

## **POTENTIAL ANALYSIS AND DEVELOPMENT PLAN TOURIS OBJECT BANYIS WATERFALL IN THE VILLAGE OF THE WORKS COMPETITION OF LEDO DISTRICT BENGKAYAANG DISTRICT**

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### **ABSTRACT**

The tourism sector is one of the people's economic potentials that needs to be developed in order to improve community welfare and regional development. This is done thoroughly and evenly so that there is a need for directed and coordinated development. In addition, the concept of tourism includes empowerment efforts, tourism businesses, tourist objects and attractions and various types of tourism businesses. The waterfall which is a tourist attraction is one of the promising economic industrial activities, the existence of a tourist attraction also has an impact on the economy of the surrounding community, with the existence of a tourist attraction in an area with good management it will indirectly open up jobs for the surrounding community in particular. This research, including qualitative research, the data used in the form of primary data which is the result of interviews and observations. Data processing is carried out using Data Reduction techniques, namely summarizing or sorting out the main things, focusing on important things, looking for themes and patterns and removing unnecessary ones, then carrying out the data presentation stage, so that verification can be carried out in the form of a review of the notes. - Record the data obtained. The Banyis Waterfall Tourism Object will provide good potential to be developed and will provide benefits for the people of the Karya Competition Village. However, the lack of public understanding about the development of the Banyis Waterfall tourist attraction will result in not achieving the effectiveness of the planned waterfall tourism development. So it is very necessary for the contributions of related parties in the potential development plan that has been owned by the Village of Karya Competition, especially the potential of Banyis Waterfall.

**Key words** : Potential of tourism object, Development Plan, Village Development.

## **INTRODUCTION**

Village development must be a priority in national development. The village development movement is aimed at supporting the implementation of the Village Law and overseeing the achievement of the targets of the Medium Term Development Plan (RPJM). Implementation of national and regional development policies and programs needs to be supported by the availability of regional (spatial) based data and information to complement other existing sectoral data.

Village Potential Data (Podes) is the only regional (spatial) data owned by BPS which emphasizes the potential of regional situations. For example, Podes data is used to identify regional typologies such as urban-rural, coastal-non-coastal, underdeveloped-non-lagging, and so on. Podes in 2018 was also conducted to see the impact of village funds on economic growth and quality of life of the community where data on the potential possessed by all regions to the smallest level (small areas) is an important material for planning, implementation, control, and evaluation of regional development.

The tourism sector is one of the potential of the people's economy that needs to be developed in order to improve the welfare of the community and regional development. This is done thoroughly and evenly so that there is a need for directed and coordinated development. In addition, the concept of tourism includes empowerment efforts, tourism businesses, tourist objects and attractions and various types of tourism businesses.

Smith and Wardiyanta stated that tourism is substantially part of the culture of a society, which is related to how one uses one's free time. The waterfall which is used as a tourist attraction is one of the most promising economic industrial activities, the existence of a tourist attraction also has an impact on the economy of the surrounding community, with the existence of an object park in an area it will directly open up jobs for the surrounding community in particular, besides the existence of a tourist attraction. will open up opportunities for the surrounding community to open various kinds of small and medium enterprises that are able to improve their economy.

## **RESEARCH BENEFITS**

Some uses that can be taken from this research are as follows:

1. The results of this study can provide scientific contributions to the community regarding community empowerment through the tourism sector, besides that the results of this research are expected to be used as a reference for the development of scientific treasures and especially in terms of developing tourist objects.
2. Provide input to parties to make policies and decisions in developing the potential for tourism objects of the Banyis waterfall in the Village of Work

Competition as well as material for consideration and reference in making programs related to the development of waterfall attractions.

3. For the author, this research adds new experiences and insights in organizational management activities, especially in the tourism sector. In addition, gaining real experience and knowing firsthand the situation and conditions.

