

Aspects of Community Participation in the Management of Dayun Tourism Village

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ABSTRACT

Community Participation Aspects in the Management of Dayun Tourism Village in the Organization of Economic Aspects, the following institutions related to the economic aspect are Bumkam, UMKM, Agricultural Groups, and Livestock Groups. This institution is a local economic development in Dayun Tourism Village. This institution not only functions as a facilitator in the management of resources and distribution of economic benefits, institutions in this aspect support the development of community businesses, expand employment opportunities, Forms of institutional participation in the economic aspect in Dayun Tourism Village in supporting tourism activities such as selling educational tour packages for tourists who buy tour packages provided by related institutions, providing tour guide services, managing the main artificial tourist attractions, namely Embung Terpadu, and selling regional souvenirs such as culinary products from watermelon and woven products, and batik to tourists. which can increase the attractiveness of tourist villages in a sustainable manner. in the aspect of cultural sustainability related to the LAMR Institution (Riau Malay Customary Institution), Bapekam, Sanggar Tari Sunting Melayang, and Cultural Heritage in the Perkumpulan Cucu Cicit Makam Tuk Antan Berdarah Putih group). In this institution, it is very crucial in maintaining the values of local traditions and cultural heritage to remain alive and relevant amidst the changing times, through solid collaboration between institutions, strengthening the role of the community such as involving the local community in providing performances to visitors and tourists in the form of tourist attractions such as the olang-olang dance, silat pangean, Pilgrimage to the Tomb of Tuk Antan Berdarah Putih Khalifa Kholil and participating in traditional events such as traditional wedding ceremonies that are carried out in everyday life. The role of the community in Dayun Tourism Village in organizations in the related creativity aspect is Pokdarwis (Tourism Awareness Group), MPA (Fire Care Community), PKK (Family Empowerment and Welfare) and Permata Waste Bank. The form of institutional participation in creativity to support tourism activities is in the form of increasing or creating tourist attractions in the eyes of tourists visiting Dayun Tourism Village, providing services in any form to provide comfort for visitors, and providing support for all tourism activities in Dayun Tourism Village.

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INTRODUCTION

Dayun Tourism Village is a tourism village that was selected as the first winner of ADWI 2022/2023 in the Involvement category. Here are some factors that made Dayun Tourism Village get the first place award ADWI is: tour education And artificial, Village Tour Dayun including village tour education and artificial Because to educate art culture like dance olang – olang, batik typical of Dayun Village with watermelon leaf motifs, pangean martial arts performances, goat farm agrotourism and artificial tourism such as the Griya Semangka Dayun traditional center.

Destination featured, Dayun Tourism Village own Lots Power pull which can be used as a leading destination. Here are various leading tourist destinations in tourism Dayun Which become prima donna that is, Reservoir Integrated And Lake Emerald. Village involvement, The involvement of the Dayun tourism village has a big influence on the ADWI assessment. The role and cooperation of other partners make *stakeholders* in the Dayun Tourism Village very strong.

Dayun Tourism Village also provides complete facilities that support the comfort of tourists. Such as parking areas, ATMs, meeting halls, cafeterias, *jungle tracking*, swimming pools, toilets, prayer rooms, *outbound*, selfie areas, photo spots, wifi areas, stalls, *homestays*, gazebos, *air ups*, *monkey bridges*, *shaking bridges*, *flying foxes*, canoes, water ducks, green areas and sports. Next, the Involvement of Tourism Village. Dayun Tourism Village has strong Involvement, including organizational structure and cooperation between *stakeholders*. This is the reason why Dayun tourist village won first place in ADWI in the Involvement category.

Community Participation in Tourism Villages in Dayun Village, Dayun District Regency Siak, become highlight Because performance Which outside normal especially in the community that participates and becomes an inspiration for other villages in developing potential and strengthening involvement in their own village.

Objective Study

The research objectives that can be drawn are: from the title of this research, namely as follows:

1. For Knowing the Participation Aspects Public in Management Dayun Tourism Village
2. To find out the obstacles faced by community institutions in managing Dayun Tourism Village.

Tourism Concept

According to Koen Meyers (2009), he expressed the opinion that tourism is a travel activity carried out temporarily from one's place of residence to the desired destination area for reasons other than settling or... look for living but rather only For fulfil flavor want to know, vacation or spending free time or other purposes. So it can be concluded that tourism is an activity or trip that aims to have fun in a temporary period.

