
Community Empowerment Process Through Tourism Village Program

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Abstract

One of the latest elements of the evolution of the development sector in Indonesia is the central government's emerging focus on the community empowerment agenda. This study aims to describe the empowerment process and find out the supporters and obstacles of empowerment carried out by the people of Cempaka Village, Tegal Regency. This research uses a qualitative approach. Data collection techniques use interviews, observation, and documentation. Data validity techniques use source triangulation. Data analysis techniques use data collection, data reduction, data presentation, and conclusions. The results showed that community empowerment in Cempaka Village is very beneficial for the community, increased economic income and employment are the results and benefits obtained from this empowerment. There are three empowerment processes carried out, namely: the awareness stage, the transformation stage, and the enrichment stage. There are influential factors in this empowerment process, namely supporting factors; community and government support, community participation, and effective marketing management. While the inhibiting factor; Low human resources, limited capital, limited infrastructure and facilities.

Keywords: Community Empowerment, Tourism Village

INTRODUCTION

The failure of the concept of development led to the concept of empowerment as a strong alternative to complete development (Didi, 2021). Uneven development outcomes, institutional and policy arrangements in development are the causes of structural and social poverty (Hujo, 2021). Poverty is a serious problem for a country, including Indonesia. This problem still cannot be overcome by the Indonesian state. The unresolved problem is one of the factors that hinder national development (Solikatun et al., 2019). Poverty can have an impact on people's lives if it cannot be overcome. However, in fact, poverty is difficult to avoid (Ikmal, 2019). The Central Statistics Agency (BPS) stated that the poverty rate in Indonesia in March 2020 reached 9.78 percent. The poverty rate in rural areas is higher than in urban areas (Ridena, 2020). This situation should receive special attention from the government to continue to strive to reduce poverty and make the community prosperous. One of the main tasks of local government is community empowerment. Thus, local governments are always required to take a big role in empowering the people in their regions. The importance of community empowerment is based on the thinking of local resource management, which is a figure of development management to try to answer development challenges, namely poverty (Soetarto et al., 2019). This poverty makes people helpless in various fields and causes people to experience obstacles in meeting their living needs. Therefore, the direction of nation development is not only focused on infrastructure development but also human resource development. Various social problems that exist in Indonesia that are quite complex can be overcome with empowerment.

Community empowerment can be done in certain fields, one of which is community empowerment in supporting tourism (Yasinta, 2020). Tourism development is essentially an effort to develop and utilize tourism objects and tourist attractions, which manifest, among others, in the form of natural beauty, diversity of flora and fauna, traditions and culture as well as historical and ancient relics (Wibowo et al., 2022). Community-based tourism cannot be separated from community empowerment (Widyaningsih, 2019). Community empowerment efforts are always associated with the target as a community that has a special background and characteristics, the most important thing in community empowerment is how to create a comfortable atmosphere and climate in order to maximize the potential that exists in the community itself, the existing potential both the potential of human resources and the potential of natural resources owned. According to (Powered by Hernando, 2019), one of the development models of community-based tourism is rural tourism or in this case it can be called a tourism village.

Tourism villages are one of the most important tourism developments, because tourism villages are able to provide differences in a more dynamic variety of destinations in a tourism area and the concept of tourist villages is not always trapped in the trend of mass tourism. Community empowerment in tourism villages is one part of tourism planning that is directly in contact with service services and requires massive and compact cooperation with components of tourism providers, both community, government and private (Permatasari, 2022). Through tourism villages, tourism shows its partiality towards the absorption of workers in rural areas, as actors of economic growth and as a tool of poverty alleviation (pro job, pro growth, and pro poor) (Prastiyo, 2019). There are various obstacles that arise in forming a tourism village such as low public interest, low tourism knowledge, ignorance of the community about the potential of the area, cultural barriers, low human resource capabilities and other obstacles.