## **LITERATURE REVIEW**

Etymologically, tourism comes from two syllables, namely *pari* and *tourism*. *Pari* means many, many times, going round and round, while *tourism* means traveling or traveling so tourism means trips that are carried out repeatedly or around. Meanwhile, in terms of terminology, there are several understandings of tourism including: According to Law no. 9 of 1990 concerning tourism, tourism is everything related to tourism, including the exploitation of tourist objects and attractions and related businesses in this field. 10 of 2009 various kinds of tourism activities and supported by various facilities and services provided by the community, businessmen, and local governments.

According to Burkart and Medlik, the concept of tourism has four characteristics, including:

1. Tourists are people who travel and live in various destinations.
2. Tourist destinations are different from their daily residences and workplaces, therefore tourist activities are not the same as the activities of residents who live and work in tourist destinations.
3. Tourists intend to return home in a few days or months, because the trip is temporary and long term.
4. Tourists travel not to find a place to stay to stay at their destination or work to earn a living.

Thus it can be said that tourism is a journey undertaken by one or more persons with the aim of, among other things, to get pleasure and fulfill the desire to know something. It can also be due to interests related to sports activities for health, conventions, religious and other business purposes. According to Robinson in Pitanan, tourism develops because of the human movement in search of something that is not yet known, exploring new areas, looking for a change of atmosphere, or to get a new trip.

## **TOURISM INDICATORS**

A tourism object or also called a tourism destination is basically a geographical area located in one or more administrative areas in which there are tourist attractions, public facilities, accessibility and communities that are interrelated and complement tourism destinations. Various aspects contained in tourism such as the existence of the area or location of tourism

objects, tourist attractions, facilities provided. Accessibility and the community itself affect the survival of tourism destinations and the economic life of the surrounding community.

The location of tourism objects or tourism strategic areas is an area that has the main function of tourism or has the potential for tourism development that has an important influence in one or more aspects, such as economic, social growth, empowerment of natural resources, environmental carrying capacity, and defense and security. . Location is important for a particular business or industry. The importance of location factors must be in accordance with the nature of the business or industry entered, such as the tourism industry. Generally the location will be determined by:

1. Type of business being run
2. Close to consumers or markets
3. Close to raw materials
4. Availability of manpower
5. Facilities and infrastructure (transportation, electricity, and water).
6. Close to the center of government.
7. Close to financial institutions
8. Located in an industrial area
9. Ease of expansion or expansion
10. Conditions, customs, and attitudes of the local community
11. Laws that apply in the local area
12. Other considerations

Location is a vital object in a tourism industry that can be utilized by various parties and for various purposes, one of which is the economic activity of the local community. There are various things that can be contributed by the location of tourism objects for the local population's economy.

Meanwhile, tourist attraction according to Law No. 10 of 2009 is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits. Tourists visit a place because they are attracted by something or something that causes tourists to come to a place called an attraction or tourist attraction. An object of tourist attraction in principle must meet the following three requirements: Something to see, Something to do (there are activities to do) and Something to buy.

To develop a tourist attraction, tourism resources are needed that are neutral until there is human intervention from the outside to change them in order to meet these human needs and satisfactions. In the context of tourism, resources are defined as everything that has the potential to be developed to support tourism either directly or indirectly. According to the Ministry of Tourism, the argument about tourism resources can be expanded to include various factors not included in the traditional conceptualization that are not

always associated with natural resources. One of the characteristics of tourism resources is that they can be damaged and destroyed by uncontrolled use and misunderstanding.

The existence of a tourist attraction cannot be separated from a tourist attraction. Tourist attraction is an integral part of the tourism object. In some cases the existence of a tourist attraction is the reason for the existence of a tourism object. Therefore, tourist attractions need good development and management so that tourist attractions can be maximized and profitable for both the government and the community because tourist attraction is one of the elements related to tourist travel and tourism products found in tourist destinations and become a tourist attraction motivation of tourists to visit the area.

