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DEVELOPMENT TOURISM VILLAGE BASED ON EMPOWERMENT OF LOCAL COMMUNITIES IN PUNTUK REJO KARANGANYAR CENTRAL JAVA

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ABSTRACT

Puntuk Rejo Village is located at the entrance to tourist area in Karanganyar. It has abundant natural resources, fertile land and views at the foot of Mount Lawu that always look attractive. This area has potential to become a tourist spot that can bring in income for the surrounding community. This study aims to examine the development of tourism villages based on local community empowerment. The approach used in this research is referring to the community based tourism paradigm approach. The results of this study are in fulfilling the criteria for developing a tourist village; Puntuk Rejo Village has excellent tourism potential: nature tourism; artificial tourism; cultural tourism and culinary tourism. The development of Puntuk Rejo Village has met the criteria as a tourist village (superior tourism potential, managing organization, facilities, infrastructure and accommodation available as well as community participation/involvement in supporting becoming a tourist village). Community empowerment is driven through the formation and functioning of Tourism Awareness Groups (POKDARWIS) with the results of being able to turn the hamlet where each community lives into a village that has specialization and uniqueness to become a tourist attraction.

KEY WORDS

Tourism village, community empowerment, community based tourism (CBT).

Karanganyar is one of the regencies in the province of Central Java, Indonesia. Karanganyar has various kinds of tourism potential, from natural tourism to artificial tourism. Natural resources in Karanganyar have the potential to be developed into a tourism center that is not owned by other regions. One of the areas located in Karanganyar Regency is Puntuk Rejo, Ngargoyoso District; this village is the entrance to tourist attractions in the Karanganyar area such as the Ceto Temple, Suku Temple, Madirda Lake, and others. This village is equipped with abundant springs, natural scenic destinations at the foot of Mount Lawu which are fertile and scattered in the village area.

Puntuk Rejo Village has become a magnet and is in great demand by entrepreneurs in the tourism sector by referring to the development of regional tourism. The determination of Puntuk Rejo village as a tourist village is considered strategic, the situation on the ground shows that the development of a tourist village has not been in favor of the village community. The inclusion of local capitalists in the development of tourist villages to build an economic competition area is a step ahead of the private sector starting to build tourist attractions, especially culinary tourism spots. Competition is not only in the struggle for employment but also in terms of capital. Local capitalist groups compete with strong investors from outside the village. According to information from the village head Puntuk Rejo, places managed by the community outside this area are for culinary tourism, parking, and others. If this condition is left unchecked, it will lead to economic injustice between local communities and migrants. In addition to the domination of local capitalist groups, this appears because there is no public awareness to utilize and manage available natural resources, which actually brings income for the community. Therefore, it is necessary to provide space for the growth of the people's economy.

To realize the development of the tourism village, it is necessary to empower the community (Nala et al., 2021) Puntuk Rejo village. The government's task is not only to always raise awareness about the importance of tourism, but also to develop community creativity which gives birth to various creations that attract tourists' interest (Sumantri, 2018) and can make Puntuk Rejo village a tourist village. The development of a tourist village depends on what the area has to offer tourists (Atmoko, 2014). The determination of Puntuk Rejo village as a tourism village is considered strategic, especially as an effort to encourage local community participation in preserving existing resources, encouraging regional development, and improving the welfare of local communities (Pradyantara & Lestari, 2021).

Empowerment of local communities is a very important paradigm in the framework of developing a tourist village (Gunawan & Yunita, 2015) which views that the development of cultural and tourism activities is "a local community-based activity, namely the resources and uniqueness of the local community in the form of physical and non-physical elements (values, norms, -norms, customs and traditions)(Santoso et al., 2021). According to Lylik (Suranny, 2021) The success or long-term success of tourism activities will depend on the level of acceptance and support from the local community. Therefore, to ensure that the development of cultural and tourism activities in a place is well managed and sustainable, the fundamental thing that must be realized to support this goal is how to facilitate the broad involvement of local communities in the development process and maximize the value of social, economic, and social benefits. culture and tourism (Kurniawati et al., 2021).

Empowerment of the Puntuk Rejo village community in the process of developing a tourist village is important when it is placed on the basis of the belief that it is the community who knows best what is needed and will involve the community in all stages of development, starting from the planning process, decision making, and supervision of the tourism village development program. Community participation is strongly influenced by the willingness, opportunity, and ability of the community. Community participation in tourism village planning can encourage them to actively participate in implementation and supervision.