In accordance with Law No. 10 of 2019 concerning tourism, Tegal Regency has also tried to develop its tourism with the establishment of Regional Regulation No. 1 of 2016 concerning Tourism Implementation. One of the tourism developments that occurs in Tegal Regency also focuses on tourist villages, tourist villages are tourist destinations or also called tourism destinations that integrate tourist attractions, public facilities, tourist facilities, accessibility, which are presented in a

structure of community life that integrates with applicable procedures and traditions. Broadly speaking, a tourism village is a rural area that can be utilized by the ability of elements that have integrated tourism product attributes, where the village offers an overall atmosphere that has a theme by reflecting the authenticity of the countryside, both in terms of social, cultural, economic, and daily customs that have tourism activities. In accordance with the Decree of the Head of the Tourism Office with Decree NUMBER: 556 / 18, Youth and Sports of Tegal Regency concerning the Determination of Cempaka Village, Bumijawa District, Tegal Regency as a Tourism Village on August 8, 2017, Cempaka village transformed into a very popular tourism destination among the people of Tegal Regency and its surroundings. Cempaka Village offers the natural beauty of the mountains as well as the distinctive and original rural nuances to tourists. Cempaka Village began to experience rapid development. A very significant development occurred in the surge of visitors which greatly increased, with just a short time the Cempaka tourist village was able to collect visitors from the initial average visitors of only 100 people per month until in 2017 it grew to an average of 700 visitors per week until now it has reached more than 1000 visitors per week.

From this result, of course, the community gets many benefits and experiences some changes. Changes that exist regarding community income, livelihoods to local culture are also lifted. The achievement of Cempaka village is certainly inseparable from the level of concern of residents to participate in protecting the environment and being a good host for tourists who visit. The empowerment carried out by Cempaka village is one of the excellent empowerments in Tegal Regency. The empowerment carried out is able to develop small-scale tourist objects and attractions and is managed independently by the Cempaka village community and local entrepreneurs. Local community participation is very much formed in the village, the community always involves themselves in the decision-making process and all levels of society can also enjoy the results obtained from this tourism industry. This study aims to examine how the community empowerment process carried out by Cempaka Village, including the role of actors, supporters and obstacles, the perceived success of empowerment and differences before and after empowerment.

METHOD

This research uses a qualitative descriptive approach where in the research process, researchers have a deeper critical nature as the main weapon in all research processes (Creswell, 2014). This critical nature serves to review information in order to get maximum data. Medium in opinion Arikunto (2010) Qualitative approach by viewing the object as a system under study. The object of study as a related element is then described according to existing phenomena. The qualitative research used in this study intends to know and describe in detail about the process of community empowerment through the tourism village program (Brown, 2010). The fundamental reason for choosing a qualitative approach is because the problems studied discuss many processes and require analysis of the events experienced so as to produce by utilizing various scientific methods to obtain detailed, scientific, and clear research data about the process of community empowerment through the tourism village program in an effort to improve the community's economy so that the data obtained can be used as valid research material.

Sugiyono (2016) said that the descriptive method is a method used to describe or analyze a research result but no broader conclusions are made. The location of the research was conducted in Cempaka Village, Bumijawa District, Tegal Regency. The source of data in the study was obtained from the results of interviews. The subjects in this research are; three people from Cempaka Village, and three informants, namely; Head of Cempaka Village, Chairman of Pokdarwis, member/manager of pokdarwis. According to Arikunto (2010) Research subjects are subjects intended to be researched by researchers. Research subjects are determined by researchers to obtain as much data and

information as possible. The subject of the study is considered as a key that can provide information related to the problem under study.

Data collection techniques in this study are the most important step in research, because the main purpose of research is to obtain data. The data collection techniques in this study are observation and interviews. Observation activities are carried out directly to explore information about the identity of the research location, the process of community empowerment, supporting and inhibiting factors, and the success of empowerment. The interview was conducted to obtain in-depth data about the point of his research on community empowerment through the tourism village program as well as its inhibiting and supporting factors. Researchers will use this technique on the grounds to strengthen primary data from interviews with research subjects.

DISCUSSION

Cempaka Village is one of the areas located in a mountainous area located in Bumijawa District, Tegal Regency, Central Java Province, precisely on the slopes of Mount Slamet. Cempaka Village has an area of 424.94 Ha and an altitude of 700 meters above sea level. The population of Cempaka village reaches 7904 people with 2919 households (heads of families) whose economy depends only on farmers and project workers. The distance from Cempaka village to Tegal Regency is 30 kilometers, while the distance from Cempaka village to Bumijawa district is 11 kilometers. Cempaka Village is located at the coordinate point of Longitude 109.0505048 Latitude -7.18051 whose area is bordered by Gunungagung Village, Cintamanik Village, Gunungagung Village, and Brebes Regency. The population in Cempaka Village in 2017 was recorded at 7,176 people. It consists of 3,343 males and 3,833 females with a sex ratio of 0.87%. The population density in Cempaka Village is 2,300 people/km². Most of the residents of Cempaka Village work as farmers as many as 1,365 people. Most of the residents of Cempaka Village are Muslims.

