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## THE INFLUENCE OF GENERATION Z PARTICIPATION IN IMPLEMENTING EVENTS IN TABANAN DISTRICT TOURISM VILLAGES

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### Abstract

Tabanan Regency has 133 villages, 28 of which have become tourist villages in 2023. Several tourist villages hold promotional events through social media. Generation Z uses social media the most, but tourist village managers have not involved Generation Z much, including in organizing events. The purpose of this study was to analyze the participation and influence of generation Z in implementing events in Tabanan Regency Tourist Villages. Mixed research methods. Primary and secondary data collection techniques were carried out by means of observation, interviews, questionnaires, literature studies and document studies. The analysis technique used the Statistical Test t (t-test). This research theory, the theory of participation, classifies participation into 2 based on its involvement, namely direct participation and indirect participation. In conclusion, that the participation of generation Z (aged 11-26 years) in organizing events in Tabanan Regency Tourist Villages is still not optimal, namely 12.4%, while the results of the T test concluded that Gen Z partially has a significant influence on organizing events in Tabanan Regency tourist villages.

**Keywords:** Participation, Generation Z, Events

### 1. INTRODUCTION

The Sustainable Development Goals (SDGs) were initiated by the UN to be implemented in all sectors in all countries. Zurab Pololikashvili as Secretary-General of UNWTO on World Tourism Day 2020 said that the development of rural tourism through education, investment, innovation, and technology must be prioritized because it can improve the livelihoods of local communities and preserve the culture and environment in the village. Indonesia strongly supports the development of tourism by issuing laws related to tourism, namely Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism. The village tourism development program in Indonesia has been directed by President Joko Widodo since 2017. Bali has eight regencies, one of which is Tabanan Regency which has 133 villages and has natural beauty that is still natural. Of the 133 villages in Tabanan Regency, 28 villages have been designated as tourist villages

in 2023. Several tourist villages in Tabanan Regency are holding events to introduce the socio-cultural potential of each tourist village, as well as a promotional media. Promotional media can also be done by utilizing various social media. The generation closest to technology and the most users of social media or the internet is generation Z. According to the Alvara Research Center survey report, internet addicts or addicted users mostly come from generation Z. Users who are addicted to the internet are people who use the internet for more than 7 hours/day. Respondents from generation Z who access the internet in the range of 7-10 hours/day reached 20.9%. Meanwhile, the millennial generation was 13.7% and generation X was only 7.1% (Databoks, June 2, 2024). Initial observations, from 28 tourist villages in Tabanan Regency, not many have empowered generation Z in developing tourist villages, including in organizing events in tourist villages in Tabanan Regency. The process of developing the potential of these tourist villages involves participation from the local community (Irtifah & Bondowoso, 2019). The purpose of this study was to analyze the participation of generation Z in implementing events and the influence of generation Z participation in implementing events in tourist villages in Tabanan Regency. It is hoped that in the future more tourist villages in Tabanan Regency will empower generation Z, by collaborating with various parties, both government and private.

Sustainable Development Goals (SDGs) were launched by the UN to be applied to all sectors in all countries. Zurab Pololikashvili as Secretary-General of UNWTO on World Tourism Day 2020 said that the development of rural tourism through education, investment, innovation and technology must be prioritized because it can improve the livelihoods of local communities and preserve the culture and environment in the village. Indonesia strongly supports the development of tourism by issuing laws related to tourism, namely Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism. The tourism village development program in Indonesia has been directed by President Joko Widodo since 2017. Bali has eight regencies, one of which is Tabanan Regency which has 133 villages and has natural beauty that is still natural. Of the 133 villages in Tabanan Regency, there are 28 villages that have been designated as tourist villages in 2023. Several tourist villages in Tabanan Regency are holding events to introduce the socio-cultural potential of each tourist village, as well as a promotional media. Promotional media can also be done using various social media. The generation closest to technology and most widely using social media or the internet is generation Z. According to the Alvara Research Center survey report, most internet addicts or addicted users come from generation Z. Internet addicted users are people who use the internet for more than 7 hours/day. Respondents from generation Z who access the internet in the range of 7-10 hours/day reached 20.9%. While the millennial generation is 13.7% and generation X is only 7.1% (Databoks, June 2, 2024). Initial observations, of the 28 tourist villages in Tabanan Regency, not many have empowered generation Z in developing tourist villages, including in organizing events in tourist villages in Tabanan Regency. The purpose of this study is to analyze the participation of generation Z in implementing events and the influence of generation Z participation in implementing events in tourist villages in Tabanan Regency. It is hoped that in the future more tourist villages in Tabanan Regency will empower generation Z, in collaboration with various parties, both government and private.