Tourist is displacement temporary Which done man in order to get out of routine work and residence by carrying out activities that suit their needs (Marpaung, 2000). Meanwhile, Devy, HA & Soemanto, RB (2017) stated that tourism is a whole of related elements which consist of from traveler, area objective tour, journey, industry And other etc. which are tourism activities.

According to Law No. 9 of 1990 Article 1 concerning Tourism is everything related to

tourism, including the management of tourist objects and tourist attractions and businesses related to the implementation of tourism. Tourism is defined as all activities related to travel, multidimensional and multidisciplinary, which emerge as an expression of the needs of each person, each country and the interaction between tourists and local communities and other tourists. Government, Regional Government and entrepreneurs (Law No. 10 decree 2009 concerning Tourism (Amendment to Law Number 9 of 1990 concerning Tourism).

Tourism is a diverse activity of tourism activities supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government (Law No. 9 of 1990 on Tourism). The term Tourism was first used by President Soekarno in a conversation as a reference to the foreign term *tourism* "The meaning of tourism is if all activities are considered to have failed". The sign of tourists is all hotel construction activities, transportation supplies and so on do not have the meaning of tourism (Soekadijo.RG, 2000).

The opinion of Suwanto (1997) states that tourism is closely related to the concept of tourist travel, namely as a temporary change of residence. somebody in outside place his residence Because a reason And No to carry out activities that generate wages. Other experts say that tourism is a travel activity. Which done For temporary time, Which held from one place to another leaving the original place with planning and intention not to work or earn a living in the place visited, but solely For enjoy activity first time And recreation or to fulfill various desires (Sihite in Sobarna 2009).

Based on from a number of opinions of the expert on understanding tourism above, it can be concluded that tourism is a travel activity carried out by a person or group of people temporarily, which is carried out from place One to place Which other with Meaning No For work or business but for fun or sightseeing, seeking experience and increasing insight into knowledge and to fulfill various satisfactions and desires.

Community Based Tourism

CBT or *Community Based Tourism* is the most basic tourism from the community, the meaning of the basic community is tourism that is managed and owned by the community, for the community. So tourism in the tourist village is sourced and based on the local community developing the tourism area of their area.

The aim of CBT is to introduce regional tourism to tourists and learn about the lives of local people and also as a source of information. increasing and improve the economic conditions of local communities. The essence of CBT namely the role of the community in development, especially in the tourism sector, tourism that implements CBT will definitely be *handled* by the community both in terms of its development, quality and also the services provided. According to Rocharungsat (2008) in Prabawati (2013), CBT has several main aspects in its development, there are 5 (five) dimensions as follows:

- a. There are several indicators in the economic dimension, such as: in developing a community, funds are needed, in the tourism sector it is hoped that this can be created. jobs, and sectors tourist become A source of income for local communities.
- b. There are several indicators in the social dimension, such as: development of life values, in society there must be gender equality between... men and women are very equally included among the current generation and the previous generation, form a confirmation that there is a container in the form of a community.

- c. The cultural dimension has several indicators such as: making local residents respect and appreciate different cultures, supporting the development of cultural exchange, and local traditions still have to adhere to existing culture and development traditions.
- d. Environmental dimensions regarding several indicators such as: studying and understanding *carrying area capacity*, organizing waste disposal, promoting concern for environmental protection.
- e. There are several indicators in the political dimension, such as: getting the local community to participate, expanding the community to be wider, and ensuring that the rights to manage natural resources are guaranteed and maintained.

The existing form of CBT in tourism, for example, is a tourist village, namely where... in village tour public local can develop potential in the area which will be made into a tourist attraction and has potential such as potential source Power natural Which There is, potential its culture Which typical And definitely the source Power man Which manage it. If felt potential the support all so will in do development draft *community based tourism* on tourism.

According to Istiyani Artika Dwi (2021), involvement means an organization that helps groups or communities interact and to reach a objective Together. Involvement in a group It is mandatory, and has an important role, the function of having involvement as a guideline that will accompany the process. management of a tourist village. Involvement in other words can mean that this organization becomes a driving force the existence of tourist villages. Without the important components of Involvement That alone, of course village tour walk with want Alone, furthermore, a tourist village cannot become a village sustainable tourism due to the absence of organizational structure of involvement.

