

Economic Potential Development Analysis Palasari Tourism Village, Jembrana Regency, Bali Using the Photovoice Technique

Sri Nathasya Br Sitepu*, Cicilia Larasati Rembulan, I Dewa Gde Satria Widya Dutha

Universitas Ciputra Surabaya, Indonesia

*Corresponding author. Email: nathasya.sitepu@ciputra.ac.id

ABSTRACT

Palasari Village has the agriculture, livestock and tourism sectors as economic drivers. The tourism sector is a potential sector to be developed to create jobs and increase the income of the population. Palasari Village needs further research to develop its economic potential. This research is qualitative research with photovoice analysis techniques through Participatory Action Research (PAR) to analyze the tourism sector of Palasari Village. This study involved 20 participants from the younger generation and the elderly who are residents of Palasari Village. The object of the research is Palasari Village covering natural conditions, historical buildings, social and culinary interactions. The results of the study found 68 photos of culinary potential, historical tourist attractions, natural tourism, culture and social interaction. Development of tourism potential through entrepreneurship-based innovation. Increasing economic potential in the tourism sector through 1) procurement of accommodation facilities, 2) procurement of information and tourism centers, 3) branding of Palasari village into a tourist village.

Keywords: *Tourism Village, Palasari Village, Photovoice, Entrepreneurship*

1. INTRODUCTION

Palasari Village is one of the tourist villages in the West Bali region, Melaya District, Jembrana Regency, Bali Province. The population of Melaya sub-district is 61,494 people based on the 2020 population census spread over an area of 197.19 KM. Palasari Village in Melaya District has residents who work as farmers, migrant workers, breeders and tourism actors. Residents of productive age work outside the village and abroad. The lack of productive age population has hampered the management of the potential of Palasari Village. Villagers who settle as the elderly (age more than 50 years) and school-age residents (maximum 16 years). Most of the people of productive age are outside the village and get married so they settle outside the village. The limited productive age population hinders the management of economic potential, including: plantation, agriculture and tourism potential.

Palasari Village Plantation consists of timber, rice and coconut plantations. Plantation products are sold without processing, making the selling value of the product low. In addition to the low selling price of farmers, facing the challenge of climate change, agricultural yields are less than optimal. This condition causes farmers to change jobs. Farmers' resources are very limited to reduce the risk of climate change to agricultural products (Elum & Snijder, 2023). In addition to agriculture, the residents of Palasari Village develop pig farms as a source of income. Livestock are sold as seeds or sold whole without carrying out the processing process. The price of whole pork is cheaper than the selling price of processed pork products because it does not go through the process of increasing *value*. The low selling value causes farmers' income to be unable to meet the needs of the population. The potential of agriculture and livestock is difficult to increase due to the low competitiveness of products and limited labor. Farmers and ranchers complain about the prospects for the agriculture and livestock sectors. The downturn in this sector has caused residents to try to find economic alternatives. The only economic potential of Palasari Village that can be developed as an economic driver is the tourism sector.

The tourism sector has economic potential to be developed into a tourist village. The potential of tourist villages includes historic buildings, original cultural heritage and unique destinations that make an impression on tourists (Yuan et al., 2024). Tourist villages need demand, provide offers and aspects of tourism village availability. Tourism demand comes from domestic and foreign prospective tourists. Offers come from the actors, the availability of uniqueness and

characteristics presented to tourists who come to visit. The analysis of tourist villages is equipped with tourism village components, among others: attraction, amenities, promotion and institutions (Prasanti et al., 2015). Tourist villages need to bring out local wisdom to provide a unique experience that is difficult for tourists to forget. This provides satisfaction so that tourists will return to visit. In addition to the above efforts, tourism villages need to increase marketing to provide information to tourists (Widyastuty & Dwiarta, 2021). Culinary promotions available at tourist attractions can add to the tourist experience while preserving local culture (Rozanis et al., 2024). In addition to culinary, transportation accessibility is an important factor for increasing tourism growth (Xu et al., 2024). Tourist activities to visit tourist sites continue by enjoying typical culinary that provides a unique experience. Based on the above characteristics, Palasari Village has the opportunity to become a tourist village. Palasari Village has tourism potential, among others: Catholic church buildings, natural tourism, unique culture of the community to culinary that tourists can enjoy when visiting. Palasari Village's natural tourism is in the form of reservoirs, rivers and tropical forest tourism. Palasari Village has typical sambel embe food and traditional market snacks. Unique traditions of weddings, rice planting and religious ceremonies in Palasari Village.

