



Strategies for Developing Tourism Villages in Pentingsari Village Sleman

Pipin Sukandi¹

¹ Universitas Widyatama

*Corresponding author : pipinsukandi@gmail.com

INFO ARTIKEL	ABSTRACT
<p>Submitted: 2025-12-12 Revised: 2026-01-10 Accepted: 2026-01-12 Published: 2026-02-11</p> <p>Keywords Ecotourism, Bird Watching, Sustainable Tourism</p>	<p>Since Pentingsari Village, Sleman issued Perdes No.65 of 2020 to conserve the declining bird population, residents who work as bird attractors have been concerned that their jobs may be destroyed. The goal of this research is to explain how birds and humans may cohabit with reciprocal advantages, as demonstrated by sustainability and ecotourism campaigners in Pentingsari Village, Slema. The descriptive qualitative method was used in this study, with data collected through a literature review. The involvement of people who already understand the value of sustainability, in this example, Bamboo Plaiting, is critical to the success of ecotourism management in Pentingsari Village, Sleman.</p>
<p>Kata Kunci Ekowisata, Pengamatan Burung, Pariwisata Berkelanjutan</p>	<p>Sejak Desa Pentingsari, Sleman mengeluarkan Perdes No. 65 Tahun 2020 untuk melestarikan populasi burung yang menurun, warga yang bekerja sebagai penarik burung khawatir pekerjaan mereka akan hilang. Tujuan penelitian ini adalah untuk menjelaskan bagaimana burung dan manusia dapat hidup berdampingan dengan keuntungan timbal balik, seperti yang ditunjukkan oleh para pegiat keberlanjutan dan ekowisata di Desa Pentingsari, Sleman. Metode kualitatif deskriptif digunakan dalam penelitian ini, dengan data yang dikumpulkan melalui tinjauan pustaka. Keterlibatan orang-orang yang sudah memahami nilai keberlanjutan, dalam contoh ini, anyaman bambu, sangat penting untuk keberhasilan pengelolaan ekowisata di Desa Pentingsari, Sleman.</p> <p>.Copyright © 2025, Khoiriyah, et al This is an open access article under the CC-BY-SA license</p>



INTRODUCTION

In Indonesia, 30 bird species are critically endangered, 51 are endangered, 96 are vulnerable, 239 are near threatened, 1376 are low risk, and 12 are unknown. According to these conservation statuses, bird conservation in Indonesia is not in a "safe" state, despite the fact that birds play a crucial part in the ecosystem's balance. Pollination, insect control, plant seed dissemination, environmental quality indicators, and ecotourism are just a few of the ways birds impact ecosystems. When bird populations become threatened or extinct, the equilibrium of the environment suffers. As a result, it is critical that birds in Indonesia be protected and conserved so that they can continue to play a vital role in ecosystem balance (Sutaguna, 2022), even in urban habitats (Sutaguna et al., 2023). The trafficking of birds, both within Indonesia and smuggled outside, is one of the reasons endangering bird conservation in Indonesia. The bird trade in



Indonesia is extensive and complicated. In Indonesia, bird trade is primarily informal and takes place in traditional markets.

In general, the Indonesian bird trade requires more attention and monitoring to guarantee that it is performed ethically and does not jeopardize the sustainability of Indonesian birds. Bird commerce that is not harmful, such as merely competing in captive-bred birds to meet the demands of hobbyists.

The bird trade provides economic benefits for bird trappers and traders; many bird hobby activities including bird competitions; continuing the business of parents; and the use of birds as a source of income are some of the factors that cause the trade and capture of birds in Indonesia to remain massive and widely practiced. avian competitions, maintaining their parents' businesses, and a lack of alternative business areas (Sutaguna et al., 2022).

To reduce the trade and capture of birds, which is harmful to the sustainability of birds in Indonesia, the government, communities, and environmental organizations must work together to raise awareness about the importance of protecting birds and empower communities through good economic programs. The use of penalties or jail may be an option, although it only serves as a short deterrence to illegal bird traffickers, as most perform these activities due to economic difficulties. Anything will be done, including returning to the illicit bird trade, to allow the kitchen to smoke again and the perpetrator's family to eat. The restriction on illicit bird capture and sale has not been effective in reducing poaching in this circumstance. It is also necessary to consider providing alternate sources of income for the culprits.

It will curb these activities by restricting the movement of bird traffickers and bird catchers in the bird's area of origin. Improvements in economic levels and job prospects as a result of bird conservation must be accelerated. People will make more attempts to conserve birds in their particular locations if they know and believe that birds that remain in the wild and are not taken generate more economic advantages than those that are seized for commerce. It is also vital in this scenario to educate the criminals and the general public. It should be highlighted that poaching and illicit trading provide only short-term economic benefits, but the preservation of nature and the diversity of birds in their native habitat provides long-term economic benefits.

METHODS

This study is being conducted in Tigawasa, one of the villages in Buleleng, Bali, Indonesia. This study was carried out utilizing qualitative approaches, with data collected through literature reviews, interviews, and observations.

The issue to be researched is Jalak Balidi Jatilmuyo, who receives support from people who used to work as bird charmers or catchers using an ecotourism method. In addition to employing literature research to gather data, this study also conducted interviews with ecotourism advocates and members of the Tigawasa community. Researchers also conducted observations in order to physically witness and feel ecotourism activities that encourage Bamboo Matting.

