



## Local Potential-Based Community Empowerment Strategy Through The Breeding Garden Tour Village Program At Kabupaten Kediri

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### ABSTRACT

The development of tourism destinations in Indonesia is a development that is intensively carried out by the central government and local governments. A characteristic of a tourist village has the concept of a form of integration between attractions, accommodation, and fulfillment of facilities in a community structure that is integrated with traditions and procedures that already apply. The planning of the empowerment strategy must be designed in such a way as to form a structured community organization. The development of tourist villages in Jambu Village has the main goal of building local communities to have cultural and economic resilience. Thus, in the development of tourist villages, the goals and targets are to provide opportunities or encourage the community to be more active, creative, and pro-active in developing and managing tourist attractions in their area. The purpose of this study was to determine the strategy of community empowerment based on local potential through the village tourism program for the Seedling Gardens in Kediri Regency. Determination of the place in the study that is using a purposive area, because the selection of the place is based on certain considerations. The technique of determining the informants in this study used snowball sampling. Data collection techniques using the method of observation, interviews and documentation. Techniques for checking the validity of the data used extended participation, persistence of observation, and triangulation. The triangulation used is technique triangulation and source triangulation. Data analysis using Miles and Huberman includes: data collection, data reduction, data presentation and data verification. The results of this study indicate that there is a community empowerment strategy carried out by residents around Jambu Village to improve the standard of living of the local community. There are several things that are done to achieve success according to the plan. There are 3 developments in forming an empowerment strategy, namely human development which includes recruitment, training, and education. Community development is related to the application of Sapta Pesona and environmental revitalization. As well as institutional development in the form of a BUMDes organization to oversee tourism villages.

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## **1. INTRODUCTION**

Community empowerment is a form or effort as a step to prepare the community to be able to become more advanced, independent, and also prosperous in the long term and according to predetermined criteria (Platteau et al., 2002). Community empowerment programs continue to be held and planned as an effort to improve the quality of society in Indonesia (Dadi, 2021). Empowerment efforts continue to be encouraged by various layers of the government sector to nongovernmental organizations that aim to reduce poverty and improve the welfare of society (Lekorwe et al., 2007). Community empowerment is a public concern and is considered an appropriate approach in overcoming social problems, especially poverty, which is carried out by various elements ranging from the government, the business world (Garriga et al., 2004),

Community empowerment through the tourism village program aims to provide power and an effort to reduce poverty in an area (Ratnawati et al., 2022). According to the Regulation of the Minister of Tourism of the Republic of Indonesia Number 29 of 2015 namely the development of rural-based tourism (tourism villages) will drive tourism economic activity which will prevent the urbanization of rural communities to cities. Rural tourism development will encourage nature conservation which in turn will have an impact on reducing global warming (Snyman, 2012). The tourism village program is expected to be able to contribute in a good direction in empowering Indonesian people (Purnomo et al., 2020). A sufficiently mature strategy or planning is needed to create a community empowerment program in the form of a tourism village that is able to be competitive and bring change to the local community (Fadееva, 2005).

A characteristic of a tourist village is the concept of a form of integration between attractions, accommodation, and fulfillment of facilities in a community structure that is integrated with existing traditions and procedures (Arintoko et al., 2020). The existence of community participation in the development of tourist villages can create a sustainable tourism climate not only developing tourism for the economy but also preserving what has existed before (Cole, 2006). Therefore, currently the government is intensifying the development of local tourism with the concept of a tourist village to empower, improve the economy, and preserve the culture of local communities. Each region has different local potential, be it human resources or natural resources, and has different characteristics. In managing a village to become a tourist village, it is necessary to have criteria that must be met, namely the village has attractiveness as a tourism destination (Irfan et al., 2017), there is access or facilities to meet the convenience of visitors, has the potential for partnerships, there is enthusiasm and motivation from the community (Sung et al., 2010). Optimizing local potential as a tourist attraction is one of the efforts to improve existing natural conditions and also improve the standard of living of the local community (Harianto et al., 2020).

In fact, the tourism village program in Jambu Village is a form of community empowerment program intended to realize village community independence to live well by utilizing their potential. Community empowerment through the Kebun Seedling Tourism Village program is also intended to protect against possible damage, such as the worst possible loss of cultural potential resources that exist in the community. The large number of emerging tourist villages is a business competition in itself, but not all tourist villages in Kediri Regency are able to compete and last a long time. However, this does not apply to Kebun Nursery Tourism Village because it has designed a mature strategy in preparing resources to support the success of the program.

## 2. METHODS

This research uses a qualitative approach, with a descriptive research type. In this study, the researchers described a situation or condition that existed objectively and systematically based on existing data related to a local potential-based community empowerment strategy through a nursery tourism program in Kediri Regency. The use of research methods with a qualitative approach is carried out to search deeper and more thoroughly in digging up data which is then processed according to the problems obtained from the results of interviews, observations, and documentation.