Based on this, a community-based tourism village development model can be formulated. The following will explain the development stages as follows:

1. Planning stage, involvement in problem identification, goal formulation, and decision making related to tourism village development;
2. Implementation stage, community involvement in the management of tourism businesses, for example, as lodging managers, restaurant managers, tour guides, hotel employees, and tourist attraction managers;
3. The Supervision stage of the local community has a very substantial control role in the development of tourist villages because control over the decision-making process must be given to those who will later bear the consequences of the implementation of development including failures or negative impacts that occur due to the development of tourist villages. Therefore, decision-making authority should be given to local communities.

This study aims to examine the development of a tourism village based on local community empowerment in Puntuk Rejo village. The approach used in this research is referring to the community based tourism paradigm approach.

METHODS OF RESEARCH

The method in this research is qualitative descriptive, data collection techniques are in-depth interviews, documentation and observation and literature study. The sampling technique is purposive. Data analysis completed using with interactive model, narrative with data validity using triangulation. Triangulation with sources means comparing and checking back the degree of trustworthiness of information obtained through different times and tools.

LITERATURE REVIEW

A tourism village is a community or society consisting of residents of a limited area who can interact directly with each other under a management and have the care and awareness to play a role together according to their respective skills and abilities, empowering potential

conducive to the growth and development of tourism and the realization of Sapta. charm so as to achieve an increase in regional development through tourism and use it for the welfare of the people in the region (Mujanah et al., 2015).

Tourism village is a self-help and community-based group which in its social activities seeks to improve understanding of tourism, accommodate the role and participation of the community in tourism development in its area, increase the value of tourism and empower it for the welfare of the community, participation in the success of tourism development (Permatasari et al., 2019).

The purpose of the establishment of a tourist village is to improve the position and role of the community (Komariah et al., 2018) as an important subject or actor in tourism development, and to be able to synergize and partner with relevant stakeholders in improving the quality of tourism development in the region (Masitah, 2019), building and fostering positive attitudes and support the community as the host through the realization of the values of Sapta Pesona for the growth and development of tourism in the region and its benefits for regional development and community welfare and introducing, preserving and utilizing the potential of tourist attractions in each region. The function of the tourism village is as a direct forum for the community to be aware of the potential for tourism and the creation of Sapta Pesona in the regional environment in tourist destinations and as an element of partnership for both the provincial government and local government (district/city) in an effort to realize and develop tourism in the region (Pugara & Pradana, 2021).

One of the community empowerment is to achieve social justice (Ramadhani et al., 2021). Social justice by providing peace to the larger community as well as political and social equality through mutual assistance and learning through the development of small steps to achieve larger goals. Aspects of Community Empowerment Within this framework, efforts to empower the community (empowering) can be studied from 3 (three) aspects (Kustini & Susanti, 2020):

First, enabling, namely creating an atmosphere that allows the potential of the community to develop. The assumption is the understanding that every person, every society has potential that can be developed, meaning that no person or society is without power. Empowerment is an effort to build power by encouraging, motivating and raising awareness of the potential of the community and efforts to develop it.

Second, empowering, namely strengthening the potential of the community through concrete steps involving the provision of various inputs and opening up opportunities that will make the community more empowered. The most basic effort in this empowerment is to increase the level of education and health status as well as access to sources of economic progress (capital, technology, information, employment, markets) including the development of basic facilities and infrastructure such as (irrigation, roads, electricity, schools), health services) that can be reached by the lowest levels of society who are very less empowered. Therefore, a special program is needed, because general programs that apply to all do not always touch the interests of this level of society.

Third, protecting, namely protecting and defending the interests of the weak. To increase community participation in decision-making processes involving themselves and their communities is an important element, so that community empowerment is closely related to the establishment, civilization and experience of democracy (Latif, 2018). Empowerment approach in essence places emphasis on autonomous decision-making of community groups based on personal, direct, democratic resources and social learning. In this case Hisnuddin et al., (Lubis et al., 2020) emphasized that community empowerment is not only limited to the economic field but also politically, so that in the end the community will have a bargaining position both nationally and internationally. As the focal point is the locality aspect, because civil society will feel more ready to be empowered through local issues.