A village tour Which Good Certain own structure organization Well-organized involvement. Management structure which is a good sign that tourism in the area is really being looked after. In the management, whatever form his organization, chairman is matter Which important. Chairman in The purpose of being a leader is to be the first hierarchical structure, and the chairman must be accompanied by a deputy. If, due to urgent matters, the chairman cannot attend, the deputy can replace his position.

The chairman in the context of a tourist village can mean the head of a hamlet or village. And below chairman And representative There is secretary And treasurer, with existence their respective duties . Generally secretary look after part minutes, letter correspondence, and Which other. And treasurer as holder important in matter finance. The next hierarchical arrangement is the sections of the fields that have the task and their responsibilities according to their roles. Each part or role in the organization in the tourist village must be distinguished, and it would be good if the parts the grouped become Lots. Divisions Which general in the tourist village is sexy field cleanliness, security, public relations, logistics, consumption, and P3K. However, there are several additional divisions that need to be held so that management can run well, as the number of divisions increases, it means that there will be more people who will participate in the development of tourist villages. Divisions such as: *tour operators* , events, arts & culture, promotions or marketing, technicians, and the need for a documentation division.

With the existence of a well-prepared organizational structure, it is expected that all parties will be involved and take part. These parties will start from circles Public until party outside. Party outside the Of course are people who are willing and responsible in developing

tourist villages, they take part not for reasons of personal or group gain. These parties include the following:

1. Public local
2. Government
3. Volunteer
4. Academic
5. Non-Governmental Organization
6. Tour Operator Bodies

A good Involvement Structure can be seen if, in the structure there are planned and complete division parts, not only complete but also each division runs according to its respective duties. After knowing the important roles and various parties that need to participate in the development of tourist villages.

The formation of tourist villages is not only to increase tourism in Indonesia, but the existence of this tourist village plays a very important role for the community. With the existence of tourist villages, the village community will have Lots visitor/tourist Good local and also overseas. No not only playing a role in the tourism aspect, the existence of this tourist village is also able to increase the creativity of the community so that the economy of the community and the region also develops.

Design Study

In this study, in Dayun Tourism Village, this study uses a qualitative method with a descriptive approach. This study is to describe, understand, and develop meaning. This study attempts to involve efforts such as asking questions and procedures, collecting data and participants specifically, themes from specific to general with inductive analysis and interpreting existing data (Creswell 2013).

Researchers describe a symptom based on the situation and observations that are used as the basis for the presence or absence of a symptom being studied. Research descriptive aiming For gather information actual in a way detail by describing the existing symptoms, identifying the applicable symptoms, determining What Which done person other in face problem Which together and learn from them to set plans and decisions. at the time the data will be (Febria, 2011). This method aims to present a variable Which related with problem And unit Which observed with observation, document review and in-depth interviews. This research process will also be adjusted If there is change in the field in accordance with situation And condition of the research object.

Key Informant

According to Moelong (2014) *key informants* are those who can not only provide information about something to researchers, but can also provide input on sources of evidence that support and create something about the source in question. The type of data used in this study is qualitative. In *key informants* there are informants who are very influential For become source data study. Informant is The person being interviewed is asked for information by the interviewer, who is thought to have mastered and understood the data, information or facts from a research object (Bungin, 2008).

Key informants are people who can best strengthen data sources in research. Therefore, *key informants* in this research are people Which most influential in the region in the region village tour dayun and it is certain that it can provide detailed and accurate information. The

informants in this research are:

1. Head Village Village Dayun
2. Head of Pokdarwis
3. Chairman MPA
4. Chairman Conservation Environment
5. Chairman Institution Manager Rubbish
6. Chairman Institution Custom
7. Chairman Bapekam
8. Chairman Arts Group
9. Chairman of BUMDES
10. Chairman Farmer
11. Chairman Group MSMEs

RESULTS AND DISCUSSION

Dayun Village

Kampung Dayun Tourism Village is one of the sub-districts that has tourist attractions in Dayun Village. In addition to Kampung Dayun Tourism Village, Dayun District also has another attraction, namely Zamrud Lake. Zamrud Lake is a prima donna tourist attraction in Dayun Village. Zamrud Lake is the second largest peat swamp lake in the world, with an ecosystem Which still awake is icon tour Village Dayun Which Already recognized by the world. (quoted from the website: <https://jadesta.kememparekraf.go.id/monev/>)

