

COMMUNITY SOCIO- ECONOMIC EMPOWERMENT IN TOURIST VILLAGE DEVELOPMENT

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Submission date: 03-Apr-2023 09:27AM (UTC+0700)

Submission ID: 2054049622

File name: coba_turnitin_lagi.pdf (5.87M)

Word count: 6927

Character count: 39199

**COMMUNITY SOCIO-ECONOMIC EMPOWERMENT IN TOURIST VILLAGE
DEVELOPMENT**

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DOI: <http://dx.doi.org/10.37500/IJESSR.2021.4314>

ABSTRACT

This study aims to analyze the social and economic empowerment of the tourist village community that determines rural development. This research uses qualitative methods and analysis with case studies. Data was collected through brainstorming, interviews, observation and documentation analysis. The research location is in the tourist village of Kalisalak, Kebasen District, Banyumas Regency, in Central Java Province of Indonesia. The research subjects were determined by purposive sampling, including the village government, women's health empowerment groups, business groups and tourism groups. The results were: the mother and child health forum has become a medium for empowering women in maintaining education and health for families and communities; empowerment of the economic sector was conducted by optimizing the productivity of coconut sugar businesses with export quality; and managing natural, cultural and religious tourism needs to be preserved through partnership and assistance programs between the government, academics and the private sector in order to sustain and to further improve the welfare of the community. The economic potential of coconut sugar, natural and cultural tourism as well as public health perspectives can work together to become a superior and successful empowerment pilot program for other villages.

KEYWORDS: Community empowerment; Development; Tourism village

INTRODUCTION

Village development has several problems that need comprehensive attention and handling, as based on the results of studies and preliminary research studies (2019-2020) as well as the results of a review of various studies of rural communities mobilization to urban areas (urbanization) to find work, most of them don't have special expertise and the level of education is still relatively low which results in many underemployment, odd jobs, working without a career path and job security, as well as overcrowding in urban areas. On the other hand, people from village become migrant workers abroad. Their conditions are the same: they don't have special skills, and their education is still relatively low. They work odd jobs without a clear work border or illegal worker status, fraud, harassment and law violations occur. Villages with lots of potential such as natural, economic, social and cultural resources as well as human resources are less managed, uncontrolled and not developed due to urbanization and overseas migration. Whereas villages can become the socio-economic foundations of regions and cities when all of these potential resources can be utilized and developed, especially the agriculture, fisheries,

livestock and plantation sectors, as well as natural tourism, cultural tourism, and religious tourism which are unique, interesting and has local wisdom characteristics. in the countryside.

If village community can optimally utilize and manage existing potential resources by planning and implementing community empowerment in the development of a tourist village, there will open up jobs and improve welfare for the community, especially the younger generation. They are no longer oriented to rely solely on finding work in the city (urbanization) nor becoming migrant workers abroad that are assumed to generate greater income and quickly create prosperity. According to Nugroho et al. (2012), Sartika and Wargadinata (2019) efforts to develop rural tourism that utilize agricultural potential, and involve rural communities, can function as community empowerment in line with community-based tourism. Mardikanto and Soebianto (2012) state empowerment as a deliberate effort to facilitate local communities in planning, deciding, and managing their local resources through collective action and networking. Therefore, in the end people have the ability and independence economically, ecologically and socially. Sulaiman et al. (2017), Kustini and Susanti (2020) explain that the emergence of a tourist village will make the village have prosperity and independence by managing and developing all its other potential resources such as the economic, social, cultural and local wisdom sectors through empowerment programs. Thus, enthusiasm, community knowledge and skills can be increased.