The empowerment of Cempaka Tourism Village provides positive results for the village community. Slumpring Market provides additional income for villagers who sell. Villagers earn more income by selling at the Slumpring Market every week. The number of traders in the Slumpring Market alone reached fifty-three people. Based on data from interviews conducted, currently the income of traders who sell in the Slumpring Market reaches an average of five hundred to one million rupiah per week. In stark contrast at the beginning of the establishment of the Slumpring Market, traders only earned an average of two hundred thousand rupiah per week.

According to [Fay \(2019\)](#), the main concept contained in empowerment is how to provide broad opportunities for people to determine their own direction of life in their communities. Empowerment puts pressure on the autonomous decision-making of a community group. The application of aspects of democracy and participation with a focus point on locality will be the foundation for efforts to strengthen local potential. At this level, community empowerment is also focused on strengthening individual community members and their institutions. The Cempaka community is not just an object but a subject, all levels of society are involved in policy making and all can enjoy the results obtained from the results of empowerment, the Cempaka community is given their own opportunity to determine how their community is headed and this.

In this community empowerment activity, the components of empowerment will be interrelated as supporters of each other's empowerment of tourism village communities. In tourism activities, tourism components will be interrelated in supporting the development of an area. Tourism preparations include everything offered to tourists including tourist attractions, accommodation, transportation, infrastructure, supporting facilities. While the demand from tourism is everything related to tourism demand, namely visitors and the public (Aulia et al., 2019). In this case, the empowerment strategy carried out is that the manager of Cempaka Tourism Village identifies the potential of villages in Cempaka Village, then the manager provides appropriate tourist attractions that have different characteristics from other tourist villages in order to attract tourist interest and later tourists feel satisfied and not bored when visiting Cempaka Tourism Village.

The tourist attraction of Cempaka Village is that it has a uniqueness such as a spring source, namely tuk mudal and has a large land that is still beautiful. As according to (Oka et al., 2022) Tourism Village is a form of residential environment that is in accordance with the demands of tourists in enjoying, knowing and living / learning the peculiarities of the village and all its attractions. The use of the environment to preserve and improve the economy of the local community is a strategic planning carried out in Cempaka Village. This is evidenced by the persistence of a beautiful environment and the income of the people of Cempaka village which has increased with the existence of the Cempaka tourist village. The people of Cempaka Village as the main component in community empowerment because the involvement and support from the community is very influential on the implementation of this tourism village empowerment. In addition, in the process of implementing tourism village empowerment, the people of Cempaka Village are directly involved in the management of tourism villages and other contributions to complement the supporting factors of tourism villages. Furthermore, there is a driver of tourism village empowerment, namely Pokdarwis Cempaka which plays an important role in the implementation of wistaa village community empowerment activities. Pokdarwis Cempaka has been trained to always preserve the potential of nature and trained on how to integrate with the community involved in empowerment activities in order to manage and develop sustainable wista villages. Basically, the empowerment carried out in Cempaka tourism village is to provide benefits for the government, tourists, especially the local community. The existence of empowerment and continued development carried out can provide great benefits, especially local communities through economic improvements that can be felt by local communities.

There are at least four categories of mapping carried out in Cempaka village. The first category is the category of natural potential, which includes Tuk Mudal, Tuk Pitu, forestry land, hills and bamboo gardens. The second category has agrotourism potential including fruit and yam plantations. The third category is the potential for cottage industries, namely in the form of the use of bamboo wood and the last category is the potential for culture and art which includes typical food and snacks, traditional music and traditional activities. Human resource development carried out by the Cempaka Tourism Village government is the first step in community empowerment activities. This human resource development is carried out to improve the ability of the community in terms of knowledge and skills in order to optimize the local potential that already exists in Cempaka Tourism Village.