Village Tour Village Dayun

Kampung Dayun is a village that has a tourist village located in Subdistrict Dayun, Regency Siak, Riau. Various type activity and tourism and can be found in Dayun Village starting from nature tourism, historical tourism, culture, education, culinary tourism, and others. One of them is Zarud Lake which is the prima donna of tourism in Dayun Village. Zarud Lake is *an icon* that must be visited For visited traveler. Lake Emerald is lake swamp the second largest peatland in the World. Emerald Lake and Village Tour Dayun is a tourist attraction located in Dayun District whose ecosystem is still well-maintained. The uniqueness of Dayun is reinforced by the character of the local community who still uphold Culture Malay, mutual cooperation, courteus, And polite polite, as well as simple life that is still very thick. In the Dayun tourist village, tourists can also learn various activities carried out by the local community such as: learning the musical instruments kompang, gambus and marwas which are the proud cultural arts of the Dayun tourist village community. In addition to musical instruments, tourists can enjoy other tours such as olang-olang dancing, Pilgrimage Grave Tuk Antan Bloody White, farm goat, Batik .

Typical of Dayun Village with the Dayun watermelon motif and can be an educational tour, namely traveling while farming. Batik activities with watermelon motifs, because by making watermelon batik, visitors can help the community Dayun For guard environment. Because watermelon is Wrong one plant that can maintain the peat ecosystem and reduce the impact of fires in the surrounding area. (quoted from the official website jadesta.kememparekraf).

History The establishment Village Tour Village Dayun

Dayun tourist village is a tourist village located in Dayun District, Regency Siak, Province

Riau. Village Tour Dayun own history which is very long and rich. During the period of Mr. Nasya Nugrik as the Penghulu in Dayun Village in 2019, that was where the Dayun Tourism Village was first established, but it had not yet become a tourist destination. Previously, Dayun Village was the only Tourism Village that coordinated directly with its village government. However, unlike other Tourism Villages, Dayun Village has a harmonious relationship with the government, such as as it is Reservoir Integrated made with funds village. On at first Kampung Dayun only focuses on increasing income Original Village Revenue (PAD) because it increases income Original Village to improve the welfare of the people of Dayun Village. (Researcher Processed Data, 2024).

Reason Dayun village itself is made into a tourist village, namely: Dayun village has potential. Namely natural potential in the form of an emerald lake, artificial potential in the form of reservoir integrated And land land peat Which Can made into tour environmental education, potential culture in the form of dance olang-olang, tool music area, as well as performing arts. So reason second that is amount resident Which very dense, densely populated areas need a place to travel and also open up job vacancies for the surrounding community. Then the third point is the strength of the institution that manages the tourist village, namely Pokdarwis. Pokdarwis is an institution that is strengthened by providing guidance, scientific training and collaborating with companies, government, communities and other institutions. (Researcher Processed Data October, 2024).

Initially, the principle of the management of Kampung Dayun only wanted to make Kampung Dayun better in terms of standard of living. However, over time, Kampung Dayun developed with the CBT (*Community Based Tourism*) approach. The community is empowered to manage their own tourist attractions. Kampung Dayun Tourism Village is divided into 3 hamlets, namely hamlets First own object tour Grave Tuk Antan Bloody White, Watermelon Plants (Agriculture), Batik House, Watermelon Processing Production House are the tour packages there. Then hamlet 2 has an Integrated Reservoir and hamlet 3 has a Lake Emerald including tour special Because including area in protect and there is an environmental educational tour of TKPPEG. The management of Kampung Dayun strategizes so that Kampung Dayun can be exposed on various platforms on social media. (Researcher Processed Data, 2024).

Dayun Village is an old village which is the result of the expansion of Dayun District. Dayun Village was previously led by Antan-antan. Dayun Village has a tourist village that was formed in 2019 and was officially decreed in 2021 and participated in various tourist village competitions and won ADWR and ADWI. The main reason the tourist village was formed was because of the reservoir which is a place to collect water. water when happen fire forest And land (Forest and land fires). After Dayun tourist village has won various competitions and now Dayun tourist village has become an independent tourist village and is increasingly advanced and has become a very famous village.

Involvement Village Tour Village Dayun

Involvement Which is at in Village Tour Dayun Which most strong that is There is Pokdarwis (Tourism Awareness Group). Before Pokdarwis existed, there was Pokdarling (The main thing Aware Environment). Pokdarling or Which called with Environmental Awareness Subject is a group of fire-conscious communities. So the fire-conscious community is divided into 2, namely MPA and pokdarling. Then pokdarling formed Again with his name tourism

information center (Group Aware Tour) it is the first involvement that focuses on Dayun Tourism Village . (Researcher Processed Data, 2024).