RESULTS AND DISCUSSION

Puntuk Rejo Village Profile. The climate of Puntukrejo Village as other villages in Indonesia has a dry and rainy climate; this has a direct influence on agricultural activities in Puntukrejo Village. The Puntukrejo Village is divided into 7 (seven) hamlets, namely

Tegalrejo Hamlet, Puntuk Hamlet; Nglenjing Hamlet; Poor Hamlet; Kenteng Hamlet; Drojo Hamlet; Ngranten Hamlet. The total population of Puntukrejo Village in 2019 (data has not been updated due to the COVID-19 pandemic) reached 7752 people consisting of 3725 male and 4027 female. Looking at its characteristics, the population of Puntuk Rejo village is more female, and the majority are categorized as elderly, namely 60% of the population is over 66 years old. The majority of the livelihoods of the residents of Puntukrejo Village are engaged in agriculture. Problems that often arise related to people's livelihoods are limited employment opportunities in accordance with the level of population development (Sudibya, 2018) as stated in the regional development planning of Karanganyar Regency. Another thing that needs to be considered in village development is to make efforts to expand job opportunities by strengthening capital and facilitating finding capital for business development, especially in the productive economy (Sudheer, 2021).

Puntuk Rejo Tourism Village Development. The development of tourist villages serves as a direct forum for the community to be aware of the potential for tourism and the creation of *Sapta Pesona* in the tourist destination environment and as an element of partnership for both the provincial and local governments (district/city). Puntuk Rejo Village is part of the Karanganyar district which is located as an entrance when tourists will visit other tourist areas. When tourists will visit historical heritage sites such as Suku Temple, Cetho Temple, and natural attractions such as visiting the Madirda Lake, Jumog Waterfall and enjoying the cool Kemuning tea garden, tourists will definitely pass this Puntuk Rejo Village. This village is no less beautiful and has many tourist destinations in the form of beautiful natural resources including many abundant springs, fertile land and good views at the foot of Mount Lawu so this always looks interesting when viewed from various points of view of the village area. Even this village is already crowded with many people who just want to enjoy the beauty of nature, take selfies and residents who take advantage of its natural resources. So that if it is managed better, equipped with supporting facilities and other tourist infrastructure, it is impossible if this place will become a transit place, stay and even become a pleasant tourist destination.

In an effort to realize Puntuk Rejo village into a tourist village, there are criteria that are met, the criteria for developing a Tourism Village are the existence of 4A + C1, namely (Utami et al., 2019): has a superior tourist attraction; has Amenities/Institutional; has Accessibility/Sufficient Infrastructure; has Ancillaries/Accommodation for supporting tourism and has Community Involvement/Community Involvement. To realize this, in 2018 the Village Government together with the Village-Owned Enterprises (BUMDes) sparked the idea to build, develop Puntuk Rejo village into a tourist village with the support of village funds disbursed from the central government. The activity begins with mapping the places that will be used as tourist destinations and will be equipped with tourist facilities and infrastructure (Interview with village head on 13 June 2021). To provide these facilities and infrastructure, the village government provides crooked land belonging to the village to be developed for agro-tourism and culinary tourism by empowering the community to be creative in creating special food from crops from the Puntuk Rejo area itself to be used as an interesting thing to be featured as souvenirs. by special foods when people travel.

Community Based Tourism (CBT) Approach. Community-based tourism (CBT) is a development model that provides maximum opportunities for rural communities to participate in tourism development (Tyas & Damayanti, 2018)(Arida et al., 2017). CBT is a tourism development activity carried out entirely by the community. The idea of activities and management is carried out entirely by the community in a participatory manner, and the benefits are felt directly by the local community (Murtikasari & Tukiman, 2021). Tourism Villages were formed to empower the community so that they can act as direct actors in an effort to increase readiness and concern in responding to tourism potential or tourist attraction locations in their area so that they can act as good hosts for visiting tourists, and have awareness of the opportunities and readiness to capture the benefits that can be developed from tourism activities to improve the economic welfare of the community (Krismawintari & Utama, 2019).

Community empowerment, in essence, humans as social beings want to live in groups, always live with other people, so they are called social beings (Arismayanti et al., 2019), the manifestation of group life is the emergence of community organizations or institutions. In that organization, each individual/member can channel some of their needs and aspirations to develop ideas related to the development of tourist villages, so it can be concluded that empowerment can be defined as how humans can manage their own goals, are more independent, optimistic and creative and have strategies to solve problems. problems in a structure.