### **POTENTIAL FOR TOURISM OBJECT DEVELOPMENT**

Tourism development is an effort to develop or advance tourist objects so that they are better and more attractive in terms of places and objects in them to attract tourists to visit them. Tourism development cannot be separated from political, economic, social development and development in other sectors. So in the development of tourism, planning is needed in advance.

Tourism development aims to provide benefits for both tourists and local residents. The basis of tourism development is the potential of cultural, artistic, and natural diversity resources (natural charm). The development of these resources is managed through an approach to increase the added value of resources in an integrated manner between the development of tourism products and the development of tourism marketing through an approach to empowering local communities in the context of tourism development.

Tourism development certainly does not escape sustainable development to encourage the development of tourism objects, in this case according to Law No. 9 of 1990 concerning tourism, article (5), stating that the Development of Tourism Objects and Attractions (ODTW) is carried out by seeking, manage, and create new objects as tourist objects and attractions, then article (6) states that, the construction of tourist objects and attractions is carried out by taking into account:

1. Ability to encourage increased development of economic and socio-cultural life.
2. Religious values, customs, and views and values that live in society.
3. Cultural preservation and environmental quality.
4. The sustainability of the tourism business itself.

So, the development of a tourist attraction can be interpreted as an effort or a way to make things better that can be seen and enjoyed by humans so that it creates feelings of pleasure and thus will attract tourists to visit.

## **TOURISM PLANNING AND DEVELOPMENT STRATEGY FOR DESTINATION AREAS**

Tourism policy provides a basic philosophy for development and determines the direction of tourism development in the destination for the future. A destination can be said to be carrying out tourism development if previously there have been tourist activities. In the implementation of development, planning is a factor that needs to be done and considered.

A destination can be said to be carrying out tourism development if previously there have been tourist activities. To be able to increase its tourism potential, what needs to be done is to plan tourism development so that it can be better than before. The three main principles in sustainability development are:

1. Ecological Sustainability, namely ensuring that the development carried out is in accordance with ecological processes, biology, and the diversity of existing ecological resources.
2. Social and Cultural Sustainability, namely ensuring that the development carried out has a positive impact on the lives of the surrounding community and is in accordance with the culture and values that apply to the community.
3. Economic Sustainability, namely ensuring that the development carried out is economically efficient and that the resources used can withstand future needs.

Meanwhile, on the other hand, the tourism sector consists of several different components that must be fully understood and planned and developed in an integrated manner within the community. Everything is for the convenience of tourism planning within the community itself. In connection with the principle of developing a Tourism Village, several important things to consider are product aspects, Human Resources (HR) Management and Institutions, Promotion and Marketing and investment.

Aspects of tourism products, the development of Tourism Villages must emphasize the principles of product development as follows:

1. Authenticity (Authenticity); Alternative travel patterns lead tourists to seek experiences related to "Authenticity experience" or genuine or authentic experiences. This authentic experience is obtained from the cultural heritage that is maintained and preserved from generation to generation by a community in a destination. In terms of developing a Tourism Village, things that are authentic include maintaining local traditions, attitudes or daily activities, cultural values and unique natural features of a village.
2. Local Tradition (Local Tradition); Tourism Village implies the meaning of a strong local community tradition. Tradition is something that is rooted

and attached to people's lives in an area that is a cultural characteristic or character that is maintained from time to time. Tradition must be maintained and preserved because in addition to maintaining the identity of a society, a strong tradition will also be a concern and attraction for tourists. In the case of Tourism Villages, this community tradition can be in the form of local wisdom (Local Wisdom), customs, music and dance arts, traditional clothing and special foods from a Tourism Village.