Dayun Tourism Village, especially the Dayun village government, has greatly strengthened the institutions that manage the Dayun tourism village, especially Pokdarwis. Pokdarwis is gathering Public Which manage Village Tour Dayun. Institution Public Which There is in Village Tour Village Dayun divided into three groups, namely the economic aspect in the form of UMKM, BUMKAM, Farmer Groups, Livestock Groups. The Cultural Sustainability Aspect has the LAM institution, Association, Studio Dance, Reserve Culture, Education. Aspect Creativity There are Pokdarwis institutions, MPA (Fire Care Community), PKK, NGOs (Non-Governmental Organizations).

Power Pull Village Tour Village Dayun

Dayun Tourism Village is a tourism village that has many unique and attractive features that can be enjoyed by tourists, both foreign and local. Dayun Tourism Village has a variety of attractions, both natural and artificial. In the Dayun tourism village itself, this Dayun village has a natural attraction called Zamrud Lake. Zamrud Lake is the second largest peat lake in the world which has an island that the local people believe can move from place to place. In addition to its natural attractions, the Tourism Village in Kampung Dayun also has artificial attractions, namely the Integrated Reservoir. This Integrated Reservoir was previously made to collect water when forest and land fires occurred which used to happen every year. However, now it has been changed into a family tourist destination. In addition to natural and artificial attractions, unique.

Village tour Dayun Also own uniqueness other like Still the strong local customs that are used in daily life, for example, the customary system still applies at certain events or situations such as weddings, deaths, the arrival of important guests who are welcomed by the local community with dances olang-olang, tool music compact, gambus And martial arts, martial arts martial arts, as well as there is culinary typical from Village Village dayun that is watermelon brownies , watermelon jelly, watermelon drinks where Kampung Dayun is a village where one of the people is a watermelon farmer, the largest in Siak Regency. In addition, there are product craft that is There is wicker ombai, batik with motive watermelon. This attraction makes both foreign and local tourists come just to have fun or to study while traveling (Researcher Processed Data, 2024).

Accessibility in Village Tour Village Dayun

Accessibility going to Village Tour Dayun can taken with many kinds of vehicle track land. Started from journey Mother City Province Pekanbaru to the Tourism Village of Kampung Dayun covered a distance of 130 KM with a distance travel not enough more 2-3 O'clock journey with pass a number of villages in Tualang sub-district, Lubuk Dalam sub-district and Koto Gasib sub-district. Road access to pass through Koto Gasib sub-district is asphalt with a few holes. A little road Which a bit wavy. Whereas from Mother City Siak Regency going to Village Tour Village Dayun to go through distance around 24 KM with a travel time of approximately 30 minutes on an asphalt road.

Access to the Kampung Dayun Tourism Village can be done using public transportation. vehicle general that is in the form of Travel/mini bus And vehicle private vehicles such as regular cars and two-wheeled vehicles. Apart from land routes, people used to usually use track river Siak with use boat sea or speed boat to travel to Pekanbaru City, after the

development of the construction with built track cross Which reasonable Good the masses Which switch use track land Which more cheap fare And save travel time.

Amenities/Facilities On Village Tour Village Dayun

Kampung Dayun Tourism Village provides various facilities and amenities Which can in enjoy by for traveler Good traveler local and tourists overseas Which Where facility And amenities own role which is very important in increase comfort And satisfaction visitors towards the Kampung Dayun Tourism Village. Kampung Dayun Tourism Village has many amenities And facilities such as Toilet, homestay, parking area, ATMs, Cafeteria, canteen, prayer room, hall meeting, Jungle Tracking, Outbound, culinary, photo spot, And canteen that can support tourist comfort, support tourism activities, increase the attractiveness of the village Dayun Village Tourism, facilitating access and mobility, increasing security and comfort, and providing an experience tour Which impressive for for traveler Which come to Village Dayun Village Tour. The following is documentation of the facilities and Amenities available in Kampung Dayun Tourism Village, 2024:

- | | |
|---------------------------|---------------------|
| 1. Area Parking | 7. Kuliner |
| 2. ATM | 8. Musholla |
| 3. Hall Meeting | 9. <i>Outbound</i> |
| 4. <i>Cafeteria</i> | 10. Spot Foto |
| 5. <i>Jungle Tracking</i> | 11. Kantin |
| 6. Toilet | 12. <i>Homestay</i> |