This study uses a purposive area technique, namely determining where the research is chosen based on certain considerations and objectives (McNally et al., 2013). The place of research to be examined is in the Kebun Seedling Tourism Village.

In determining the place of research, the researcher used the purposive area method where this place was deliberately chosen based on clear plans and objectives. Snowball Sampling is sampling that is used sequentially, from a small number to a larger one (Drăgan et al., 2012). The specified informants start with the key informants who provide information about what is needed in more detail. Meanwhile, supporting informants provide information that supports the key informants.

In data collection activities, researchers used interview techniques, observation, and documentation with 2 key informants and 1 supporting informant, namely the village head, BUMDes administrators, and youth youth members. Interview techniques were carried out by researchers to obtain as much data as possible in detail from informants regarding local potential-based community empowerment strategies through the tourism village program. In increasing the persistence of observations, it can be done by reading various book references and the results of previous research related to the findings under study (Walston et al., 2006). so that it can be used to examine the data found. While the triangulation of the researchers used technique, source and time triangulation. Technical triangulation, namely checking the validity of the data is done by documentation, interviews and observations to obtain valid data. Researchers also use source triangulation, namely comparing from several sources so that the validity of the data will be known. As well as time triangulation, namely to test the credibility of the data, which is carried out by interviews or observations at different times. Researchers also use source triangulation, namely comparing from several sources so that the validity of the data will be known. As well as time triangulation, namely to test the credibility of the data, which is carried out by interviews or observations at different times. Researchers also use source triangulation, namely comparing from several sources so that the validity of the data will be known. As well as time triangulation, namely to test the credibility of the data, which is carried out by interviews or observations at different times (Lawrence et al., 2013).

Data collection was carried out using the results of observations, interviews and documentation based on the problems studied in the field and then analyzed and described. Data reduction is done by summarizing, choosing the main things, focusing on the important things. Presentation of data is presented in the form of brief descriptions, charts, relationships between categories and data verification. The analysis is carried out during the mining process and after the data mining is complete.

### **3. RESULTS AND DISCUSSION**

Based on the data obtained by researchers during excavation and data collection in the field, findings or research results can be formulated in accordance with the formulation of the problem in the research to answer how community empowerment strategies are based on local potential in nursery tourism villages. Communitybased empowerment in Jambu Village is a development model that provides enormous opportunities for the community to participate in development, one of which is development in the tourism sector. Tourism development is essentially an activity that explores all tourism potential, both from natural resources, human resources, and man-made resources, all of which require comprehensive handling. Village development is a form of effort that is believed to provide development progress in a village. However, in the development of tourism, Indonesia still encounters many problems. Among them, the main thing is advice infrastructure, human resources, communications and publicity, and several other. There are four component elements that must exist in a community empowerment strategy. The goal to be achieved from the existing empowerment strategy is to form individuals and communities to become independent (Vail, 2007). This independence includes the independence of thinking, acting and controlling what they do. This shows the need for attention from the central government and local governments to make future steps or strategies related to tourism, both related to the development of infrastructure, development of quality human resources, development of more attractive tourism promotions, management of the tourism environment and others so that can attract more visitors.

#### **a. Human Building**

There are four component elements that must be present in a community empowerment strategy, one of which is human development. Human resources are the most important thing in an organization as a driving force to be able to achieve the goals of an organization or group (Ahmed et al., 2016). The human development strategy is carried out to form qualified personnel with skills, work abilities, and work loyalty to an organization so that it develops in a better direction. In the human development stages carried out by the village government and BUMDes there are at least three stages carried out in human development namely training, education, and recruitment. Training activities have the benefit of helping improve community skills in the development and management of tourist villages, especially in terms of structuring and performance in a tourism village in Jambu Village. This activity is also useful for increasing the synergy between the people of Jambu Village and the local government, especially the Tourism Office. Meanwhile, education provides the community with the basic knowledge that must be understood as a tourism organizer, so that the organizers as hosts can manage and treat visitors as they should.

In fact, human development has a very positive impact on the community around Kebun Bibit Tourism Village. Changes in mindset are the main thing that is most visible in society, changes in mindset change people's perspectives in behaving in social life. Changes in mindset also have an impact on improving education and the economy without reducing behavior according to local customs. Changes in people's behavior are manifested maximally by contributing to the success of the Garden Nursery Tourism Village. This is similar to the opinion presented by Komang (2012) regarding human development which can be interpreted as an activity to organize, manage, administer, implement, and control the behavior of a human being to be more directed.