RESULTS AND DISCUSSION

The issuance of Perdes No.65 of 2020 by Pentingsari Village, Sleman is due to the fact that the population of birds, particularly songbirds with high selling value, has significantly dropped. This is because to widespread poaching by bird charmers and catchers. The majority of these activities are performed by Tigawasa locals (Sutaguna, 2023).

Beginning with the discontent of people who realized the loneliness of bird melodies while working in the garden and fields, some residents established a law prohibiting bird capture in the hamlet (Sutaguna, 2022).

The degree of hunting and catching of birds has fallen substantially from year to year after the issuance of Perdes No.65/2020. Pentingsari Village, Sleman now has 115 bird species, or half of the 227 total bird species in Buleleng Regency (Taufiqurrahman et al., 2020). A few years ago, it was believed that there were 90 species; now, 115, or half of the 227 total bird species in Buleleng Regency, can be found there (Taufiqurrahman et al., 2020).

Bird photography and birdwatching

Birdwatching and photography are two ecotourism activities available in Tigawasa. This activity has promise and is in high demand among Tigawasa visitors (Sutaguna et al., 2021).

Tigawasa has 88 bird species in 2020, distributed throughout seven types of agroforestry and two habitats. Clove garden, sengon garden, cacao garden, rubber cassava garden, sugar cane garden, rice field, and mixed garden are the seven types of agroforestry. House yards and river banks are the two habitats. 2023 (Sutaguna).

Birds and the Release of Birds

Since the enactment of Perdes No.65 of 2020, bird catching activities have automatically been forbidden. The restriction of bird catching has had an impact on the income of some locals who rely on bird sales for a living. This, of course, necessitates a solution in order for the processes of bamboo weaving, economic development, and community empowerment to coexist and succeed. Kopi Sulingan and the Kutilang Indonesia Foundation launched a bird adoption initiative in 2016, which was later entirely administered by the Wanapaksi Forest Farmer Group, which is made up of Pentingsari Village, Slemanrs (Sutaguna, 2022).

The distinction between bird adoption and pet adoption, such as cat or dog adoption, is that adopters adopt bird nests in their natural habitat in order to save birds. The number of successful chicks that exit the nest is one indicator of the program's success. This program also answers the question, "Do birds have economic value in their natural habitat that can be felt by the surrounding community?"

Residents will get cash rewards from adopters through the bird adoption program (Sutaguna, 2023). Some of the parties who will receive financial incentives include: landowners where nests are located, nest finders, RT / RW where nests are found, and program managers.

Under Shade and Organic Coffee

The increase of agricultural land is one of the factors that have pushed birds to the verge of extinction. According to birdlife.org's research (State of the World's Birds 2022 Paints Most Concerning Picture for Nature Yet, 2022), land expansion through homogenous agricultural planting and the use of chemical fertilizers and pesticides has resulted in 73% of bird species being classified as vulnerable.

Some families lost income from selling bird catches caught in Pentingsari Village, Sleman, and residents became concerned that if there was no cash, the kitchen would stop smoking. Yayasan Kutilang Indonesia is one of the Jalak Balidan Komunitas organizations.

Not shortly after the implementation of Perdes No.65 of 2020, Peduli Menoreh promptly aided the residents of Pentingsari Village, Sleman by activating community-based conservation.

One of the conservation efforts carried out to substitute the customary bird-catching activities carried out by residents is the restoration of coffee plants that have been neglected since 2002 because to the low selling price of coffee (Sutaguna, 2021). To support sustainability efforts and preserve the natural avian environment, coffee plant upkeep employs the concept of organic farming, which employs goat dung and dry leaf litter. Because many residents in the Pentingsari

Village, Sleman have goat farming companies, the usage of goat excrement fertilizer is organic (Sutaguna, 2022).

Residents' efforts in caring for coffee plants using organic ways paid off; in 2019, the coffee harvest was 7,500 kg, valued at 41 million rupiah. 2023 (Sutaguna).

The shade-grown coffee method, as used in the upland forest area of Bogor's upper Ciliwung watershed, produced positive results in terms of increasing coffee yields and encouraging local residents to learn more about forest restoration and environmental sustainability (Sutaguna, 2023). Large and shady trees are crucial components of the bird ecology because they provide a location for birds to shelter, obtain food, and reproduce. As a result, the shade-grown coffee method used by Tigawasa residents in coffee farming offers an alternative for assisting Tigawasa hamlet in its efforts to become a bird-friendly hamlet. In addition to coffee, inhabitants earn money by selling coconuts, palm sugar, and Klaceng honey (*Trigona* spp.) grown in little boxes around the yard.

CONCLUSION

Village regulations prohibiting bird hunting, birdwatching, bird photography, nest adoption, bird release, and organic coffee gardens under the shade of trees are examples of how tourism and Bali Starling activities can support and benefit each other between birds and their communities.

Birds get peace and sustainability to sing and reproduce, while the society obtains material benefits from sustainable tourism and environment. Several other activities, such as bird photography, bird adoption and release, and land expansion for homogeneous organic crops (for example, coffee plants) with the goal of expanding bird habitat, have the potential to be developed so that tourism and sustainability activities in Pentingsari Village, Sleman can coexist. Hopefully, what Jatilmulyo locals have done can serve as a model for communities in other places so that sustainability efforts can be mutually beneficial.

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