policies and efforts implemented with the results achieved in tourism development. The following is a description of the research discussion in the form of data analysis with each research focus based on the theory of government roles according to Siagian, which states that there are four important indicators, namely: 1) Role as Stabilizer, 2) Role as Innovator, 3) Role as Modernizer, and 4) Role as Pioneer as follows:

a. Role as a Stabilizer

In Siagian's concept of the role of stabilizer, village governments are responsible for maintaining balance and stability in the development process, particularly in the development of tourism objects. This role relates to the extent to which village governments are able to create a conducive, safe, and supportive environment for the smooth running of tourism development activities. Stabilization is crucial because it provides certainty and a sense of comfort for both the community and tourists.

In the context of this research, the role of a stabilizer is realized through the efforts of the Gagangpanjang Village government in maintaining security and order in the Punden Mbah Reco tourist attraction area, as well as ensuring that every development activity does not cause conflict in the community. The village government also strives to provide assurance of the sustainability of the tourist facility, by directing and supervising to ensure that all management activities continue to run according to existing regulations. Thus, the existence of the village government as a stabilizer is key to creating a harmonious and stable environment, so that the development of the tourist attraction can proceed sustainably and provide benefits to the local community.

Based on the results of an interview with Mr. Indra as the manager of the Punden Mbah Reco Tourist Attraction in Gagangpanjang Village, it was discovered that:

"Whenever there's a development plan at a tourist attraction, such as a gazebo or a walking trail, we always hold a village meeting. We involve community leaders, neighborhood associations (RT), community associations (RW), and even youth representatives. The goal is to ensure everyone is aware and in agreement, so no one feels disadvantaged." (Interview, July 20, 2025)

Meanwhile, the results of an interview with Mrs. Sri as the owner of an MSME at the Punden Mbah Reco Village Tourist Attraction, obtained the following information:

"The village head always invites us to sit down together before making any development decisions. Once, a resident objected to the use of land near the sacred shrine, and he held an open meeting and sought a solution until everyone agreed." (Interview, July 23, 2025)

Based on the above description, it can be concluded that the implementation of the principles of participation and deliberation in development in Gagangpanjang Village has been running well. This is evident in the involvement of the neighborhood unit (RT), community unit (RW), community leaders, and youth in the planning process, ensuring that every decision has strong legitimacy. However, potential horizontal conflicts remain, such as cases of residents' objections regarding the use of public land. This problem arises from differing interests among residents, which can lead to rejection of the development

program. To address this issue, the Village Head acts as a stabilizer by facilitating open deliberations among residents. Through his role as a mediator, the village head is able to fairly mediate differing interests, resulting in a mutually acceptable solution. This demonstrates that the stabilizing role indicator in Siagian's theory has been fulfilled, as the village government has successfully maintained social stability and prevented conflict through a participatory approach. This participatory approach is expected to strengthen the community's sense of ownership of development outcomes and minimize the potential for future conflict. With a harmonious social climate, the Punden Mbah Reco Tourism Object development program has a greater chance of being accepted and supported by the community on a sustainable basis.

b. Role as an Innovator

In Siagian's concept of the role of an innovator, village governments are required to be able to present new ideas and creative strategies in encouraging development, including in the development of tourist attractions. The role of an innovator relates to the extent to which the village government can create breakthroughs that are relevant to the needs of the community and are able to increase tourist appeal. In the context of this research, the role of an innovator is manifested through the efforts of the Gagangpanjang Village government in utilizing social media as a means of tourism promotion, introducing local culture-based tourism packages, and developing activities that can attract the interest of the younger generation. Innovation is also demonstrated by the encouragement to involve the local community in creating tourism products, such as crafts or culinary specialties, which can strengthen local identity while increasing economic value. This means that the village government plays a role not only as a manager, but also as an initiator of new ideas oriented towards sustainable tourism. With this innovator's role, it is hoped that the development of the Punden Mbah Reco Tourist Attraction can be more adaptive to current developments, attract a wider tourist market, and provide real benefits to the local community.