Palasari Village is a tourist village that has an economic impact on the population. Economic turnover through parking payments and social contribution funds. Meanwhile, food purchase transactions and accommodation payments are very rare. This is due to the relatively short tourist visit (duration 4-6 hours). Tourists visit for the purpose of worshipping at the church and praying at Maria Cave in Palasari Village. Tourists make Palasari Village an alternative visit instead of a priority tourist destination. Tourists choose Palasari village to adjust their travel route to Denpasar. The pattern of tourist visits can be divided into two, including: tourist visits to Palasari Village before continuing the journey to Denpasar or tourist visits after visiting from Bali to Pasari Village before continuing the journey across to Java Island. 80% of tourists who visit are a group of tourists using passenger buses with a capacity of more than 80 people. While 20% are tourists using private vehicles with a total of less than 10 tourists in each group. Tourists get information about the Palasari tourist village from the religious community (catholic church). Prospective tourists who are outside the community do not know the information about the Palasari tourist village.

The limitations of tourism activities and low economic turnover cause the economic potential of the tourism sector to be very low. Residents who work in the tourism sector have unstable income depending on the presence of tourists. During the school holidays and the month of Mary's prayers, the number of tourists increases, thus increasing the income of workers. When not in the holiday season, the number of tourist visits decreases drastically. The short duration of the tourist visit is due to the fact that accommodation facilities (hotel/home stay) are not available in Palasari Village. Limited financial transaction facilities (banks, ATM machines to foreign exchange services) affect tourists. Tourists lack information (marketing) through social media related to the activities of Palasari tourism villages. The problems of the tourism sector in Palasari village require an in-depth economic analysis to find economic potential that can be developed. The purpose of this study is to analyze the development of the economic potential of Palasari Village to become a tourist village in Jemberana Regency, Bali.

2. RESEARCH METHODS

This research is qualitative research that observes social phenomena in society through non-numerical data (Mulyana et al, 2024). The study chose the *photovoice* technique to collect information on the research object from the research participants. The *photovoice* technique comes from *Participatory Action Research* (PAR) in a study. *Photovoice* can be interpreted as research based on community problems (Wang, 1999). The *photovoice technique* is described as the exploration and utilization of research participants (Sutton-brown, 2014). The *photovoice technique* provides opportunities for participant involvement in research activities through visual displays to explain life experiences (Foster-Fishman et al., 2005). Participants provided information, explaining the continuity of interaction and emotions through the display of *photos* (Saragih et al., 2022). The purpose of using the *photovoice technique* consists of: 1) providing connectivity between participants in the form of a community and researchers through the discussion of *photovoice* results, 2) becoming a forum for positive, nuanced, detailed expressions/emotions, theatically generating richer insights based on the participant's point of view, 3) presenting notes that reflect personal conditions to the strength and role of the community, 4) introducing discussions in a critical of societal problems based on photo displays, 5) playing a role as a policymaker (Wang, 1999) (Conde et al., 2024; Studer et al., 2025; Nykiforuk et al., 2011)

The participants in this study are teenagers and parents who are in Palasari Village. The teenagers involved were 10 people and 10 parents who understood the history and tourism potential of Palasari Village. Adolescents who were participants involved in the study were over 16 years old and all participants had obtained permission from their parents. Consideration of using adolescent participants because they will be the economic successor of Palasari Village. Teenagers can also use technology (*smart phones*) as a medium to take *photos*. Meanwhile, the participants were 40-65 years old with knowledge of the history, culture and local wisdom of Palasari Village. Parent participants function as

focus group discussions (FGD) to confirm *the results of photovoices* from adolescent participants. This is because the parent participants have limitations in using *smartphones* to take *photos*. The *stages of photovoice* consist of five stages of implementation, including: 1) determining the focus of the problem and the targets involved, 2) selecting and determining participants, 3) socialization of *photovoice techniques* through joint discussion activities, 4) implementation of photo taking, 5) photo exhibition as well as discussion of photo results (the story behind the photo and the reason for the participants in taking photos) as a conclusion of *the photovoice technique* (Scott, 2015): Scott, 2021). The implementation of the photo exhibition provided an opportunity to ask participants several questions in the form of in-depth interviews using questions (Di & Leborg, 2023). The questions given can be formulated with the term "*Showed*" consisting of five key questions (Wang, 1999: 188): 1) What did the participants see?, 2) What really happened *at* the time of taking the photo?, 3) How does it relate to the participant's life?, 4) Why is the situation interesting, focused, or present? strength?, 5) What can we do?. The method of implementing *the photovoice technique* is described in Figure 1 systematically. The first stage starts with determining the focus of the problem and ends with a photo exhibition to determine the conclusion of the *photovoice technique research*.