Attractions in Village Dayun Village Tour

Kampung Dayun Tourism Village has various attractions that are a draw for local and foreign tourists. Attractions in the Tourism Village Village Dayun is a combination of beauty natural, riches culture, and creative education that can be experienced directly by visitors. From the image above, Kampung Dayun Tourism Village is a village that has... diverse object tour along with tourist attractions. Following list data tourist objects and tourist attractions in the Dayun Village Tourism Village:

Data Objects Tour And Attractions Tour in Village Dayun 2024

NO	TYPE TOUR	ATTRACTIONS TOUR
1.	Tour Artificial	1. Batik in House batik flower
		2. class cook culinary watermelon ingredients
		3. Outbound
		4. Agrotourism goat farm , cow and sheep
		5. Agrotourism watermelon farming
2.	Tour Natural	1. Follow river in lake emerald
		2. Integrated Embong Tourism
3.	Tour Culture	1. Pilgrimage to the Tomb of Khalifa Kholil. Tuk Antan , the White Blooded
		2. Martial Arts Pangea
		3. Dance Olang- Olang

Source : Group Aware Tour Dayun 2024

Kampung Dayun Tourism Village has several attractions which are divided into three, namely artificial attractions, natural attractions and cultural & educational attractions. Here

are some of the attractions in Kampung Dayun Tourism Village: the first is artificial tourism. in Reservoir Integrated that is visitors can enjoy tour *flying* game *fox*, water bikes and motorboats that can be rented by visitors to get around Reservoir, there is vehicle Outbound And center culinary or snacks.

There are also 3D photo spots in the reservoir area which is one of the tourist attraction options. Tourists can also learn to cook culinary made from from material base watermelon, batik, And agrotourism farm goat, sheep And cow. Then there is Area Green Dayun And Sport, This area is located not far from the Integrated Reservoir. The Green Open Space has several vehicle game child And tool sport. A number of event local arts and culture are also carried out in this area.

Second, Nature Tourism in the form of exploring the Emerald Lake. Emerald Lake is located in a wet peat swamp forest in Siak Sri Indrapura District, Siak Regency, Riau Province which consists of two adjacent lakes, the two lakes are adjacent to each other, namely the Great Lake with an area of 2,416 ha and the Lower Lake with an area of 360 ha. Cultural and Educational Tourism Attractions, namely visitors can enjoy several show culture that is dance Olang-olang, Martial Arts Pangean, Pilgrimage The Tomb of Tuk Antan with White Blood or Kahlifah Kholil.

Community Participation Aspects In Development Village Dayun Tour

Aspect Economy

1. BUMKAM

BUMKAM Business Unit, has a business in the form of selling equipment and building materials, selling herbal medicines albumin processed by PT. Alam Siak Lestari with the brand albugo, collaborating with third parties with Pt.Pim for palm ash used as fertilizer for farmers in Kampung Dayun, and supporting MSMEs in the Kampung Dayun Tourism Village by providing tenants (*Container boxes*) to sell at the Integrated Reservoir.

2. UMKM KUB SEDESAKAYA

UMKM KUB SEDESAKAYA already has 5 groups in making products where each group is formed based on 3 fields, the first is the culinary field, textile crafts and convection.

3. Group Farmer Forest Brilliant

The activities of the Cemerlang Forest Farmers Group in the economic development of Kampung Dayun Village are as the largest distributor of Watermelon in Kampung Dayun with sales reaching outside the Dayun area. Farmers Group This Also is a group Which Lots open field jobs for the community in Dayun Village

4. Group Cattle Proceed Jaya

Activities of the Maju Jaya Livestock Group in the Dayun Village Tourism Village, namely animal husbandry cattle Which managed that is There is sheep, goat and cattle. In addition to raising livestock, this group also manages fertilizer to be sold to farmers, especially watermelon farmers.

The economic aspects of the organization of involvement in the Dayun Tourism Village can be concluded as follows:

1. Forms of participation Involvement in the economic aspect in Dayun Tourism Village in supporting tourism activities such as selling packages tour worth education For traveler Which buy package tours are provided by related institutions, providing tour guide services, manage object tour artificial main that is Reservoir Integrated, and sell souvenir

typical area like product culinary from watermelon and woven products, and batik to tourists.