Based on the results of an interview with Mas Aqil as a member of the youth organization in Gagangpanjang Village, the following information was obtained:

"The village head once invited young men and women to create promotional videos for the tourist attraction. He also proposed a photo contest on Instagram to increase awareness of Punden Mbah Reco, but many residents opted out, claiming they lacked photography talent." (Interview, July 18, 2025)

Meanwhile, the results of the interview with Mr. Edy Sucipto as a Gagangpanjang Village official obtained the following information:

"We were once given training in creating promotional content by an external party facilitated by the village government. However, we also can't fully assist in every village activity on social media because there are operators who manage the Punden Mbah Reco social media." (Interview, July 21, 2025)

Based on the above description, it can be concluded that the village government's efforts to fulfill its role as an innovator are evident through the provision of training, photo competitions, and mobilizing youth involvement. However, the implementation

of these innovations has not been fully optimized due to low community participation and the division of social media management roles has not fully utilized the potential of village youth. This is primarily due to residents' limited skills in photography and digital media. As a result, tourism promotion has not achieved maximum reach on social media. To address this problem, the village government is expected to improve its innovation approach by providing more practical mentoring and advanced training for the community and establishing a collaborative mechanism between official social media operators and youth organizations. This step is expected to strengthen the role of youth as creative agents while increasing public involvement in tourism promotion. According to Siagian, innovation requires support in the form of increased human resource capacity. This indicates that the indicators for the role of an innovator in Siagian's theory have not been fully met, because although the village government has initiated various creative efforts, the results have not been optimal (posts are not regular) and their impact on expanding promotional reach is still limited. However, the training provided has equipped the younger generation with digital promotion skills, which are essential for the sustainability of tourism marketing strategies.

Thus, the village government's role as an innovator in the development of the Punden Mbah Reco tourist attraction can be implemented more optimally, in accordance with Siagian's theory, which emphasizes that innovators must be able to utilize existing resources creatively and collaboratively to support the success of development programs. The role of innovators has been seen through creative collaboration programs and digital promotion training. According to Siagian's theory, the Village Head succeeded in creating breakthroughs relevant to promotional needs, although the biggest challenge remains the consistency and sustainability of strategy implementation.

c. Role as a Modernizer

In Siagian's concept of the role of modernizer, village governments are required to introduce, implement, and facilitate the use of modern technology and approaches in development. The modernizer role relates to the extent to which village governments encourage transformation toward a more effective, efficient, and modern management system.

In the context of this research, the modernizing role is demonstrated through the Gagangpanjang Village government's efforts to improve the management of the Punden Mbah Reco tourist attraction by utilizing information technology, such as creating a village website or a simple application for reservations and tourist information. Furthermore, the village government is also encouraging capacity building for tourism managers through digital marketing training, modern service standards, and better organized information system-based facility management.

This effort aims to increase the competitiveness of the tourist attraction, expand promotional reach, and provide easier access to information for tourists. By acting as a modernizer, the village government not only introduces new technologies but also shapes the community's mindset to be more open to innovation, allowing the

development of the Punden Mbah Reco tourist attraction to be more professional, innovative, and sustainable.

Based on the results of an interview with Mr. Edy Sucipto as a Gagangpanjang Village official, the following information was obtained:

"The village head proposed using QR codes for entrance tickets and purchase transactions. He said it would be more practical and allow us to accurately record visitor numbers, but it hasn't been implemented yet." (Interview, July 17, 2025)

Meanwhile, the results of the interview with Mr. Asmuin as a Gagangpanjang Village official obtained the following information:

"We were also taught how to use Google Maps to mark tourist locations, which can now be viewed directly on Google Maps. This makes it easier for tourists to find their destinations." (Interview, July 22, 2025)

Based on this description, it can be concluded that The Gagangpanjang Village Government's efforts have acted as a modernizer, introducing new technologies to improve the quality of tourism services. This role arose from the realization that conventional systems, such as manual ticket sales and traditional promotions, have limitations in efficiency and information reach. However, promotions through the village's official Instagram account, which are rarely updated, also slow down the pace of village promotion, so that the latest information about tourism activities and facilities does not reach potential visitors promptly. If left unupdated, conventional methods and inactive social media can have various impacts, such as difficulty monitoring visitor numbers in real time, delays in data-based decision-making, and a lack of appeal to a younger generation familiar with digital technology. This has the potential to hinder the development of the Punden Mbah Reco tourist attraction in competing with other, more modern destinations. To address these issues, the Gagangpanjang Village Government needs to continue and expand this modernization program, for example by training village officials and local youth to operate technology-based systems independently. The training could also include broader digital marketing strategies, such as social media optimization and visitor data analysis. This modernization approach is expected to improve tourism management efficiency, expand promotional reach, and provide a more comfortable experience for visitors. This indicates that the modernizer role, as outlined in Siagian's theory, has not been fully fulfilled. Although the village government has initiated modernization measures, digital promotion and consistent technology implementation remain suboptimal. Nevertheless, the introduction of new technologies and the training provided have become crucial for the sustainability of the tourism management strategy.