Furthermore, the impact of industrialization is less supportive and less relevant to the development of people's economy and local wisdom, such as agriculture, plantations, fisheries and animal husbandry as well as nature tourism. As a result, there are urbanization, conversion of productive agricultural land, environmental pollution from waste such as water and air pollution. There is support from the local government in village development, especially regarding the establishment of tourism villages that have beautiful natural resources, handicraft of cultural arts, and the community's economy as local wisdom. The government classifies the status of tourism villages, as well as having assessment indicators such as appropriate spatial planning and supporting tourism, having distinctive product of cultural arts such as handicrafts, food and drink, security, disaster mitigation, and management. Further, administrative indicators where the village concerned apply to the district to be assessed and decided to become a tourist village.

The status of tourism village through selection, assessment, evaluation is based on the Regional Regulation of Central Java Province number 2 of 2019 concerning Empowerment of Tourism Villages, which was operationalized by the Decree of the Governor of Central Java number 53 of 2019 concerning technical instructions to carry out an assessment of the determination of tourism villages by the appraiser team that will determine and issue a Regent Decree. Government support with the policy of tourism village status by providing budget and development programs and village tourism development needs to be supported and collaborated with other parties such as universities by conducting studies, research, practicum, lecture assignments and community service regarding the development of tourism villages. Tourism village also needs support and cooperation from the private

sector, companies and tourism empowerment activists by participating in empowerment programs and marketing promotion of tourism villages and their tour groups. Thus, tourism village communities have more motivation, knowledge, understanding and skills in tourism village development management for the welfare of all.

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The development of a tourism village requires a tourism village management strategy based on integrated local wisdom, such as, according to Sabiq et al. (2020) organizations and local wisdom which grow and develop in the community, need to be given wide space in order to express and articulate the various needs of the community as self-sufficient society and its active role in development, especially for the development of social welfare. Sulaiman and Ahmadi (2020) emphasized the need to use local personnel as a companion in the implementation of empowerment programs with a moral-spiritual touch, in addition to monitor and evaluate on an ongoing basis by government officials. Empowerment programs must be based on the needs of service recipients, in the sense that they are "bottom up" and not "top down". Handoko et al. (2014) states that through group discussions an activity plan will be produced, namely utilizing local resources, increasing the role of local institutions, increasing savings and loan businesses, and handling social welfare problems. Ahmad and Bambang (2017) emphasized that support and cooperation from various parties as stakeholders is needed for the development of a tourism village area.

The development of this tourism village is important and strategic with the need to conduct studies or research on the management of tourism village development as a potential social, economic and cultural resource to create and support the growth of tourism awareness groups, economic entrepreneurship groups, the welfare of tourism village communities, and the preservation of wisdom. local in this case in the prospective tourist village who is undergoing an assessment process by the Banyumas Regency, Central Java Province. The research results will support and provide recommendations to the village community, village government and district government to support the classification of tourism village status.

This research is conducted in one of the tourism villages with the developing category named Kalisalak Village, in Kebasen District, Banyumas Regency which has the potential for unique and interesting tourism objects, namely cultural and religious tourism, natural attractions of waterfalls and hills, as well as coconut sugar processing products or brown sugar with export quality. Other locales, such as the Mother and Child Communication Forum (MCCF), which won the achievement as a pilot at the Banyumas district level, which was awarded the 2014 award from Central Java Province regarding the Pioneer in Saving Mother and Newborn Babies. Therefore, the research objective is to construct economic and health empowerment in rural development in Kalisalak Village, Kebasen District, Banyumas Regency which has uniqueness and characteristics that can be used as the subject of further studies and pilots.

production becomes a specialty in this Kalisalak village. There are opportunities for local identity that exist in the community. The reduced authority and control of the central government has received a high response from local governments in dealing with problems that are in their own regions. In fact, the funds obtained are more than those obtained through the bureaucratic channels from the central government. These funds allow the local government to encourage regional development and develop cultural promotion programs as well as tourism. Rasyid (2007) states that the principle of governance activities is carried out because it refers to the mission of government itself, namely service, empowerment and development. Likewise, according to Nalien and Ilham (2016), Garasic (2015), Jannah et al, (2017), Yusriadi and Farida (2019) if the implementation of services produces maximum results, the mission of empowerment and development will automatically be achieved. Then quality bureaucratic services must be carried out from the regions first because they involve the daily interests of the community. If the public service bureaucracy in the regions is considered good by the community, perhaps it will provide a positive image for the bureaucratic institution as a whole down to the central level of government.