3. Attitudes and Values, Attitudes and values of a culture need to be highly supported, especially by the local community to avoid value degradation due to bad influences that can be caused by tourist visits. If tourists appreciate the attitudes and values of cultural heritage and the pattern of life of a society, then the community will have a sense of pride in their cultural heritage, where this will make the community maintain, maintain, and preserve their cultural heritage. Tourism Villages that have people with good attitudes and values will also create a good image for the Tourism Village. Good attitudes and values can be shown by good behavior, friendly to tourists, and firm against the rules that are held.
4. Conservation and carrying capacity (Conservation and Carrying Capacity), Tourism Village Development must apply the principles of conservation and in terms of its utilization so as not to exceed the carrying capacity of the environment. This is important so that with the progress of tourism development, the maximum carrying capacity of a destination in supporting the needs of various uses will not damage nature, culture and the environment. In the management of Tourism Villages, conservation efforts can be carried out in regulating visit patterns, area zoning and determining physical (environmental) and non-physical (cultural and community) carrying capacities.

## **RESEARCH METHODS**

The research method is a way or way to get back the solution to all problems. This research is a type of field research with a qualitative approach. Qualitative research according to Bodgan and Taylor qualitative research method is a research procedure that produces descriptive in the form of written or spoken words of people and observable behavior. According to them, this approach is directed at the background and the individual holistically (whole). So, in this case it is not permissible to isolate individuals or organizations into variables or hypotheses, but it is necessary to view them as part of a whole. While what is meant by descriptive is research that seeks to systematically, factually and accurately sense the facts. The research was conducted only to apply a fact through data presentations without testing the hypothesis. The data collected is in the form of words, pictures, and not numbers. Thus, the research report will contain data excerpts to illustrate the presentation of the report. The data may come from interview scripts, field

notes, photos, videotapes, personal documents, notes or memos, and other official documents.

In this research, the development of tourism potential is carried out at the Banyis waterfall tourist attraction, Lomba Karya village, Ledo district, Bengkayang district. With its natural wealth and the beauty of its panorama as well as the abundance of water sources at the Banyis waterfall. This is a driving force for the development of the Banyis waterfall tourist attraction in order to provide its own attraction so that it is attractive to visit by tourists so that it will increase the income of the Banyis waterfall tourist attraction in particular and improve the economy and welfare of the people of the Lomba Karya village in general.

### Research Data Sources

The data source is the subject of the data obtained. If the researcher will use the interview technique in collecting data, then the source of the data is called the respondent (the person who responds/answers the questions from the researcher). If the researcher uses the documentation technique, the records (data) obtained become the source of the data. Meanwhile, according to Suharsimi Arikunto, the data source is the subject where the data is obtained.

The source of data in this study is the tourism potential of the Banyis Waterfall tourist attraction in the Work Competition Village, Ledo District, Bengkayang Regency. The subjects in this study were villagers and tourists who came to the Banyis Waterfall tourist attraction. Data collection for local residents is addressed to the village head who knows the internal conditions and regarding tourist attractions, facilities, accessibility, security and infrastructure of tourist objects.

### Data Collection Techniques

Data collection was carried out between September 3, 2020 to September 30, 2020. The data collection techniques used in this study, namely:

#### 1. Observation

Observation is defined as systematic observation and recording of the symptoms that appear on the object of research. Observations and recordings are made on objects at the place where events occur or take place so that observations are with the object under investigation and are also called direct observations. Where this research can be done by testing, recording images, and so on. While indirect observations are observations made not at the time of an event to be investigated.

#### 2. Interview

The interview method is a conversation with a specific purpose. The conversation was carried out by two parties, namely the interviewer (interviewer) who asked the question and the interviewee (interviewee) who

gave the answer to the question. In this study, a structured interview technique was used to obtain primary data which was carried out directly with the village head and community shops in the Karya Competition Village.

### 3. Documentation

Documentation is a data collection method used to track historical data.<sup>12</sup> The document method referred to in this study are books, newspapers, magazines, notes, transcripts, meeting minutes, agendas, internet and others that are directly related with research. Descriptive technique in this study is used to describe the actual situation at the research site. A spatial approach to describe the existence of the Banyis Waterfall tourist attraction in the village of Lomba Karya, Ledo District, Bengkayang Regency.