## 2. LITERATURE REVIEW

### a. Participation

According to Andriani (2018) Participation can be interpreted as a person's conscious involvement in social interactions in certain situations. A person can participate either together or in a group, through the process of sharing values, traditions, feelings, loyalty, obedience and shared responsibility with others. Research related to participation is (Khofifah et al., 2022) entitled Analysis of Community Participation in the Development of Tourism Villages in Indonesia. The community is the main subject in the tourism village development program in Indonesia which will manage and develop Tourism Villages. Local communities know the potential and ins and outs of their respective villages, so it is important to be actively involved in the development of Tourism Villages. The purpose of this study is to determine, describe and analyze community participation in the development of Tourism Villages in Indonesia.

### b. Generation Z

Bhakti and Safitri (2017) found that generation Z has a different identity from the previous generation. Generation Z likes to collaborate in carrying out flexible work, understands challenges and is motivated by achievement, and likes to explore new methods in solving problems (Wiedmer Terry, 2015). Generation Z is a generation born in 1997-2012 and aged between 9-24 years in 2021, has great ambitions to succeed, tends to be practical and behaves instantly, likes freedom and has high self-confidence, tends to like details, has a great desire to gain recognition, digital technology and information. The research related to Generation Z studied is the research of (Nyoman Karmini Ni Putu Ayu Kartika Sari Dewi, n.d.) entitled Generation Z Reading Culture in the Era of Digital Literacy at SMA Negeri 1 Kediri Tabanan Bali. The purpose of this study is to analyze and understand the reading culture of generation Z in the era of digital literacy at SMAN I Kediri, Tabanan, Bali.

### c. Events

According to Noor in (Ajie Hartono et al., n.d.) "events are defined as activities held to commemorate important things throughout human life, either individually or in groups related to customs, culture, traditions and religions, which are held for a specific purpose and involve the community environment held at a specific time". According to (Noor, 2017) Events are defined as activities held for important events in human life that are bound by customs, culture, religion and traditions for a specific purpose and involve the surrounding community and are held at a specific time. According to Ruslan in (Suhendra et al., n.d.) Events are important events that occur locally, nationally or internationally. The participation of generation Z referred to in this study is the participation of generation Z in organizing events in tourist villages in Tabanan Regency.

## 3. RESEARCH METHODS

Menurut (Sugiyono, 2017) Research methods are scientific procedures for obtaining data that have specific purposes and benefits. The research method used in this study is a type of mix methods research. According to (Sugiyono, 2017) The combination research method is a research approach that integrates quantitative and qualitative methods to be used simultaneously in a study, resulting in more comprehensive, valid, reliable, and objective data. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, which are used to research certain

populations or samples. Data collection is carried out using research instruments, and data analysis is quantitative or statistical, with the aim of testing previously established hypotheses. This method develops previously discovered problems, which can be different in the field because they have been confirmed by the reality found (Nurwulandari & Darwin, 2020) (Nurwulandari & Darwin, 2020).

In this study, the quantitative research method was carried out first, which aims to determine the influence of generation Z participation in organizing events in the Tabanan Regency Tourism Village, and qualitative research, supports the quantitative data that has been obtained. Sampling in this study used purposive sampling technique or sample determination with certain criteria. The sample criteria are the village head and his staff, traditional village head and his staff, tourism village managers, Pokdarwis members and the general public in 28 tourist villages in Tabanan Regency, totaling 121 people. Data collection techniques through observation, questionnaires, in-depth interviews, literature studies and document studies. Data analysis techniques consist of Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, Determination Coefficient Test ( $R^2$ ), F Statistical Test (F-test) and t Statistical Test (t-test). The theory of this research uses participation theory. According to Sundariningrum (Suginah, 2010) classifies participation into two based on the method of involvement, namely: direct participation and indirect participation.