The process of mapping the potential of the area is carried out through deliberation of all village components from various groups, be it village officials, women's groups, youth groups, and other groups. In addition to mapping the potential of the area that involves the community, next is the process of identifying problems that can be an obstacle in developing tourism potential in the village (Arismayanti et al., 2019). This process is also known as TOWS (Threat, Opportunity, Weakness, and Strength) analysis. This needs to be done to explore the problems that will and are being faced by community groups in the development of tourist villages. Equally important, in planning the development of a tourist village, it is necessary to identify the impacts of tourism activities, both positive and negative. For example, the accumulation of garbage brought by tourists, the disruption of the community environment due to the noise of passing vehicles, and other problems. In the process of pioneering tourist villages, local communities play an important role in the development of tourist villages because the resources, unique traditions and culture inherent in the community are the main driving elements of activities in tourist villages (Ardi et al., 2018). On the other hand, local communities that grow and live side by side with a tourist attraction are part of a related ecological system. In addition, with the development of tourist villages in an area, it is hoped that clusters of villages will grow which become the basic basis for the various needs of the tourism village concerned. Puntuk Rejo Village, thanks to the coordination between the people who are members of Pokdarwis, is able to organize activities that lead to making their residence a special place that has specialization in accordance with its natural resource potential which is managed in such a way that it can be transformed into a leading tourist village.

One of the most important elements in the success of developing a tourist village is the involvement of the community in all aspects of existing tourism (Leonandri & Rosmadi, 2018) in Puntuk Rejo village. The indicators for the success rate are: first, there is the independence of local institutions (local institutions). Second, the availability of adequate human resources (man power) in carrying out the development of tourist villages. The independence of local institutions is very important because as a basis for community activities in managing tourism which functions as a source of economy, knowledge and skills as well as the culture of the local community, as well as the availability of strong and visionary human resources will be able to support the success of the tourism village development program in Puntuk Rejo village. Community empowerment in essence, humans as social beings want to live in groups, always live with other people, so they are called social beings, manifestations of group life include the emergence of community organizations or institutions. In that organization, each individual/member can channel some of their needs and aspirations to develop ideas related to the development of tourist villages, so it can be concluded that empowerment can be defined as how humans can manage their own goals, are more independent, optimistic and creative and have strategies to solve problems. problems in a structure.

Tourism village development is an example of how local communities on a small scale can benefit from tourism. These local communities then collectively realized that tourism was the main source of the economy in the area. After 2018 tourism in Puntuk Rejo village became a solution to the problem of employment and community income, since then Puntuk Rejo village tourism has continued to develop through village-owned enterprises.

Some of the people have been called upon to participate and be involved in the process of developing the tourism village. In general, destinations have a community-based attraction starting in a very small environment starting from a family or clan and it can also be

a small community in a location that has certain uniqueness and then attracts tourists to come. so that in the long term local communities can develop a sustainable economy by utilizing tourism as an initial investment. Rural tourism areas are areas that benefit from very significant tourism such as road networks and telecommunications. The community has gradually formed what is called a tourism community. The basic principle of CBT is to place the community as the main actor through community empowerment in various tourism activities. Thus, the maximum benefit of tourism is intended for the welfare of the community (Nala et al., 2021). In addition, CBT will also involve the community in the decision-making process and in obtaining the largest share of income directly from the presence of tourists. Thus, it will be able to create job opportunities, reduce poverty and have a positive impact on the preservation of the environment and indigenous culture of the village, and in the end it is hoped that it will be able to grow the identity and pride of the local population that grows due to increased tourism activities. It can be said that CBT is a real populist economic concept, which is directly implemented by the community and the results are directly enjoyed by the community. This concept is more concerned with the impact of tourism on society and environmental resources. CBT emerged from a community development strategy, using tourism as a tool to strengthen the capacity of rural community organizations to manage tourism resources with the participation of local communities.

CONCLUSION

Based on the results of the study, it can be concluded that Puntuk Rejo Village in realizing a tourist village has met the criteria for developing a tourist village, namely having superior tourist attractions. Have Amenities/Institutional, Have Accessibility/Sufficient Infrastructure, Have Ancillaries/Accommodation for supporting tourism and Have Community Involvement/Community Involvement.

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