This empowerment program produces coconut sugar products that can be exported abroad so that it can increase income for employees and can introduce this village to the wider community. And from the data obtained, the plan is to maintain good quality and to market this product independently without depending on other companies. Empowerment program media used in the dissemination of information about this program predominantly uses interactional media or word from mouth while the use of ICT media is unused because human resources are unable to manage it. Beneficiaries of this empowerment program are the community around this SME, namely the Kalisalak village community and the people in the surrounding villages (Ullah, 2017; Rahman, 2010; Azzasyofia et al., 2020).

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The implementation impact of the community empowerment program in Kalisalak village is the opening jobs for the village community so that it can prevent urbanization. Moreover, there are attention from the village and local governments including people's representatives towards community empowerment from the district government, namely local government agencies, one of which is the industrial service, proven by frequent training of Ngudi Lestari Jaya group on how to produce and market coconut sugar online through e-commerce applications which at this time have been widely used in marketing products. On the other hand, the Kalisalak village government does not pay attention to this group.

The results of the analysis show that internal factors, namely Kalisalak village has the strength in coconut sugar products from local SME which have very good export quality, even sending them to several Asian, European and American countries. Therefore, it becomes one of the superior products of the village produced by the local community which can be an additional income and maybe even economic fixed income for the employees who are residents of this village. In addition, with the development of this business, that can even Go International, it impacts the Kalisalak village. People

start to order coconut sugar, even tourism in this village has developed because of the frequent outsiders heading to the village.

With the various strengths possessed by the economic empowerment of the Ngudi Lestari Jaya community through the production of coconut sugar, of course it cannot be separated from some of the weaknesses they have, but the hope is that with the strengths that have been previously described it can be maximized gradually as well as minimizing the weaknesses it has. For the weaknesses of this production, the existing group is less unorganized. This is also one of the causes of production depending on orders so that at certain times employees have no work to do. Because it is unclear who is in charge of packaging, packing, processing, or promoting. It is hope that this SME will be more organized in the distribution of work so that production can be maximized. There is also big issue of finance. The benefits obtained by SMEs from sales of various countries, does not fully go to SMEs. This happens because these SMEs are only used as production sites for the company and the brands used also come from the company so that the dominant profits are obtained by the cooperating companies. Several related agencies have said that they are not allowed to sell but use other people's branding, but the SME has decided to continue working together on the grounds that there is no capital if they want to be independent without a company that takes them abroad.

In addition, limitations in terms of human resources also have an impact on the development process of this SME because almost all employees have low level of education on average and a lack of public insight into entrepreneurship. Then the most important thing is the availability of raw materials is limited that it becomes the major concern. In addition, the limited access to capital makes these SMEs dependent to the company (Burns, 206; Thurik & Wennekers, 2018; Doran et al., 2018; Steven Si et al., 2019)

Besides the internal factors mentioned above, there are external factors, namely threats and opportunities. An enterprise must have a threat whether it will survive or collapse. In the coconut sugar business, the raw material is always lacking while demand is a serious threat to the sustainability of this business because when coconut sugar is made with patch-up raw materials, it automatically affects the quality of this product if the quality is not the same, the customer will be disappointed and go.

Next, there is a lack of government assistance and supervision, especially in marketing. It is clear that marketing training has been carried out, but there is no follow-up or oversight so that the marketing knowledge that has been acquired cannot be used anymore because they immediately forget and do not know how to implement it in marketing their product. Until now, the promotion has only been done by word of mouth. And what is most threatening to this business is the decreasing number of raw materials this happens due to the reduced number of farmers who are growing coconut sap so that production is also hampered. This is also due to the growing era which makes young people in the village less interested in farming.