#### 4. FINDINGS AND DISCUSSION

According to (Sleman et al., 2014) Tourism Village is a village that offers unique potential and entertainment venues with new attractions, both from the natural environment of the countryside and the social life of its people. This potential is monitored and packaged in an attractive and natural way. With the development of tourism facilities that continue to advance, a pleasant natural environment, and organized and neat administration, this village is able to attract and invite tourists. In addition, the tourism village has the ability to improve the welfare of the local community. This discussion will explain about the Tourism Village of Tabanan Regency, Pokdarwis Tourism Village of Tabanan Regency, a general description of the age of respondents, participation of generation Z in events in the Tourism Village and the influence of participation of generation Z on events in the Tourism Village. generation Z in organizing events in the tourism village of Tabanan Regency.

##### a. Tabanan Regency Tourist Village

Villages that have received a Decree as a tourist village in Tabanan Regency can be seen in table 1.

**Table 1.** Tourism Villages in Tabanan Regency 2004-2023

| No | Village   | Subdistrict     | Types of Tourism | Letter of Determination           |
|----|-----------|-----------------|------------------|-----------------------------------|
| 1  | Pinge     | Marga           | Nature           | SK. Bupati No. 337 Th 2004        |
| 2  | Megati    | Selemadeg Timur | Nature           | SK NO. 180/ 313/03/ Hk & Ham/2018 |
| 3  | Nyambu    | Kediri          | Nature, Culture  | SK NO 180/ 327/ 03/ HK & HAM 2016 |
| 4  | Kaba-Kaba | Kediri          | Nature           | SK NO 180/ 329/ 03/ HK & HAM 2016 |
| 5  | Kukuh     | Marga           | Nature           | SK NO 180/ 326/ 03/ HK & HAM 2016 |
| 6  | Tua       | Marga           | Nature           | SK NO 180/ 333/ 03/ HK & HAM 2016 |
| 7  | Jatiluwh  | Penebel         | Ecotourism       | SK NO 180/ 337/ 03/ HK & HAM 2016 |
| 8  | Mengesta  | Penebel         | Agriculture      | SK NO 180/ 328/ 03/ HK & HAM 2016 |

|    |               |                 |                             |                                   |
|----|---------------|-----------------|-----------------------------|-----------------------------------|
| 9  | Biaung        | Penebel         | Agriculture                 | SK NO 180/ 336/ 03/ HK & HAM 2016 |
| 10 | Gunung Salak  | Selemadeg Timur | Nature                      | SK NO 180/225/03/HK & HAM 2017    |
| 11 | Antap         | Selemadeg       | Nature                      | SK NO 180/ 334/ 03/ HK & HAM 2016 |
| 12 | Wanagiri      | Selemadeg       | Nature                      | SK NO. 180/315/ Hk & Ham/2018     |
| 13 | Lalanglinggah | Selemadeg Barat | Nature                      | SK NO 180/ 330/ 03/ HK & HAM 2016 |
| 14 | Lumbang Kauh  | Selemadeg Barat | Nature                      | SK NO. 180/314/03/ Hk & Ham/2018  |
| 15 | Antapan       | Baturiti        | Agriculture                 | SK NO 180/ 332/ 03/ HK & HAM 2016 |
| 16 | Kerambitan    | Kerambitan      | Nature                      | SK NO 180/ 335/ 03/ HK & HAM 2016 |
| 17 | Tista         | Kerambitan      | Nature                      | SK NO 180/ 319/ 03/ HK & HAM 2016 |
| 18 | Belimbing     | Pupuan          | Agriculture                 | SK NO 180/ 331/ 03/ HK & HAM 2016 |
| 19 | Bantiran      | Pupuan          | Nature                      | SK NO : 180/311/03/HK & HAM/2018  |
| 20 | Munduk Temu   | Pupuan          | Agriculture                 | SK NO : 180/312/03/HK & HAM/2018  |
| 21 | Sanda         | Pupuan          | Nature                      | SK NO : 180/309/03/HK & HAM/2018  |
| 22 | Tajen         | Penebel         | Nature                      | SK NO 180/226/03/HK & HAM 2017    |
| 23 | Bongan        | Tabanan         | Culture, Buatan             | SK NO : 180/457/03/HK & HAM/2018  |
| 24 | Cau Belayu    | Marga           | Nature, Culture             | SK NO : 180/1286/03/HK&HAM/2020   |
| 25 | Tegalmengkeb  | Selemadeg Timur | Nature, Culture, Artificial | SK NO : 180/1216/03/HK/2021       |
| 26 | Belumbang     | Kerambitan      | Nature, Culture, Artificial | SK. No : 180/607/03/HK /2022      |
| 27 | Selanbawak    | Marga           | Nature, Culture, Artificial | SK Bupati No. 180/756/03/HK/2023  |
| 28 | Beraban       | Selemadeg Timur | Nature, Culture, Artificial | SK Bupati No.180/757/03/HK/2023   |