## **RESULTS AND DISCUSSION**

Tourism potential is all things and circumstances, both tangible and intangible, as well as those that are not palpable that are cultivated, arranged to be provided as the ability of factors and elements that are needed/determining for tourism business and development, whether in the form of atmosphere, events, objects or services/ "services". Potential categories are divided into three, namely:

1. High potential, said to be high potential if the tourist attraction has very attractive natural scenery, clean place, complete facilities are available, such as MCK (bathing, washing, toilet), places of worship, parking, security and health posts, have facilities for playing and resting , has interesting tourist attractions, available places to eat and drink, there are souvenirs typical of tourist objects, accessibility to easy-to-reach locations, satisfying tourist services.
2. Medium potential is said to be medium potential if the scenery at the tourist attraction is not attractive, facilities are available such as: MCK (bathing, washing, toilet), places of worship, parking lots, security and health posts, parking lots, places to play and rest, places to eat and drink , all these facilities exist but not all of them can be used or lack of maintenance, accessibility to the location of tourist objects is quite difficult and there are damaged roads, the service of tourist officers is not friendly, tourist attractions are few and less attractive, souvenirs sold are less diverse.
3. Low potential, said to be low potential if the natural scenery is not attractive, toilet facilities are available (bathing, washing, toilet) but not maintained, security and health posts are not available, there are no places of worship, there are no food and beverage vendors, there are no tourist attractions, tourist officers are not friendly, accessibility to tourist sites is bad, there are no typical souvenirs of tourist objects.

Facilities are facilities that support and add to the comfort of tourists in recreation, such as hotels, restaurants, tourist lodges, souvenir shops, public telephones, banks and recreation areas.

Accessibility is the ease of moving from one place to another in an area, this accessibility has to do with distance. With the existence of a security or surveillance system, it can provide convenience in various sectors for tourists.

Infrastructure is a situation that supports tourism facilities and infrastructure, both in the form of a regulatory system and physical buildings above ground level and below ground level, such as: a. Irrigation system, distribution of clean water, and waste water disposal that helps hotel/restaurant facilities. b. Sources of electricity and energy and their distribution network are a vital part of providing adequate tourism facilities. c. An adequate and smooth system of transportation routes and terminals makes it easier for tourists to visit tourist attractions. d. A communication system that makes it easier for tourists to get information and get information quickly and precisely. e. Security or surveillance systems that provide convenience in various sectors for tourists. In accordance with the formulation of the problem, the purpose of this study is to describe the potential of the Banyis Waterfall tourist attraction which includes attractiveness, facilities, accessibility, security and infrastructure at the tourist attraction.

## **ANALYSIS AND DISCUSSION**

Banyis Waterfall is one of the interesting tourist objects in the Karya Competition Village. This waterfall consists of 2 waterfalls side by side where the one next to it is called cascade banang. This waterfall has a stone wall that has beautiful reliefs that are naturally beautiful, so it has many interesting photo spots. Under this waterfall there are several pools with very clear water. Around the waterfall there is also a tropical forest with a variety of fauna that live in it. When passing through this tropical forest, visitors will hear the sounds of animals and birds singing sweetly. In addition to tropical forests, to arrive at the exact location of the waterfall there are many stairs to guide visitors to arrive under the waterfall right. The water that slides from the top of the mountain is very clear, so the rocks in the water can be seen clearly. Uniquely, the stones are mossy and not slippery, so visitors can easily pass through the large stones. In addition, visitors can also play in the water on the rocks while taking pictures with a waterfall background or a wide stone wall background, between the splashes of the waterfall sometimes appear very beautiful and enchanting rainbow colors.

### **1. Tourism Potential of Banyis Waterfall**

The results of the research in this study will find out what can be done in the development of waterfall tourism objects in the Village of Competition.