Through the development of human resources has a very big influence on the development of Cempaka Tourism Village with the support of the community who actively participate in all activities carried out by Pokdarwis Cempaka. Human resource development efforts carried out by Pokdarwis Cempaka in Cempaka Tourism Village in the form of empowerment, namely in the form of training, and comparative studies to other tourism villages.

The comparative study becomes an empowerment strategy that supports the development of tourism villages. In this case, the tourism awareness group along with a number of communities accompanied by the village government conducted comparative studies to several areas, namely Umbul Ponggok Klaten and Papringan Sleman Village. This comparative study aims to see how the process of a tourism village can stand and of course to spur the creativity of the people of Cempaka village in terms of developing tourism potential. Comparative study is one of the education and training for human resource development. The results of the comparative study were then carried out a training. Various trainings have been carried out by the people of Cempaka village, such as making souvenirs from bamboo, covering t-shirts, and other trainings assisted by parties outside the village such as the local government. Training activities like this can certainly train the soft skills of the people of Cempaka village and can increase productivity and morale in efforts to develop Cempaka Tourism Village. In addition to independent training from the manager, there is also external empowerment received by the Cempaka village community from development efforts from DISPARPORA and DISPERINNAKER of Tegal Regency. The empowerment carried out by these two agencies is provided in the form of socialization and training.

In the process of implementing community empowerment, there is group institutional development. The group that plays a very important role in the process of this empowerment activity is the Cempaka Tourism Awareness Group or often referred to as Pokdarwis Cempaka. Pokdarwis is a group that moves independently, meaning that the development of tourism carried out in the village comes from the strength of the village itself with all its potential. Pokdarwis must create development based on their creative potential. Pokdarwis is also able to support and organize tourism activities and help with problems faced by related villages in the management of tourist destinations. Pokdarwis Desa Wisata Cempaka has so far played a major role in developing the tourism sector of Desa Wisata Cempaka. You could say it was the Pokdarwis of Cempaka Tourism Village that started the development and empowerment in Cempaka Village.

Productive business development is intended to improve the community's economy and meet market needs in tourism villages. The development of productive businesses in Cempaka Tourism Village is handicrafts from bamboo, t-shirt screen printing, traditional culinary such as market snacks and traditional foods that are rarely found. Production in the field of services is the provision of guide and homestay services. Infrastructure development is carried out in stages, due to limited funds. The funds used to support infrastructure only come from village funds and funds generated from tourism results in Cempaka, there has been no special assistance from any party at the beginning of its establishment. The use of existing funds is used as much as possible and utilized effectively and efficiently. The marketing strategy used is travel promotion with social media. The social media used is quite diverse and there are many users of these social media. Social media used include Whats'app,

Instagram, Youtube and Facebook. In addition, print and electronic media disseminate a lot of Cempaka tourism information both in the form of writing, images and in other forms which then make the public widely know and curious about the unique tourist offerings in the Cempaka tourist village.

Community Empowerment Process

Based on research conducted through interviews and observations of the subjects and informants studied, the discussion on community empowerment of the tourism village program in Cempaka Village, Tegal Regency was carried out in stages, explaining that empowerment has three stages that must be passed, which include the stages of awareness, transformation, and enrichment (Malik & Mulyono, 2017).

Based on observations and interview results, in the awareness stage carried out in the activity of making the community aware, namely through socialization from the village government to the smallest layer of society so that people understand the concept of tourism villages and for people who do not want to realize the approach using the FGD method according to (Abdi et al., 2021) There are six types of community empowerment methods, one of which is the FGD (Focus Group Discussion) method as a method of collecting data, FGD is an individual interaction that seems to be a guide (moderator) directed to discuss their understanding and / or experience about a program or activity they participate in and or observe. The initial activities in making the community aware of local potential are carried out in a mentoring manner and are always invited in tourism village activities. Although there are still some communities that have not supported the results of empowerment activities, over time they have begun to realize the benefits of the Cempaka Tourism Village. Based on observations and interview results in this transformation activity, the community that was originally still guided and directed, is now starting to be independent in management but is still in the development stage. At this stage of transformation, there are changes that occur in the community, these changes are related to social, economic, and cultural aspects in Cempaka Tourism Village. Of course, changes are expected so that Cempaka Tourism Village is able to be independent and competitive as the vision and mission that have been set and pursued in such a way. Changes from the social sector are that the community is getting closer and working hand in hand in building villages. Changes that occur in the economic field are that people get additional jobs with sufficient results. Changes in culture are trying to preserve the existing culture to become a distinctive character of Cempaka Tourism Village. The obvious change is that Cempaka Village was once only a quiet village with springs, bamboo forests and hills, but now Cempaka Tourism Village has become a village that is crowded with people and the environment has become more maintained.