Source: Tabanan Tourism Department (2023)

The table 1 above explains the names of 28 tourist villages that have received a decree as a tourist village from 2004 to 2023, the type of tourism and the SK Tourist Village No. Pinge Tourism Village received its first tourist village, namely in 2004, and the villages that received the Tourism Village Decree in 2023, namely Selanbawak Marga Village and Beraban Selemadeg Timur Village.

Before becoming a tourist village, a tourist village must have a Tourism Awareness Group (Pokdarwis), however there are several tourist villages that have been designated as tourist villages, do not have Pokdarwis, as in table 2.

b. Tourism Awareness Group (Pokdarwis) Tabanan Regency Tourism Village

Before a village applies to become a tourist village, the requirement is to have a Tourism Awareness Group (Pokdarwis), however, of the 28 tourist villages in Tabanan Regency that have become tourist villages, there are several villages that do not have Pokdarwis, as shown in table 2.

**Table 2.** Pokdarwis Members or Tourism Village Managers  
in Tabanan Regency Tourism Villages in 2023

| No | Village       | Subdistrict     | Name of Pokdarwis | Number of Pokdarwis Members |
|----|---------------|-----------------|-------------------|-----------------------------|
| 1  | Pinge         | Marga           | Pinge Asri        | 54                          |
| 2  | Megati        | Selemadeg Timur | Sesandan Heritage | 25                          |
| 3  | Nyambu        | Kediri          |                   |                             |
| 4  | Kaba-Kaba     | Kediri          |                   |                             |
| 5  | Kukuh         | Marga           | Alas Kedaton      | 41                          |
| 6  | Tua           | Marga           |                   |                             |
| 7  | Jatiluwh      | Penebel         | Jatiluwh          | 23                          |
| 8  | Mengesta      | Penebel         | Mengesta Luwh     | 15                          |
| 9  | Biaung        | Penebel         |                   |                             |
| 10 | Gunung Salak  | Selemadeg Timur | Dewi Gula         | 76                          |
| 11 | Antap         | Selemadeg       | Abdi Lestari      | 45                          |
| 12 | Wanagiri      | Selemadeg       | Wanagiri          | 25                          |
| 13 | Lalanglinggah | Selemadeg Barat |                   |                             |
| 14 | Lambung Kauh  | Selemadeg Barat | Lambung Kauh      | 25                          |
| 15 | Antapan       | Baturiti        |                   |                             |
| 16 | Kerambitan    | Kerambitan      |                   |                             |
| 17 | Tista         | Kerambitan      | Tista             | 37                          |
| 18 | Belimbing     | Pupuan          | Belimbing Harmoni | 54                          |
| 19 | Bantiran      | Pupuan          |                   |                             |
| 20 | Munduk Temu   | Pupuan          | Munduk Temu       | 30                          |
| 21 | Sanda         | Pupuan          | Asri Winangun     | 20                          |
| 22 | Tajen         | Penebel         |                   |                             |
| 23 | Bongan        | Tabanan         | Dewi Manis        | 35                          |
| 24 | Cau Belayu    | Marga           | Cau Belayu        | 30                          |
| 25 | Tegalmengkeb  | Selemadeg Timur | Dewi Kesari       | 30                          |
| 26 | Belumbang     | Kerambitan      | Belumbang Lestari | 35                          |
| 27 | Selanbawak    | Marga           | Selanbawak        | 15                          |
| 28 | Beraban       | Selemadeg Timur | Beraban Heritage  | 35                          |