2. Types of Involvement involved in the economy in supporting activities Village Tour Village Dayun Which centered in Reservoir Integrated consists of the involvement of Bumkam (Village-Owned Enterprises), UMKM (KUB Sedesakaya), Cemerlang Forest Farmers Group, and Maju Jaya Livestock Group.
3. Activities in the economic aspect that are used as tourist attractions and tourist attractions such as: Batik Tour at Seruni Batik House, Cooking Class culinary from material watermelon, Outbound, Agrotourism goat, cow, sheep and cattle farming Watermelon farming agrotourism.

Cultural Sustainability

1. LAMR (Institution Riau Malay Customs)
LAMR (Institution Riau Malay Customs) have an important role and task in various fields. Social field: Accommodating community aspirations and resolving these problems, giving sanctions to the community for those who violate social rules, except for 3 problems that cannot be resolved amicably, namely rape of minors, drugs and *betting* (gambling). Cultural Field, That is to preserve ceremony custom especially marry marry from beginning of the meeting bride until end. Field insight about politeness to the community, friendly and hospitable. In the field of tourism, LAMR provides tourist attractions in the form of cultural tourism to see the cultural heritage in the Kampung Dayun Tourism Village.
2. BAPEKAM
Bapekam has a role in managing the Kampung Dayun Tourism Village, namely supervise budget development all Which relate in tourist village, fulfil need Which required by Manager village tour, and give idea in the form of idea to manager village tour that is tourism group. And accommodate the aspirations of people from various ethnicities and tribes.
3. Studio Dance
The role of the Sunting Melayang Dance Studio in the Kampung Dayun Tourism Village is as a Cultural Promotion Media by participating in competitions by carrying the name of the Kampung Dayun Tourism Village and cultural tourism attractions in the form of the olang-olang dance and the pangean silat.
4. Reserve Culture
The role of the White-Blooded Tuk Antan Grandchildren's Genealogy Association in the Dayun Tourism Village is as an educational tourism attraction to introduce tourists to the cultural heritage in the Kampung Dayun Tourism Village, namely the Tuk Antan Tomb. Antan Berdarah White tourists will take a tour to the reserve and can see the traditions in Kampung Dayun.

Creativity

1. POKDARWIS
POKDARWIS play a role in creating product innovations and interesting tourist attractions, such as educational packages, agrotourism, And ecotourism. With manage destination in a way professional and friendly to tourists, Pokdarwis helps increase tourism capacity village competition tourism at regional to national levels.

2. MPA (Public Care Fire)

Role MPA in manage Village Tour Dayun that is provide tour packages for tourists, namely educational tour packages on karlahut (land and peat forest fires) by MPA as a speaker to teach tourists about sustainable peat management, how to extinguish fires on peatlands, socialization of tourism about the dangers if a fire occurs, and MPA also collaborates with Farmer Groups in peat processing where MPA and Farmer Groups also create educational tourism packages.

3. PKK

The role of the PKK Group in managing Dayun Tourism Village, namely helping in field promotion MSMEs Village Dayun that is The KUB Sedesakaya group created culinary products made from watermelon and then promoted watermelon motif batik and promoted... package tour Which provided by Village Tour Dayun Village. Then the PKK Group also plays a role in maintaining the cleanliness of the Artificial Tourism Objects in Dayun Tourism Village, namely the Integrated Reservoir, by working together with the Pokdarwis (Tourism Awareness Group) of Dayun Village.

4. Bank Gem Trash

The role of Permata Waste Bank in managing the Kampung Dayun Tourism Village is to maintain cleanliness around the Kampung Dayun tourist attraction in particular. in Reservoir Integrated. Group This manage rubbish Which is in the Kampung Dayun Tourism Village by sorting waste that can be recycled and has value.

The sustainability of organizational culture and involvement in Dayun Tourism Village can be concluded as follows:

1. In terms of cultural preservation, related institutions make efforts to ensure that culture reserve culture Which There is in Village Tour Dayun No extinct and still awake that is with method guard identity local, increase tourism competitiveness, and building tourism awareness among local communities, providing economic benefits and communal pride (local communities).
2. The types of involvement involved in cultural preservation in supporting the activities of the Dayun Tourism Village consist of LAMR (Riau Malay Customary Institution), Bapekam (Village Consultative Body), Studio Dance Edit Floating, And Group Genealogy Tuk Antan's White-Blooded Great-Granddaughter.
3. In support Village Tour Dayun, institution Which related in aspects of cultural sustainability such as involving local communities in providing performances to visitors and tourists in the form of tourist attractions like dance olang-olang, martial arts food, Pilgrimage Grave Tuk Bloody Antan White Khalifa Kholil and participate in program traditional such as traditional wedding ceremonies that are carried out in everyday life.