At the transformation stage, the transformation process of knowledge and skills can take place well, vigorously and run effectively, if the first stage has been conditioned. In this case, there are changes that occur in the community, these changes are related to social, economic, and cultural aspects in Cempaka Tourism Village. Of course, changes are expected so that Cempaka Tourism Village is able to be independent and competitive as the vision and mission that have been set and pursued in such a way. Changes from the social sector are that the community is getting closer and

working hand in hand in building villages. Changes that occur in the economic field are that people get additional jobs with sufficient results. Changes in culture are trying to preserve the existing culture to characterize Cempaka Tourism Village. Based on observations and interview results in this transformation activity, the community, which was originally still guided and directed, is now starting to be independent in management but is still in the development stage. A clear transformation is that after the existence of Cempaka Tourism Village, the village became better known and crowded with tourists, because before becoming a tourist village, Cempaka Village was quiet and not famous. This proves the statement according to [Indrianti et al. \(2019\)](#) That empowerment goes through several stages, at this stage means that in the second stage, namely through taking action, they experience empowerment and increased confidence.

The enrichment stage is the stage of enrichment or improvement of the intellect and skills needed, so that they can form the ability to be independent. At this stage of enrichment, there is an increase in intellectual abilities and skills so that innovative abilities are formed to create abilities. People in Cempaka Tourism Village have been able to conduct events and events to attract tourists independently. This refers to statements according to Hossen (2016) that there are stages of empowerment that must be passed, one of which in this stage is the stage of enrichment or the stage of increasing intellectual abilities, skills so that innovative initiatives and abilities are formed to deliver independence, at this stage the community has begun to be able to form innovations to be implemented and the follow-up of the Cempaka Tourism Village program.

Supporting and Inhibiting Factors of Community Empowerment

Community participation has an important role in the development of tourism in Cempaka Tourism Village. The youth of Cempaka Tourism Village who are members of Pokdarwis are able to drive tourism development in Cempaka Village. They are able to manage the tourism potential of villages into tourist destinations that attract the attention of tourists.

Community criticisms to Pokdarwis on tourism development also have a positive impact on tourism development in Cempaka Village. It's like a statement (Hossen, 2016) Community participation is the involvement or participation of a community in the process of social interaction, identifying problems and potentials that exist in the community in certain situations, both in decision making (solutions) handling problems, implementing efforts to overcome problems, and the process of community involvement in evaluating changes that occur. Beautiful and natural resources are also a supporting factor in the development of tourism. Cempaka tourism village presents beautiful, cool, and natural natural nuances that can attract tourists to travel. The natural potential in Cempaka Tourism Village is still much more that can be developed which can be used as an attractive tourist destination.

Support from the Village Government is no less important in empowering this community for the development of tourism villages so that they can provide income or improve the economy for the community itself. Effective marketing management through social media such as Instagram, Facebook, and others. The biggest obstacle experienced by Cempaka village in community empowerment efforts is community awareness. The community, which should be the driving force

of empowerment, has become a very difficult obstacle to solve. The second is limited funds, this is an obstacle that makes the development of tourist villages stagnant. Limited funds are a scourge that makes it difficult to accelerate the development process. Limited sources of funds make village governments and tourism managers have to think hard in overcoming this. Third, limited parking space is another obstacle that makes it difficult for tour managers. There is a parking lot in the Tuk Mudal area which can only be used for motorbike parking. Narrow and potholed access roads make visitors less comfortable. In addition, potholes often cause puddles when it rains.