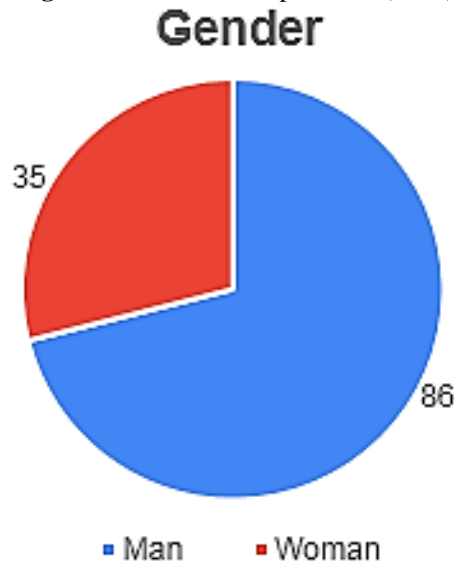
Source: Tabanan Regency Communication Forum (2023)

From Table 2 above, it can be explained that the number of tourist villages that have Pokdarwis are 19 villages, and those that do not have Pokdarwis are 9 villages. The nine villages that do not yet have Pokdarwis are Nyambu Tourism Village, Kaba-Kaba Tourism Village, Tua Tourism Village, Biaung Tourism Village, Lalanglinggah Tourism Village, Antapan Tourism Village, Kerambitan Tourism Village, Bantiran Tourism Village, and Tajen Tourism Village. Tourist villages that do not yet have Pokdarwis have not been able to carry out activities optimally and have never held events.

c. General Description of Respondents

Research on Generation Z Participation in Organizing Events in Tabanan Regency Tourism Villages used 121 respondents consisting of village heads/perbekels, village secretaries, tourism village managers, tourism awareness groups and the community in 28 tourist villages in Tabanan Regency. A general description of respondents can be seen in the picture below.

**Figure 1.** Gender of Respondents (2023)



From Figure 1 above, it can be explained that the gender of the respondents who provided information regarding participation in holding events in the tourist village of Tabanan Regency consisted of 35 people, or 29% women, and 86 people, or 71% men.