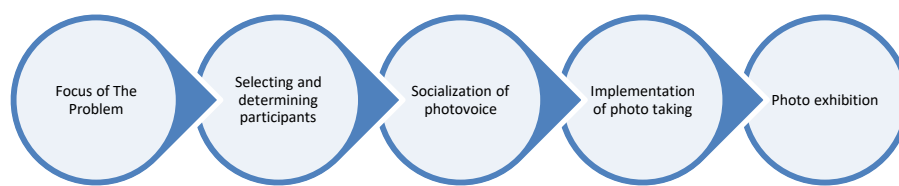


Figure 1 Stages of Photovoice Research

3. RESULTS AND DISCUSSIONS

3.1. Problem Focus

The research focuses on developing economic potential in Palasari Village. The economy has not been managed optimally, as evidenced by the management of economic potential, which tends to be monotonous. Palasari Village has high potential in the field of tourism supported by the availability of historical buildings, culture/customs, culinary and transportation access. Palasari Village has the potential to be developed into a tourist village with uniqueness to provide an experience to tourists. The tourism condition of Palasari Village is visited by domestic and international tourists. The frequency of visits by domestic tourists is higher than that of international tourists. Tourists visit Palasari Village as a spiritual tour (worship and prayer) before continuing tourist activities in Denpasar. Tourist visits are very short (ranging from 4-6 hours) so financial transactions are limited. In fact, the location of the tourist attraction of Palasari Village only visits the church building and the Maria Cave. This is an economic opportunity through increasing the duration of tourist visits in Palasari Village. Innovation provides cultural attractions, provides culinary and natural tourism visits to increase the duration of tourist visits. Increasing the duration of visits adds to financial transactions so that people get financial benefits. The analysis of the development of economic potential through the tourism sector is the focus of problems that need solutions. Figure 2 of the Sacred Heart of Jesus Catholic Church and Maria Palasari Cave are tourist locations that are often visited by spiritual tourists.



Figure 2 Palasari Village Tourist Destinations

3.2. Determination of Participants

The tourism potential of Palasari Village has not been maximally developed because it is limited to religious tourism for Catholics. The development of tourism potential makes Palasari Village a Tourism Village that provides a unique experience for tourists. The development of Palasari Village involves 10 participants of the younger generation and 10 parents who understand the history and potential of the village. The selection of the younger generation as the next generation who have a productive age to develop village poetry. Participants of the younger generation have creativity and the ability to use smart phones to carry out photovoice. Participants of 10 parents were selected with the consideration of having information skills related to history, culture and culinary recipes typical of Palasari Village. Parents can confirm the photos obtained by the younger generation when conducting FGD. The younger generation and the elderly collaborate to find the tourism potential of Palasari Village for tourists to enjoy. Participants who took photos collected the advantages available in Palasari Village. The photo provides information on tourism potential that is known to the residents of Palasari Village but not known to tourists.

3.3. Socialization of Photovoice Techniques

After selecting participants, the research continued the implementation of socialization of photovoice techniques. The implementation of socialization was given to all participants (20 people). The implementation of this socialization provides information related to the benefits and techniques of photovoice to develop the tourism potential of Palasari Village. The socialization process was carried out offline at the Palasari Village Hall for 4-6 hours and was attended by participants. Socialise provides examples of the implementation of photovoice techniques that have been applied to several tourist villages in Indonesia. This socialization provided a timeline for adolescent participants to send their photos and narratives. Each participant submitted 5 photos daily for a period of 2 weeks. Parent participants sent information related to tourism potential, history to culture and culinary specialties of Palasari Village. Participants received an explanation of photo collection techniques carried out online to make data collection easier. Participants practiced using the camera to capture objects in focus.

3.4. Photo Taking

After conducting socialization, it was continued to take photos and information by the participants. Participants used smartphones to document the economic and tourism potential of Palasari Village. The results of the photos submitted by the participants were then collected through the Whatsapp Group and Google Drive. The photos collected by the participants were divided into three groups, namely: photos of culture/traditions of unique community activities, culinary/traditional food and tourist destinations (religious and natural) located outdoors and indoors in Palasari Village. Participants took photos of interesting tourism potential with characteristics that became tourist attractions. Taking photos using the participant's smartphone is natural without photo editing techniques. This aims to see the real condition of each photo object. Participants said the biggest challenge was to write a detailed narrative of each photo collected.