Thus, the role of the village government as a modernizer in the development of the Punden Mbah Reco Tourist Attraction as a leading tourist attraction in Gagangpanjang Village can be implemented more optimally in accordance with Siagian's theory which emphasizes that modernizers must be able to consistently introduce new technologies and approaches to support the success of development programs. The role of modernizers has been seen through efforts to introduce QR Codes, utilize Google Maps,

and develop digital promotions, although the biggest challenge still lies in the consistency of updates and the sustainability of strategy implementation.

d. Role as a Pioneer

According to Siagian, the role of a pioneer is the government's ability to be at the forefront in initiating an activity, providing concrete examples, and motivating the community to participate. As a pioneer, the village government not only provides direction but also serves as the primary driver and role model in every development effort.

In the context of developing the Punden Mbah Reco tourist attraction, the Gagangpanjang Village government demonstrated its pioneering role by initiating various tourism development programs before others could take action. For example, the village government initiated improvements to tourism facilities and infrastructure, held initial promotional activities through village festivals, and even established partnerships with third parties to support the management of the attraction.

Furthermore, the village government is also a pioneer in mobilizing tourism-aware community groups (Pokdarwis) to actively maintain cleanliness, safety, and quality of service in tourist areas. Through this pioneering role, the village government not only initiates development initiatives but also sets a concrete example for the community that tourism development can improve shared prosperity.

With a pioneering role, the village government is able to create a spirit of mutual cooperation and encourage the community to actively participate in every program related to the development of the Punden Mbah Reco Tourist Attraction so that the programs implemented can more easily achieve the expected results.

Based on the results of an interview with Mrs. Sri as the owner of an MSME at the Punden Mbah Reco Village Tourist Attraction, the following information was obtained:

"When the tourism site opened, the village head himself invited us villagers to open a culinary stall to create new jobs. He even helped organize the stalls to ensure they looked neat and comfortable for visitors." (Interview, July 19, 2025)

Meanwhile, the results of an interview with Mr. Indra as the manager of the Punden Mbah Reco Tourist Attraction in Gagangpanjang Village obtained the following information:

"The village head has been actively submitting proposals for assistance in building public toilets and tourist facilities to the relevant agencies, but there has been no follow-up from the relevant agencies. This is good, as not all village heads are that proactive." (Interview, July 24, 2025)

Based on the above description, it can be concluded that the village government, specifically the Gagangpanjang Village Head, plays a pioneering role in initiating new activities for the village's advancement. This role stems from the realization that tourism development should not solely focus on destination appeal but also on improving the local economy and providing adequate supporting facilities. If this pioneering role is not fulfilled, villagers may not be encouraged to open new businesses in tourist areas, thus hindering opportunities for local economic growth. Furthermore, the lack of proactive

efforts to request development assistance can result in limited tourism facilities and inadequate visitor comfort. To strengthen this initiative, the Gagangpanjang Village Government can provide ongoing support to existing MSMEs, including providing training in business management, promotion, and stall arrangement. Intensive coordination with relevant agencies is also needed to ensure a faster response to proposals and the construction of supporting tourism facilities. This action accelerates the procurement of essential facilities without fully burdening the village budget (APBDes). The pioneering role is clearly evident through direct involvement in the field and the courage to seek external support. According to Siagian's theory, this proactive leadership drives accelerated development, increases community participation, and creates an inspiring work climate. This demonstrates that the pioneering role indicator in Siagian's theory has been fulfilled, as the village head not only initiated innovative initiatives but also directly participated in their implementation and actively sought external support to support the success of the development. These initiatives are expected to improve the quality of services in the tourist area while expanding economic opportunities for the local community. With continued initiatives, the Punden Mbah Reco Village Tourist Attraction can develop into a more organized, comfortable, and sustainable tourist destination.

Thus, the Village Head's role as a pioneer has been clearly demonstrated through the invitation to open culinary stalls, organize stalls, and submit proposals for the development of tourism facilities. This aligns with Siagian's theory that pioneers are those who initiate innovative steps to encourage community participation and accelerate village development.

CONCLUSION

Fundamental Finding : The Gagangpanjang Village Government has implemented its role in developing the Punden Mbah Reco tourist attraction according to Siagian's four indicators. The stabilizer role has been fulfilled through deliberations that maintain social stability, while the innovator and modernizer roles are partially met due to low community participation, irregular social media promotion, and slow dissemination of information. The pioneer role has been successfully realized through proactive leadership and field involvement by the village head. **Implication :** These efforts provide a foundation for more professional and sustainable tourism development, with the potential to improve local community welfare. **Limitation :** Innovation and modernization efforts are limited by operational gaps, such as inconsistent community engagement and suboptimal digital promotion, which hinder full strategy effectiveness. **Future Research :** Future research should explore ways to boost community participation, optimize digital promotion, and evaluate the long-term sustainability of innovation and modernization in village tourism management.

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