#### b. Community Development

Environmental development can be interpreted as a conscious and planned effort to reduce the impact of activities on the environment to a minimum level to obtain optimal benefits from the environment to achieve sustainable prosperity (Abidin, 2010). A conducive and organized environment will help increase the success of the Kebun Seedlings Tourism Village. Planning related to changes in land use, social and economic aspects is the impact of the development of tourism. Strengthened by the existence of a tourist attraction that affects the environmental conditions of the local area. Efforts to develop the environment in Jambu Village are also in maintaining the stability of the sustainability of the ecosystem in the midst of tourist objects, which indeed utilizes nature as the main attraction for tourism destinations. Sapta Pesona, revitalization, and planting green fields in the midst of the community are concrete forms of protecting the natural potential of Jambu Village so that it is not damaged or polluted by the existence of the Nursery Tourism Village. the most basic thing related to this success is education and revitalization. Area revitalization is an effort to revive areas that have decreased in area function or even tend to die, as well as develop areas to rediscover their potential, so that it is expected to provide an increase in environmental quality which in turn has an impact on the quality of life of the people around Kebun Bibit Tourism Village.

The general community of Jambupun village is invited to work together in terms of sustainable development, environmental issues can be said to be very important and sensitive, namely in various ways, including the enactment of planting trees on every community house as a form of greening around the village. The second is with the existence of policies made to implement care and love for the environment. Efforts to protect the environment are carried out by carrying out a movement to use their yard, where each resident is required to plant at least one fruit tree in his yard and plant various kinds of medicinal plants and vegetables. This rule still applies today, and all the houses in the Village. Improving village conditions, especially regarding reforestation and existing facilities and infrastructure in the village, is carried out to increase satisfaction and give a positive impression to visitors who come to visit Kebun Bibit Tourism Village. This is also a form of caring for and maintaining the environment so that it remains beautiful and avoids damage to natural ecosystems.

#### c. Institutional Development

Institutions are things that affect the course of all activities related to humans, business and the environment. An effective institution will be a determinant of the success of the initial goal of establishing an institution. Institutions as a social group or organization that are willing and able to run effectively so that they can support the implementation of human development, business development and the environment (Osemeke, 2012). This can take the form of strengthening institutional capacity as a form of effort to build the right organization, systems, partnerships, people and processes to carry out an agenda or plan that has been designed together.

The institution that oversees the Nursery Tourism Village is BUMDES Jaya Makmur. Village-Owned Enterprises (BUMDes) are intended to encourage the growth and development of village economic institutions into business entities that are able to accommodate the economic activities of the Jambu Village community, as well as provide strengthening of village income. In addition, village community development can also be increased along with strengthening village income. Planning in an institution is needed because with planning, an organization can run well. In planning, of course, there is goal setting by Village-Owned Enterprises (BUMDes) as the initial basis for achieving the goals to

be achieved, namely improving the village economy, increasing Village Original Income. Furthermore, there is an organization that is created to determine the tasks of each individual so that their performance is controlled and directed according to the duties of each member. And the last thing is mobilization in Village Owned Enterprises (BUMDes) there is always guidance, suggestions and orders. In every work meeting, those who are members of Village-Owned Enterprises (BUMDes) do not know enough or lack experience, so guidance is needed so that what is lacking or even obstacles in Village-Owned Enterprises (BUMDes) can be corrected with constructive suggestions and even always provide motivation so that administrators work harder and harder to achieve the goals of the Village Owned Enterprise (BUMDes), that is a form of motivation.

#### **4. CONCLUSION**

Based on the analysis of the data that has been presented, it can be concluded that the community empowerment strategy in the Nursery Tourism Area has a fairly positive impact on both the community and the environment around Jambu Village. With the community empowerment strategy, Jambu Village is now a community that has potential and excellence in the field of tourism, especially agro-tourism. The economy and the mindset of the people have now changed towards a more modern and more aware of concern for the environment. This cannot be separated from the intervention of the people of Jambu Village, who have a BUMDes organizational forum. Which starts with planning recruitment, where the village head and the relevant team sort the community based on criteria with educational and economic backgrounds. Continuing towards the awareness process of the community that has been sorted to participate in counseling activities or workshops related to tourism. The main topic relates to the importance of tourism awareness which aims to improve the quality of people's lives. The provision of training to participants is adjusted to the background interests and talents possessed by the community.

In the concept of design and environmental engineering, there are two main things, namely revitalization and the application of sapta charm to support the high success of the Kebun Seedling Tourism Village. The revitalization carried out in Jambu Village aims to improve the function of the old area through a program designed by the local village head and its implementation is able to create quality public space and community economic growth in the area. While the application of sapta charm (safety, cleanliness, friendliness, beauty, coolness, order, and memories) has benefits as a guideline for maintaining and caring for environmental sustainability and the comfort of visitors to the Kebun Seedling Tourism Village.

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