The next external factor is about opportunities, in every business, there are always opportunities as well as with this business. There is full support from the government, one proof is that the frequent workshop and training conducted by the government or related agencies for the surrounding community and SME employees. Besides that, the existence of SMEs in Kalisalak village can open job opportunities for the surrounding community. The most important opportunity is that one of the reasons for the bestselling product is seen from the product category where this sugar is a basic ingredient or basic spice that must be present in every household kitchen or cooking is needed by everyone so that it becomes one of the opportunities for this business to survive as long as it maintains its quality, so that customers keep choosing this product.

Empowerment and Community Health Services

The health problem that used to exist in Kalisalak village was the outbreak of malaria from the villagers who went to work outside Java and then returned to Kalisalak village, but the epidemic soon disappeared. Nowadays village health funds are also a problem, the funds that should have been 4% allocated to the health sector are not entirely allocated optimally. In addition, the lack of attention from the provincial, district, or village governments to the superior health program of Kalisalak village, namely the Maternal and Child Health Forum (MCHF) became a problem because facilitators did not receive regular assistance and guidance, only once when MCHF was to be established. Another problem with the MCHF program is the difficulty of RW management in providing reports on time, which hinders the submission of reports to the district government. The ideal concept of public service according to Moenir (2010) is an activity carried out by a person or group of people based on material factors through certain systems, procedures and methods in order to fulfill the interests of others according to their rights.

There are several principles in the implementation of public service based on the Decree of the Minister of State Apparatus Empowerment Number: 63 / KEP / M.PAN / 7/2003, including: (1) Transparency, openness, simplicity and accessible to all parties in need and provided adequately and easily understood. (2) Accountability, can be accounted for in accordance with the provisions of laws and regulations. (3) Conditionally, in accordance with the conditions and capabilities of service providers and recipients by adhering to the principles of efficiency and effectiveness. (4) Participative, encouraging community participation in the delivery of public services by taking into account the aspirations, needs and expectations of the community. (5) Equality of rights, not discriminatory in the sense that it does not differentiate between ethnicity, race, religion, class, gender and economic status. (6) Balance of Rights and Obligations, Providers and recipients of public services must fulfill the rights and obligations of each party.

The mainstay of health programs in Kalisalak Village is the MCHF (Maternal and Child Health Forum). This forum was formed on July 31, 2012 in Kalisalak Village after receiving socialization from Expanding Maternal and Newborn Survival (EMNS). EMNS itself is an international level government program in collaboration with USAID (United States Agency International Development)

which was initiated in 2011. This program is one way to achieve MGDs (Millennium Development Goals) in the field of improving maternal and child health, and reducing levels of death of children and pregnant women. The government held outreach to all villages in Indonesia regarding this program to achieve the objectives of MGDs regarding child and pregnant women's health.

MCHF is a program that helps pregnant women financially and monitors their fetuses during pregnancy and when they give birth later. Every pregnant woman who is about to give birth and is giving birth will be assisted with the provision of money as much as 200,000 IDR for delivery assistance at the Public health center and 250,000 IDR for those referred to give birth at the hospital. Financial assistance provided to pregnant women is obtained from infaq 1000 IDR per family. The flow of infaq collection is the flow of the mother who is going to give birth to a report to the RW facilitator, the facilitator helps disburse funds. When the baby is born, the mother ask for the information from the public health center midwife. MCHF urges babies who are born to be given an identity to make data collection easier. Meanwhile, the flow of infaq taken from the community is regulated in a village regulation with the flow that each family is encouraged to provide infaq of 1000 which is then collected in each RT and will be stored and centered in each family groups. The regulation regarding the withdrawal of infaq is regulated in No.5 / 2013 as a legal protection. Apart from aid funds, MCHF provided 96 ambulances in the village which were always ready if a mother had to be escorted to the Public health center or hospital. The ambulance is a car of residents who are voluntarily ready to help mothers who are about to give birth.

