

**PENGEMBANGAN POTENSI DESA WISATA SAMBANGAN,  
KECAMATAN SUKASADA, KABUPATEN BULELENG, PROVINSI  
BALI DI TINJAU DARI UNSUR AMENITY**

**Oleh**

**Putu Agus Eka Surastawan, NIM 1615011003**

**Program Studi Pendidikan Kesejahteraan Keluarga**

**ABSTRAK**

Penelitian ini bertujuan untuk (1)mengetahui unsur *amenity*, (2)potensi pengembangan, (3)kendala yang dihadapi, dan (4) upaya mengurangi kendala pengembangan Desa Wisata Sambangan ditinjau dari unsur *amenity*. Jenis penelitian yang digunakan yaitu deskriptif kualitatif, dengan instrumen penelitian ini yaitu pedoman wawancara dan lembar observasi. Penelitian ini dilakukan di Desa Sambangan, Kecamatan Sukasada, Kabupaten Buleleng. Variabel penelitian unsur *amenity* yaitu segala fasilitas pendukung untuk memenuhi kebutuhan dan keinginan wisatawan selama berada di destinasi wisata. Informan yang berasal dari Desa Sambangan meliputi kepala desa, kelompok sadar wisata, pemilik *homestay*. Teknik analisis data yaitu pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan (1)unsur *amenity* akomodasi yang ada di Desa Sambangan sebanyak 8 unit akomodasi meliputi Hotel Shanti Natural Panorama North Bali, Wavi Cradle Cottage, Villa Kanha, Karins Hutte, Villa Apsari, Villa Lafyu Bali, D'kailash Retreat, Villa Kunang-kunang. (2)Potensi pengembangan *amenity* berupa akomodasi perlu ditambah dengan membuat *homestay*. Produk *homestay* yang dijual yaitu : kamar tamu, aktivitas yoga, *cooking class*, metekap (membajak sawah dengan alat tradisional), dan trekking ke Air Terjun. (3)Kendala yang dihadapi oleh pemilik *homestay* meliputi kendala internal yaitu lahan parkir belum memadai untuk kendaraan roda empat, tidak terdapat papan nama dan penunjuk arah sehingga tamu kebingungan mencari lokasi *homestay*. Kendala eksternal yaitu dampak pandemi *covid-19*, sehingga wisatawan belum banyak berkunjung ke Desa Sambangan. (4)Upaya mengurangi kendala pengembangan yaitu: perencanaan jangka pendek untuk permasalahan lahan parkir, untuk parkir roda empat sementara berkerjasama dengan lahan parkir di Krisna Adventure . Perencanaan jangka menengah, untuk permasalahan papan nama, kurun waktu 1 tahun papan nama akan dipasang di depan *homestay*, dan penunjuk lokasi *homestay* sudah bisa diakses di *google maps*. Perencanaan jangka panjang yang dilakukan untuk menghadapi kendala situasi pandemi *covid-19*,yaitu dengan tetap melakukan penyemprotan disinfektan, mencuci tangan, dan didukung oleh aturan pemerintah wisatawan wajib menunjukan hasil *swab test* bila berkunjung ke Bali.

**Kata kunci :** Pengembangan, homestay, desa wisata

# **DEVELOPMENT OF THE POTENTIAL OF THE TOURISM VILLAGE OF SAMBANGAN, SUKASADA DISTRICT, BULELENG REGENCY, BALI PROVINCE IN VIEW FROM AMENITY ELEMENTS**

**By**

**Putu Agus Eka Surastawan, NIM 1615011003**  
**Family Welfare Education Study Program**

## **Abstract**

This study aims to (1) identify the amenity elements , (2) the potential for development, (3) the constraints faced, and (4) efforts to reduce the constraints on the development of the Sambangan Tourism Village in terms of the amenities . The type of research used is descriptive qualitative, with the instruments of this research, namely interview guidelines and observation sheets. This research was conducted in Sambangan Village, Sukasada District, Buleleng Regency. The research variable is the amenity element, namely all supporting facilities to meet the needs and desires of tourists while in tourist destinations. Informants from Sambangan Village include the village head, tourism awareness groups, homestay owners . Data analysis techniques are data collection, data reduction, data presentation and conclusion drawing. The results showed (1) the elements of accommodation amenity in Sambangan Village as many as 8 accommodation units including Hotel Shanti Natural Panorama North Bali, Wavi Cradle Cottage, Villa Kanha, Karins Hutte, Villa Apsari, Villa Lafyu Bali, D'kailash Retreat, Villa Kunang - firefly. (2) The potential for amenity development in the form of accommodation needs to be added by making homestays. The homestay products that are sold are: guest rooms, yoga activities, cooking classes , metekap (plowing the fields with traditional tools), and trekking to the Waterfall. (3)Constraints faced by homestay owners include internal constraints, namely insufficient parking space for four-wheeled vehicles, there are no signboards and directions so that guests are confused about finding homestay locations . An external obstacle is the impact of the covid-19 pandemic , so that tourists have not visited Sambangan Village much. (4) Efforts to reduce development constraints, namely: short-term planning for parking problems, for temporary four-wheel parking in collaboration with parking lots at Krisna Adventure . Medium-term planning, for the problem of signage, within 1 year the nameplate will be installed in front of the homestay, and the homestay location pointer can be accessed on google maps . Long-term planning is being carried out to deal with the constraints of the COVID-19 pandemic situation , namely by continuing to spray disinfectants, washing hands, and supported by government regulations, tourists are required to show swab test results when visiting Bali.

**Keywords :** Development, homestay, tourist village