#### **a. Tourist attraction**

Potential tourist attractions (clear water, altitude, vegetation, sound of water falling, and splashing water) in Puteri Banyis Waterfall are classified as high potential. This means that the attraction of Banyis Waterfall is interesting. This is because of several factors, including having clear water, having two waterfalls that are close together but in the same location, The height of the waterfall which reaches more than 30m makes the water fall fast and curves in purple, adding to the beauty. The attraction of the tourist attraction in Banyis Waterfall is certainly different from the attraction of the tourist attraction on the beach. The difference in attractiveness causes inter-space linkages so that many people in coastal or coastal areas visit tourist objects in the mountains, one of which is the Banyis Waterfall tourist attraction.

b. Amenities

The potential for facilities (places of worship, changing rooms, toilets, rest areas, souvenir kiosks, trash cans, and tourist huts) at the Banyis Waterfall tourist attraction is very low, this is because the available facilities are still not available due to unsuitable conditions. Existing facilities at Banyis Waterfall are not complete, such as the unavailability of places of worship, changing rooms, toilets, resting areas, and tourist huts, while tourist objects that are complete will attract more tourists to come. The completeness of this facility depends on the management of a tourist attraction.

c. Accessibility

The potential for accessibility (mileage, travel time, road conditions, costs incurred) to the Banyis Waterfall tourist attraction is still potentially low, meaning that it is difficult to reach because the distance traveled is moderate with long travel time and road conditions are dirt roads and can only be passed by two-wheeled vehicles. In addition, it is also because public transportation such as buses are not available. Tourists must use a private vehicle to get to the Banyis Waterfall tourist attraction. The condition of roads and public transportation to tourist attractions in urban areas is better and more abundant than the conditions of roads and public transportation to Banyis Waterfall which is located in this underdeveloped countryside.

d. Security

Security potential (security posts, crime, violence, threats, and public disturbances, security fences, security devices). Security at the Banyis Waterfall tourist attraction is very low, because this tourist attraction does not yet have a guard post, so it is often encountered by tourists who come bring liquor and because the security post does not exist and the location of the waterfall which takes time on foot to arrive at a location that requires tourists to leave their motorbikes creates a sense of misgivings about theft, security fences already exist, safety

devices are not available, as well as local residents the location of the waterfall that is not always available at the location every day. The Banyis Waterfall tourist attraction is categorized as not yet safe to visit.

e. Infrastructure

Infrastructure potential (irrigation system, electricity source, transportation line system and terminal, telecommunication network, parking lot, and health post). Infrastructure at the Banyis Waterfall tourist attraction has low potential, meaning that it is inadequate, such as irrigation systems, electricity sources, and telecommunications networks that do not yet exist in the village. Provision of good infrastructure needs to be done to increase the competitiveness of tourist areas. Currently the Banyis Waterfall tourism object has not provided adequate supporting infrastructure for tourism areas, it is necessary to plan for adequate infrastructure provision.

## 2. Development Plan for the Management of the Banyis Waterfall Tourism Object

The Banyis waterfall is one of the waterfalls that has no previous management, unlike other tourist attractions in general, the development and management plan for the Banyis waterfall is as follows:

- a. Maintain and preserve tourism potential. The policies and programs that can be implemented are.
- b. Make policies both in terms of forest conservation in the waterfall tourist area. Where the forest functions as a provider and regulator of water management. The policy that can be implemented is to prohibit the encroachment and clearing of forest land into plantation areas by the community. And provide sanctions for those who violate.
- c. Affirming to visitors who enter not to take actions that damage the environment in the waterfall area and provide strict sanctions for visitors who violate. With this strategy, the Wera Saluopa waterfall tourist attraction will continue to be sustainable and remain one of the regional incomes with the hope that it will continue to develop well over time.
- d. Cooperate with the Tourism Office to carry out tourism promotions to convince the wider community. The Banyis waterfall tourism promotion carried out by the Bengkayang Regency Tourism Office is promotion through print media and electronic media. Based on the results of interviews with the Village Head, collaboration with the Bengkayang Regency Tourism Office can be carried out, promotions are carried out through print media in the form of pamphlets, or through other print media. Likewise with electronic media, promotions are carried out through local/regional television broadcasts, and related internet sites, especially social media. This promotion is expected to introduce the Banyis Waterfall tourist area more broadly.