Giving socialization about the (EMNS) program in Kalisalak Village triggered the enthusiasm of the whole community to participate in improving the health of pregnant women and children and finally the MCHF Kalisalak Village was formed. The existence of MCHF is protected by Family Welfare Program Group, Integrated health service post, and Village social institutions Kalisalak Village. According to Boon's (2010) and Potolau (2020) study, on the other hand, the government is still considered to be holding tightly to the old, entrenched paradigm in which the apparatus still places themselves "to be served not to serve". Public services, especially basic services, if enjoyed by the community in accordance with their rights without any complaints, will help reduce the level of poverty. The study of Sulaiman et al. (2019) and Utami et al, (2019) shows that the numbers of government bureaucratic apparatus are increased, however, they have not yet optimally provided the best public services to the community. The efficiency and effectiveness of the bureaucratic performance, which is the slogan of almost every regional government, has not been realized according to the program. The tendency of the bureaucracy to still inherit the paradigm of "ordering" and "being served" and assuming a public office is a social status that distinguishes from ordinary citizens. Serving and fulfilling the interests of the community as well as possible has not yet become the spirit and culture of the government bureaucratic apparatus in the regions.

Actualization of Community Empowerment in Tourism Village Development

Villages and hamlets are government structures at the local level that are the closest to the community and represent the state (central government) to take care of all the lives of citizens (communities) both administratively and in terms of policies in various fields. The development paradigm that was centralized in the New Order era, where the hegemony of the central government over all development policies and budgets, has shifted in the era of reform and democratization, towards a paradigm of developmental autonomy for the regions. According to Rangkuti (2011), the development paradigm is currently experiencing a shift, where development emphasizes (1) People centered development or human resource development with empowerment, (2) Resource based development or local resource-based development, and (3) Institutional development or development in community institutions.

However, the implementation of village autonomy, in its implementation is still pseudo-nature, villages and sub-districts, even though they have a development planning mechanism through the Development Planning Consultation (Musrenbang), still have dependencies that are bound by budgets and development programs from local governments, either district or city, province or central such as from the Regional Revenue and Expenditure Budget and the State Revenue and Expenditure Budget. Moreover, the legal protection for the existence of the village and hamlet governments has not been fully integrated in the special regulations or laws concerning villages or sub-districts. Thus, the space for autonomy that is obtained is still in the power of district or city regional autonomy.

Because the essence of autonomy is emphasized by Hoessein, quoted by Muluk (2007) , Slowther (2007), Garasic (2015) and Soriano (2017) that in the concept of autonomy, there is freedom to take initiatives in making decisions based on the aspirations of people who have status without direct control from the central government. Therefore, the relationship with democracy is very close and requires cooperation or collaboration between stakeholders to strengthen the involvement and benefit of partners as shown in Table 1.

Table 1. Involvement and Benefit of Partners in Empowerment

Partner involvement	Partener Benefit
<ul style="list-style-type: none"> ■ Village and local governments, including the Micro, Small and Medium Enterprises group as well as tourism awareness groups, especially from the younger generation in tourist villages, are involved in the participatory process and use of research. ■ Universities (academics), practitioners, experts and tourism village empowerment activists are also involved in the process and utilization of research results for the development of tourism villages ■ The private sector, including companies, banks and the mass media, can support and participate in the process and implementation of the results of research activities. 	<ul style="list-style-type: none"> ■ Partners can be involved in the research process starting from the identification and analysis of problems, potentials and prospects of existing village tourism resources. ■ Partners are involved in formulating and determining empowerment program strategies for Micro, Small and Medium Enterprises (MSMEs) groups as well as tourism awareness groups for the development of tourism villages. ■ Partners are involved in the implementation of empowerment program strategies for Micro, Small and Medium Enterprises groups as well as tourism awareness groups for the development of tourism villages. ■ Partners can take advantage of recommendations from research results for the formulation and making of social and public policies, especially regarding the development of tourism villages in Banyumas District