**Figure 2.** Respondents Education (2023)

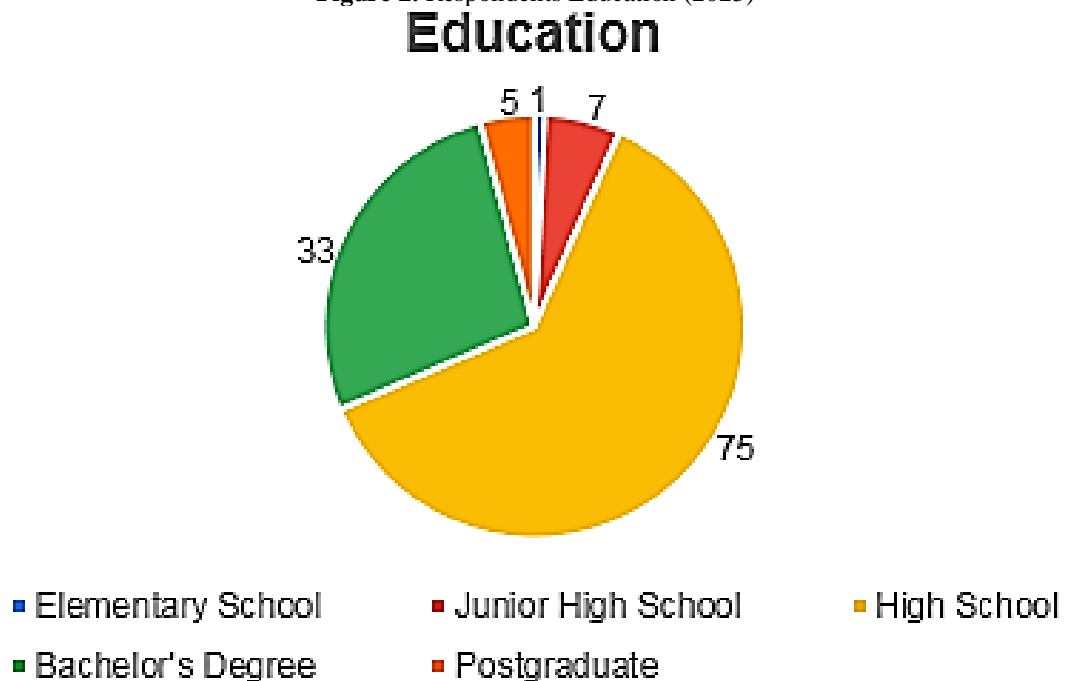


Figure 2 explains the respondents' latest education, namely 1 person graduated from elementary school or 0.8%, 7 people graduated from junior high school or 5.8%, 75 people graduated from high school or 62%, 33 people graduated from bachelor's degree or 27.3%. and 5 postgraduate graduates or 4.1%. Most of the respondents from 28 tourist villages in Tabanan Regency were high school graduates, although some had bachelor's and postgraduate degrees.

**Figure 3. Respondent Tourist Villages (2023)**

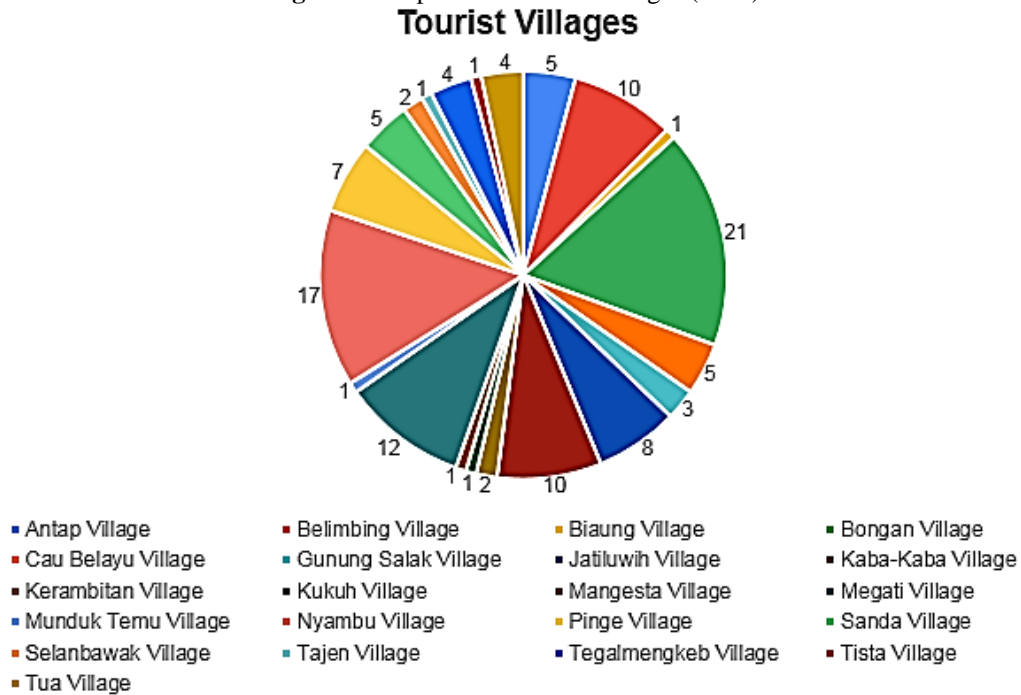


Figure 3 explains the tourist villages of origin, from 121 respondents, namely Antap Village 5 people, Belimbing Village 10 people, Bongan Village 21 people, Cau Belayu Village 5 people, Gunung Salak Village 3 people, Jatiluwih Village 8 people, Kaba-Kaba Village 10 people, Kerambitan Village 2 people, Kukuh Village 1 person, Mangesta Village 1 person, Megati Village 12 people, Munduk Temu Village 1 person, Nyambu Village 17 people, Pinge Village 7 people, Sanda Village 5 people, Selanbawak Village 2 people, Tajen Village 1 people, Tegal Mengkeb Village 4 people, Tista Village 1 person, Biaung Village 1 person and Tua Village 4 people. The tourist village with the most respondents was Bongan Tourism Village with 21 people or 17.4%, then Nyambu village with 17 people or 14% and Kaba-Kaba village with 10 people or 8.3%, other tourist villages below that.