- e. Involve the community in creating a safe and peaceful environment. Based on the results of interviews with village governments around tourist sites, the community, especially youths, have been urged to be able to create a safe and peaceful environment, by not taking actions that do not please the visitors, such as drinking.
- f. Involving the community around tourist sites in its management so that it can create jobs.
- g. Optimizing all existing potential and providing facilities.
- h. Conducting creative economic training for the community to create creativity that can increase people's income, such as procurement of souvenirs and culinary tours.
- i. Increase public knowledge about the importance of maintaining local culture to counteract the adverse effects of tourism. Institutional strengthening to deal with tourism development, among others, conduct training and development of tourism management to improve the quality of human resources involved in it.

## **CONCLUSION**

The tourism potential of Banyis Waterfall in 2020 is included in the category of low-potential tourism objects based on an assessment of 5 indicators as follows: The attractiveness of the tourism object of Banyis Waterfall is high potential because it has clear water, the height of the waterfall is up to 30m with a large splash of water and still natural. Facilities at the Banyis Waterfall tourism object have low potential because there are no places of worship, no play and rest facilities, no trash cans and no tourist huts available.

Accessibility to the tourism object of Banyis Waterfall is potentially low because of the long distance traveled and long travel time, and the condition of the road in the form of dirt roads, and the unavailability of public transportation. Security at the Banyis Waterfall attraction is very low, because this attraction does not yet have a guard post, so it is often encountered by tourists who come with liquor and because there is no security post and the location of the waterfall requires walking time to arrive at the location that requires it. tourists to leave their motorbikes create a sense of misgivings about the theft, security fences already exist, safety devices are not available, and residents around the waterfall location are not always at the location every day. Infrastructure at the Banyis Waterfall tourism object has low potential because the Banyis Waterfall tourism object does not have an irrigation system, electricity source, transportation lines and terminals as well as inaccessible telecommunication networks.

The tourism development and management plans that can be carried out are adventure tourism, ecotourism, research, and enjoying the scenery and each of these special interests requires different facilities and services, so

that the development carried out can run optimally, cooperation between the community, both the village and the tourism office Tourism must be done well because it is the community who are directly involved or interact with tourists. Development is not enough on service innovation and improvement of tourist facilities but also on the accuracy in carrying out promotions, the market segment that is the object of the offer must be selected selectively so that the promoted tourism activities are also on target and attract their interest to come and try.

### **Suggestion**

The attraction at the Banyis Waterfall tourist attraction has high potential, therefore it is recommended to the manager to be able to maintain the attraction it has, such as maintaining its naturalness. Facilities at the Banyis Waterfall tourism object have low potential, therefore it is recommended to maintain and improve by building facilities such as places of worship, playing and resting facilities, tourist huts and repairing damaged facilities. Accessibility at the Banyis Waterfall tourism object has the potential to be low, therefore it is necessary to improve it by improving it, such as improving road conditions. Security at the Banyis Waterfall has the potential to be very low, therefore it is necessary to improve it by building a security post and adding security officers. Infrastructure at Air Banyis tourism object has low potential, therefore it is recommended to improve it by adding infrastructure such as irrigation systems, power sources, transportation lines and terminals as well as improving telecommunication network access.

The development and management plan that can be carried out is to establish policies that involve all relevant regional work units (SKPD) and even the community in the management and development of Banyis waterfall natural tourism. In the form of training and development in the field of tourism, both government, private and community. Such as the formation of tourism awareness groups driven by local governments. And Optimizing the management of all resources, both natural resources that are already available and the human resources involved, especially activating youth organizations in the village to optimize the process of managing and developing Air Banyis natural tourism in the Village of Work Competition.

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