Source: Author's Analysis

Regional autonomy opens up great opportunities for participation or involvement of the community (civil society) in determining development planning, implementation and evaluation (control). The concept of public service has changed into the concept of empowerment of all local (regional) potential and resources which are implemented and provide benefits to the community itself, and bring the government closer to the people. Regional autonomy according to Clegg (2005), Stone (2015), Dworkin (2015), and Amerta (2017), Suwandoko and Rodiyah (2018) that raises opportunities for local identity that exist in society. The reduced authority and control of the central government has received a high response from local governments in dealing with problems that are in their own regions. In fact, the funds obtained are more than those obtained through the bureaucratic channels from the central government. These funds allow the local government to encourage regional development and develop cultural promotion programs as well as tourism.

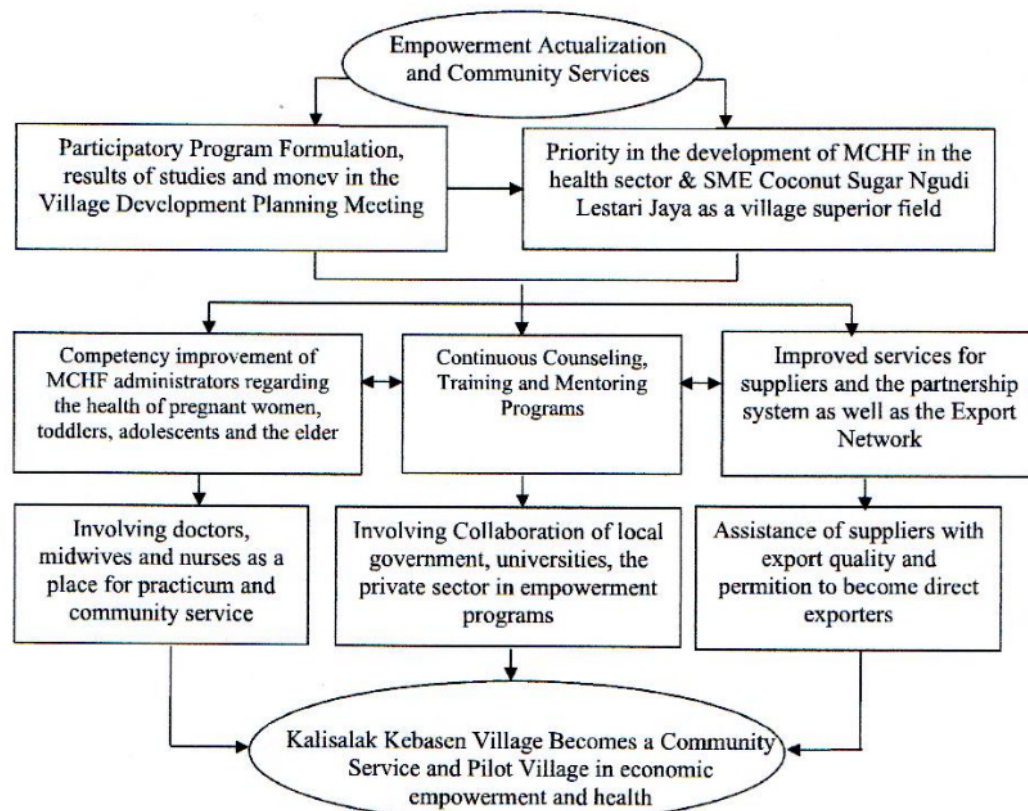
The long struggle that continues to get support for the existence and function of a truly autonomous village as a people's government is not just a government that is an extension of the central power (elite). Thus, in the end, Law No. 6/2014 on Villages was born, which will be realized by being followed up by a Government Regulation which is still in process. Therefore, the issue of the village law as evidence of recognition or affirmation of the existence and role of villages and sub-districts, it is very important and strategic to create a just and prosperous community in equitable distribution.