**Figure 4. Occupation of Respondents (2023)**

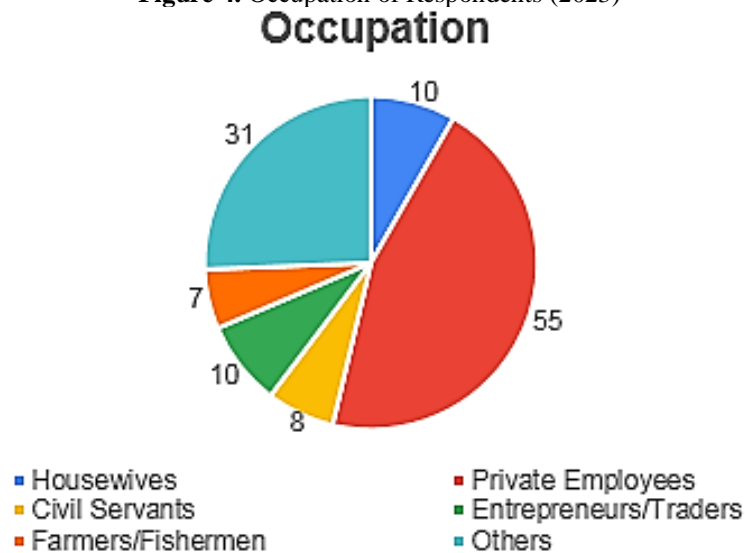




Figure 4 explains the respondents occupations, of the 121 respondents, 10 people are housewives or 8.3%, 8 people are civil servants or 6.6%, 7 people are farmers/fishermen or 5.8%, 55 people are private employees or 45.4%, 10 people as entrepreneurs/traders or 8.3% and 31 people or 25.6 others. Most of the respondents from 28 Tourism Villages in Tabanan Regency are private employees.

d. Generation Z's Participation in Implementing Events in the Tourist Villages of Tabanan Regency

Generation Z's participation in implementing events in tourist villages in Tabanan Regency can be seen in table 3.

**Table 3.** Respondents by Age in 2023

| No    | Age                | Number of Respondents | Percentage |
|-------|--------------------|-----------------------|------------|
| 1     | 11- 26 Years       | 15                    | 12,4%      |
| 2     | 27 – 42 Years      | 53                    | 43,8%      |
| 3     | 43 – 58 Years      | 45                    | 37,2%      |
| 4     | 59 Years and Above | 8                     | 6,6%       |
| Total |                    | 121                   | 100%       |

Source: Respondent Results (2023)

Table 5 explains the ages of the 121 respondents, namely 15 people aged 11-26 years or 12.4%, 53 people aged 27-42 years or 43.8%, 45 people aged 43-58 years or 37.2%, and aged 59 years and over 8 people 6.6%. The largest number of respondents were aged 27-42 years at 43.8%, followed by those aged 43-58 years at 37.2%.

**Table 4.** Implementation of Events in Tourist Villages, Tabanan Regency, 2023

| No    | Events in Tourism Village     | Number of Respondents | Percentage |
|-------|-------------------------------|-----------------------|------------|
| 1     | Sometimes there are events    | 49                    | 40,5%      |
| 2     | Once a year                   | 34                    | 28,1%      |
| 3     | Every year more than 2 times  | 9                     | 7,4%       |
| 4     | There has never been an event | 29                    | 24%        |
| Total |                               | 121                   | 100%       |

Source: Respondent Results (2023)

Table 4 explains about the organization of events in the Tourism Village of Tabanan Regency. Of the 121 respondents who answered that sometimes there are events in the tourism village, 49 people or 40.5%, respondents who answered once a year were 34 people or 28.1%, those who answered every year more than twice a year were 9 people or 7.4% and those who answered never were 29 people or 24%. The data above shows that there are still many tourism villages that never, and sometimes hold events.