Successful Community Empowerment

According to [Adebayo & Butcher \(2022\)](#) Indicators of the success of a program can be seen from the conformity of the process with what is planned, conformity in achieving objectives, effective and efficient use and utilization of resources, and the ability to provide assurance of process conformity and achievement of objectives through a harmonious and inherent control mechanism for the process. This discussion discusses the success obtained after community empowerment by comparing the differences before and after community empowerment in 3 aspects, namely social, cultural and economic. In the social aspect, before the empowerment of Cempaka village had a fairly high social capital where mutual cooperation, togetherness and a sense of belonging were still closely attached to the community. In addition, the village community is still very thick with religious culture, especially Islam which makes kinship in the village higher. In terms of culture, before the empowerment of Cempaka village had a variety of indigenous cultures from the region. But over time, existing cultures began to fade and be forgotten. Some of the existing cultures are art culture, traditional clothing to culinary. The forgetting of this indigenous culture is due to the many outside cultures that enter and develop in Cempaka village which then erodes traditional culture. Preservation is still fairly minimal, and people's egos are starting to rise causing difficulties in maintaining traditional culture.

In terms of livelihood before empowerment was carried out, the average Cempaka village community was dominated by work as agricultural laborers and migrant workers. This is because the availability of job opportunities is very limited, on the other hand education which is still quite low makes it difficult for the people of Cempaka village to find and get a job. After empowerment in the social aspect, there are fundamental differences that occur in the community. Awareness about tourism potential, nature conservation and community support continues to flow in the context of empowerment. The pros and cons that occur little by little begin to fade and become excellent evaluation material for the community. The community began to open up to each other and support each other in order to create a better Cempaka tourism village. This is because the benefits have really been felt by the community. Community awareness began to form after empowerment had been implemented. This makes the development of tourist villages easier to do. From this, it can be concluded that a benefit obtained by the community can really change the way of thinking about something that is considered a negative thing.

In the cultural aspect, after the empowerment of traditional culture that characterizes Cempaka village was again lifted which also provided income for the village community. The cultural aspect

was raised first from the culinary side which was then also traded in the Slumpring Market. In this market there are at least 135 traditional foods sold for culinary connoisseurs. In addition, there are also Tegal traditional clothes that are again used by tourism village managers and communities and Javanese kebaya used by Slumpring market traders. The music of bamboo strains and flying was rebuilt and played by the villagers. Everything is the result of the empowerment that has been done. In terms of livelihood, some people have a significant job transition. The transition in question is that some people experience changes in the context of livelihoods and some also maintain old livelihoods accompanied by new livelihoods. Previously, the livelihood of the people of Cempaka village was mostly agricultural workers and migrant workers, agricultural workers for the elderly and migrant workers for village youths.

According to [Gohori & van der Merwe \(2022\)](#), the main concept contained in empowerment is how to provide broad opportunities for people to determine their own direction of life in their communities. Empowerment puts pressure on the autonomous decision-making of a community group. The application of aspects of democracy and participation with a focus point on locality will be the foundation for efforts to strengthen local potential. At this level, community empowerment is also focused on strengthening individual community members and their institutions. The Cempaka community is not just an object but a subject, all levels of society are involved in policy making and all can enjoy the results obtained from the results of empowerment, the Cempaka community is given their own opportunity to determine how the direction of their community, and this is the main concept of empowerment.

CONCLUSION

The community empowerment process is carried out through potential mapping, human resource development, comparative studies, independent training, group institutional development, productive business development, infrastructure development, tourism packaging, and marketing or promotion utilizing social media. Community empowerment through the tourism village program in Cempaka Village, Bumijawa District, Tegal Regency can be said to be successful, seen and proven from changes before and after the empowerment of tourism village communities from social aspects, cultural aspects, and livelihood aspects that have increased. The process of community empowerment through the tourism village program in Cempaka Village, Bumijawa District, Tegal Regency goes through three stages, namely: 1) the awareness stage, carried out by socialization and building awareness about the development of village potential to the people of Cempaka Village carried out by the Cempaka Pokdarwis through RT, RW meetings. 2) the transformation stage, in community empowerment activities in Cempaka Village at this stage is marked by changes that occur in the community in the form of community support and participation. 3) Enrichment stage, at this stage there is an increase in intellectual abilities and skills so that innovative abilities are formed to create creativity. People in Cempaka Tourism Village have been able to conduct events and events to attract tourists independently.

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