3.5. Photovoice Exhibition

The photo exhibition was conducted at the end of the research followed by an FGD session. The photo exhibition was held in the multipurpose room of Palasari Village by displaying 68 photos. The photo exhibition was attended by all participants so that they could see the photo works of other participants. The implementation of the exhibition is a means of exchanging information between participants. This is because there are several activities that appear at the exhibition but are not known by the participants. The exhibition featured 24 photos, culinary in the form of food and snacks appeared in 10 photos, while tourist destinations in the form of buildings and tourist attractions appeared in 34 photos. Social interaction such as gotong-royong activities, weddings, worship of the people, the culture of planting rice (subak) and the activity of selling flower arrangements offered in Goa Maria. Culinary photo made from rice flour, palm sugar, glutinous rice flour, satay lilit and pork products. Photo voice in the form of church buildings, Maria Cave, rivers, old Palasari Maria Cave, tombs of religious figures, dams, vineyards and rice fields. Participants can view photos generated by other participants. Participants were proud and amazed at the tourism potential of Palasari Village. Participants began to realize the undeveloped economic potential and succeeded in formulating creative ideas as new job alternatives. Figure 3 is a photovoice exhibition activity carried out in Palasari Village.

Participants who attended the photovoice exhibition also participated in focus group discussions (FGD) activities. At this stage, participants were asked questions related to the implementation of photovoice techniques to writing the narrative behind all the photos. The implementation of the discussion was divided into two sessions. Where the first session of discussion was attended by young generation participants and the second session discussion were attended by parent participants. Participants of the younger generation provided information related to questions during the FGD.

The younger generation participants got photos of Palasari Village tourist attractions that have not been visited by tourists. Participants provided innovative ideas for entrepreneurship-based tourism potential development to develop all opportunities to gain benefits (Sitepu et al., 2025). The form of innovation from the participants recorded the activities of art and cultural activities that occurred in the palace. Photovoice shows the unique lives of the residents of Palasari Village. Interesting activities such as the pendet dance contain the history of the migration of Palasari Village residents. In addition to cultural attractions, there are natural attractions (rivers and village forests) that are clean but unknown to tourists. The participant explained that Palasari Village needs branding as a Tourism Village. The use of social media to the role of the younger generation as tour guides is needed to promote all tourist attractions in Palasari Village. Participants who are the younger generation found the phenomenon of residents of Palasari Village who have completed their high school (SMA) education leaving the village for the purpose of continuing education or working outside Palasari Village. When seeing the tourism potential, some participants who initially planned to leave the village changed their minds and chose to live in Palasari Village.



Figure 3 Photo Voice Exhibition

The second discussion session with parents who were participants confirmed the photovoice. Participants in the second session explained the importance of entrepreneurship-based tourism generosity. Participants conveyed that the tourism management of Palasari Village is monotonous. Tourists have not enjoyed social interactions such as batik activities (wedding preparation traditions) and ngayah (planting rice) activities that are unique but not enjoyed by tourists. Art activities in the form of pendet dance and the use of gamelan are carried out specifically at Christmas and Easter celebrations. This activity provides interesting attractions for spectators and tourists who watch. Dance and music activities cannot be enjoyed by tourists outside the celebration day. Parent participants admitted that tourism potential is difficult to develop due to the lack of accommodation to the mastery of technology and supporting facilities for the tourism sector in Palasari Village. Tourists have difficulty finding accommodation facilities, lack of information centers and tourism services to the absence of local tour guides who are able to speak foreign languages. Participants explained that the strength of Palasari Village's tourism lies in historical buildings in the form of churches, Maria caves and the tombs of religious leaders. The results of the discussion also confirmed that the agricultural sector has superior commodities such as rice and coconut. Meanwhile, the superior products of the livestock sector in the form of pigs are sold in limited quantities without undergoing processing. This causes the selling price of livestock products to be low and does not optimally provide additional income. The availability of culinary in the form of satay lilit is the advantage of Palasari Village and traditional food with coconut-based ingredients. Parent participants validated that the branding and marketing of Palasari Village as a tourist village is still lacking. This is caused by people of productive age leaving the village to work and get a better income. The limited productive age population is an obstacle to maximizing economic potential in the tourism sector.

4. CONCLUSION

The results of discussions with the younger generation and people simultaneously concluded that the development of economic potential through the tourism sector of Palasari Village is needed. Analysis of the photo voice technique found that economic potential requires entrepreneurship-based management. Opportunities for cultural attractions, typical foods, natural tourist sites and buildings of historical value are offered to tourists. Tourism development solutions provide a series of alternative tourist destinations. The development of the tourism sector combines religious tourism with additional alternative tourism. Palasari Village provides accommodation facilities in the form of home stays for tourists using residents' houses. This aims to increase the duration of visits from tourists, provide an interesting experience and increase the number of financial transactions in Palasari Village. After the addition of attractions, it is also necessary to add accommodation facilities and tourism service centers in Palasari Village. In the last part, it is necessary to change the village branding activities to Palasari Tourism Village with complete tour packages (religious, natural and cultural).

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