The results of the interview with Wulan who joined the management of Jatiluwih Tourism Village stated, "Generation Z or young people are usually involved in organizing events in Jatiluwih in arts activities." An interview with Wayan Adhi, Secretary of Bongan Village stated "Generation Z is usually involved in mutual cooperation and participating in training". An interview with Made Artaya, a member of the Gunung Salak Tourism Village Pokdarwis stated "Gunung Salak Tourism Village only holds an event once, Pokdarwis members are not yet active, Generation Z is involved in organizing events as event fillers".

Based on the results of respondents and interview results, the participation of generation Z in the development of tourist villages, especially in the implementation of events in tourist villages in Tabanan Regency has not been maximized, only 12.4%. This is because the management of tourist villages and Pokdarwis does not involve generation Z enough. In addition, 24% of respondents said that there had never been an event and 40.5% said that there were only occasional events. In addition, there are 9 tourist villages that do not yet have Pokdarwis, and the existing Pokdarwis are less active. Tourist village and Pokdarwis managers need to study the culture of generation Z such as the research of (Nyoman Karmini Ni Putu Ayu Kartika Sari Dewi, n.d.) in order to empower them optimally. One of the empowerments of generation Z has been carried out by Bongan Tourism Village in collaboration with the Bali International Polytechnic in entrepreneurship and digital marketing training for young people in Bongan Village. The Tabanan Regency Tourism Office has held several trainings targeting the younger generation who join Pokdarwis in tourist villages in Tabanan Regency.

e. The Influence of Generation Z Participation in Holding Events in the Tourist Village of Tabanan Regency

To determine the influence of generation Z participation in implementing events in the tourist village of Tabanan Regency, the author conducted a t test as shown in table 3.

**Table 3.** T Test Results (GenZ)

| Coefficients <sup>a</sup> |                             |            |                           |        |      |
|---------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                           | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant)              | .398                        | .326       |                           | 1.221  | .225 |
| GenZ                      | .187                        | .015       | .744                      | 12.151 | .000 |

a. Dependent Variable: Pelaksanaan\_Event

Source: Processed Primary Data (2024)

The results of the hypothesis calculation through the t-test obtained a t count of 12.151 and a t table of 1.980, which means that the t count is greater than the t table ( $12.151 > 1.980$ ) and the probability value is below 0.05, namely 0.000, which means that  $H_0$  is rejected and  $H_a$  is accepted, so it is concluded that partially Gen Z has a significant influence on organizing events in tourist villages. The community, including generation Z, is the main subject in the tourism village development program, which will manage and develop the Tourism Village, including in implementing events (Khofifah et al., 2022) Generation Z, which has a great influence, needs to be empowered by studying the culture of generation Z so that collaboration in implementing events in tourist villages in Tabanan Regency can run smoothly and successfully, and provide benefits to stakeholders, especially the local community.

## 5. CONCLUSION

Based on the discussion above, it can be concluded that Generation Z participation is not optimal due to several things, namely the managers of tourist villages and Pokdarwis have not empowered Generation Z optimally, there are 9 tourist villages that do not have Pokdarwis. Several tourist villages that already have Pokdarwis but have not

been active in running the village tourism program. The participation of Generation Z (aged 11-26 years) in organizing events in the Tourist Villages of Tabanan Regency is still not optimal, namely 12.4%, while the results of the T test concluded that Gen Z partially has a significant influence on organizing events in tourist villages of Tabanan Regency. The author's suggestion is that tourist villages that do not yet have Pokdarwis should immediately form Pokdarwis, empower the community by involving Generation Z who have abilities in the fields of science and technology, as well as the ability to use the internet and social media, so that Generation Z is able to actively participate in supporting the development of tourist villages, especially in organizing events both directly and indirectly. This event should be held at least once a year so that the public is increasingly familiar with tourist villages in Tabanan Regency. Furthermore, research needs to be conducted related to development strategies in increasing tourist visits to tourist villages in Tabanan Regency.

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