The researcher examines and finally formulates a very interesting and important research about village autonomy in carrying out development, especially in the field of public services and community empowerment. Based on Article 1 (8) of Law No. 6/2014 on Villages, it is stated that Village Development is an effort to improve the quality of life and life for the maximum welfare of the Village community. Next, regarding community empowerment in Article 1 (8) that Village Community Empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilizing resources through the establishment of policies, programs, activities, and assistance in accordance with the essence of the problem and the priority needs of the Village community. Whereas regarding public services in Article 4 (f) it is stated that improving public services for citizens of the Village community is to accelerate the realization of public welfare.

Empowerment is a representation of the implementation of democratization and regional autonomy services that prioritizes local resources in the village and the active role of all elements of society to participate without discrimination in the planning process, consensus decision-making and implementation of development programs or village empowerment based on problems, needs and potential sources owned (Kuncoro et al., 2015; Sugito et al., 2019; Suswanto et al., 2018)

The economic growth of the Kalisalak village community has begun to be felt, along with the construction of supporting infrastructure. The agricultural and plantation sectors play a dominant role in driving the people's economy, followed by trade, small industry and others. Increase in agricultural production through agricultural intensification. Services and community empowerment in the agricultural economy, namely: (1) mentoring farmers through field schools, (2) Counseling and training on the use of superior seeds, the use of organic fertilizers, and the use of subsidized fertilizers, as well as integrated pest control. (3) Increasing trade, is pursued through provision of infrastructure, mentoring village market management, improving field facilities are also attractions for trade development, as well as the development of cultural customary activities. (4) Increasing Small Industry, is pursued through mentoring coconut sugar craftsmen, both factory sugar and handmade sugar. (5) To increase tourism, Kalisalak village is a traditional tourism village that has several tourism destinations such as the Song Waterfall, the Jimat Museum, the Gomblang Waterfall and the Binangun Angkasa Park.

Based on the results of identification, processing and analysis of data from interviews, FGDs, collection of documentation, the concept of health empowerment can be designed by the MCHF and SME Ngudi Lestara Jaya brown sugar group in Kalisalak Village, Kebasen District, Banyumas Regency with stages in the planning and implementation of empowerment programs and public services as shown in Figure 1



Source: Author's Analysis

Figure 1. Actualization of Village Community Empowerment and Services

CONCLUSIONS

This Coconut Sugar SME has opened job opportunities, especially for the people of Kalisalak village. The workers, guided by the people of Kalisalak Village, can get jobs to fulfill their daily needs. The production of this coconut sugar SME has generated a lot of exports abroad, thus increasing income for the employees. It also introduces coconut sugar produced by Kalisalak Village to people. The

existence of these SMEs has an empowering impact by creating jobs for the community so that it can prevent urbanization.

The quality possessed by SMEs of Coconut Sugar does not need to be doubted in selling it to a wide market. Because the results of the production that they make have guaranteed cleanliness and quality considering the exports have reached several countries such as Asia, Europe, and even America.

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The MCHF in Kalisalak Village has a program to provide health education to pregnant women and children, starting from the pattern of providing nutritious food for mothers and children to handle maternal childbirth. In addition to provide health education, MCHF also provides routine checks through posyandu every month for pregnant women, examinations in the form of weighing, tension, checking fetal heart rate, and measuring the height of the uterine fundus. With the existence of the MCHF in Kalisalak Village, awareness of pregnant women on the importance of maintaining fetal health has increased, besides that pregnant women are also educated to deliver at the Public health center or Hospital, no longer in a traditional birth attendant. The media used in running the program is extension. The first counseling was carried out by EMNS who came to provide an explanation of the program in order to reduce maternal and child mortality, to provide overall health in health during the 42 days postpartum period, and several things that had to do with maternal and childbearing.

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