Creativity

Creativity organization on involvement which is found in Dayun Tourism Village, it can be concluded that:

1. The types of involvement involved in creativity in supporting Tourism Village activities centered on Integrated Reservoirs consist of the involvement of Pokdarwis (Tourism Awareness Group), MPA (Community Care Group) and the involvement of the Tourism Awareness Group (MPA). Fire), PKK (Empowerment And Welfare Family), And Permata Waste Bank.

2. Forms of participation Involvement in creativity to support tourism activities in the form of increasing or creating tourist attractions in the eyes of tourists visiting Dayun Tourism Village, providing services in any form to provide comfort for visitors, and providing support for all tourism activities in Dayun Tourism Village.

Constraint Community Involvement Village Tour Dayun

1. Economic Aspects

Village Tour Dayun in aspect economy own a number of organizations such as Bumkam, UMKM, Livestock Groups, and Agricultural Groups. In managing the Dayun Tourism Village, institutions related to this aspect have obstacles such as: Lack of access to capital or funds such as in institutions, passive members in carrying out activities in each of their respective tasks, low capacity HR Which impact business difficult compete And not enough able to face challenge market, lack of infrastructure Supporter such as MSMEs still do not have shops to sell KUB Sedesakaya culinary products.

2. Aspect Cultural Sustainability

Dayun Tourism Village in terms of cultural preservation has several organizations such as LAMR (Riau Malay Customary Institution), Bapekam, Sanggar Tari Sunting Melayang, and Cagar budaya (Kelompok Perkumpulan Cucu Cicit Makam Tuk Antan Berdaraj Putih). In managing Dayun Tourism Village, the aspect of cultural preservation faces various obstacles that affect the preservation of cultural heritage and tourist attractions. Here are some of the main obstacles faced by organizations or institutions in terms of cultural preservation such as: generation young Which not enough interested on culture local Which potentially lost due to lack of regeneration, lack of documentation and inventory Which adequate to tradition art or inheritance culture In Dayun, limited resources and funds for performing arts, Practice And festival, its dependency Public to An institution for cultural interests that has an impact on the lack of cultural knowledge and traditional customs in everyday life.

3. Creativity Aspect

In terms of cultural preservation, Dayun Tourism Village has several organizations such as Pokdarwis (Tourism Awareness Group), MPA (Fire Care Community), PKK (Family Empowerment and Welfare), Bank Rubbish Gemstone. In manage Village Tour Dayun from the aspect of creativity, several obstacles that are often faced include internal and external challenges that affect the effectiveness of management such as: lack of capacity and resources, minimal funds For support ideas creative, not enough active member Which involved in organization Which related, lack of support Public regarding the creative ideas of the village tourism institution, the unclear role of the institution in carrying out its duties according to its field.

CONCLUSION

Dayun Tourism Village, located in Siak Regency, Riau Province has a unique and potential attraction as a cultural and nature-based tourism destination. Dayun Tourism Village has an attraction that can attract tourists to come to Dayun Village. Dayun Tourism Village has uniqueness, authenticity, and creativity that are the attractions pull. Every village tour must to choose product tour And product ekraf. In the Village tourism product Dayun Tourism has natural tourism packaged in the form of a tour package. river cruise to Emerald Lake. Emerald

Lake is the second largest peat lake in the world and is a tourist icon. natural in Village Tour Dayun. Then there is Tour Artificial namely the Integrated Reservoir, which historically was a place for taking water. When a fire occurred, there were several tourist attractions at the Integrated Reservoir. Which become Power pull that is attractions batik At home seruni, cooking class culinary watermelon ingredients, *outbound*, goat farm agrotourism and watermelon farming agrotourism. Then there is cultural tourism that has an attraction that is a tourist attraction, namely the Olang-olang dance, the history of the Tomb Tuk White Blooded Antan and the martial arts of Pangean. Strengthening Capacity in all Involvement and building good communication, which is related to the three aspects, namely the economic aspect, the aspect of Cultural Sustainability and the aspect of creativity. The author suggests the need to provide sustainable training in all areas evenly, especially in the fields of tourism innovation, digital management, and creative marketing. This will increase the ability to develop tourism potential creatively and innovatively. institutions This Also expected capable each other guard communication One each other so that each member can know their responsibilities for their respective tasks.

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