



Community Participation In Driving Empowerment Through Tourism Development

(Case Study On Wayang Windu Panenjoan Tourism Destinations)

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ABSTRACT

A tourism development approach that emphasizes community involvement can run optimally in the tourism development process. Tourism is organized with the principle of empowering local communities covering various aspects, such as human resources, destinations, and the utilization of natural and cultural resources. This is inseparable from community participation in the development of Wayang Windu Panenjoan tourist destinations. This study aims to identify the level of community participation in the development of tourist destinations in Wayang Windu Panenjoan, analyze the form of community participation in the development of Wayang Windu Panenjoan tourist destinations, and review the extent of community empowerment in Wayang Windu Panenjoan tourist destinations. This study uses a qualitative method with a case study approach. The research was conducted at the Wayang Windu Panenjoan tourist destination on the people who participated in the development of the Wayang Windu Panenjoan tourist destination and the surrounding community who became respondents with a total of 8 people. The data collection technique is conducted by interview and observation. The steps of data analysis carried out in this study are data reduction, data presentation, and conclusion. From the research, it was found that the community has reached the top of the ladder in the level of participation, also beyond the stage of passive involvement to play a more active role. The community participates in the form of thoughts, energy, thoughts and energy, expertise, goods, and money, and participates in the form of decision making, implementation, receiving benefits, and evaluation. Community participation in the development of Wayang Windu Panenjoan tourism destinations can encourage people to become more empowered. Not only the people who participated became more empowered, but the people around Wayang Windu Panenjoan also felt a good impact on their survival.

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1. INTRODUCTION

According to Choi & Sirakaya Archer et al in Arintoko (2020) The approach to economic growth and equity with the goal of people's welfare and development that is oriented towards developing areas that are based on the community and is empowering the community is a development carried out to support the development of the tourism industry (Arintoko,2020). According to Khoiroh and Astuti (2019) Tourism is organized with the principle of empowering local communities which cover various aspects. Tourism is one of the potential fields in terms of the development of a country, this is because tourism is able to have a positive impact, namely as a driver of economic growth and social welfare which is a contributor to the income of the people who live around it (Khoiroh & Astuti, 2019),

Parturusi in Riyani (2019) defines that tourism development is a strategy used to advance, improve, and improve the conditions of a tourist object and attraction so that it can be visited by tourists and can provide to the surrounding community or the government. In driving the tourism system there are many who are involved and have a role called tourism people, the community is one of the tourism people, apart from that there are the private sector and the government. (Riyani,2019). Based to Lewaherilla in Anandhyta & Kinseng (2020) community participation in tourism development must be in harmony with a good assessment of tourist areas by paying attention to the following four aspects, namely maintaining environmental sustainability (Anandhyta, 2020).

According to Baskoro, BRA & Cecep Rukendi in Nurhasanah (2017) Tourism development can encourage community empowerment because of its involvement, besides that the community can feel a positive impact and can support environmental, cultural and social preservation of the community (Nurhasanah, 2017). Hamzah and Irfan in Umam (2022) In the development of tourism certainly cannot be separated from the role or participation of the community in it. The success of empowerment through tourism development is partly due to the participation of the community itself (Umam,2022). Based on Riyani (2018) the potential of a tourist destination can be optimally empowered if tourism development is based on clear planning, development and management directions (Riyani, 2018).

According to Haris (2014) Community empowerment is an effort to provide power or strength for the community to become independent and free from the problems they have experienced (Haris, A. 2014). Suharto in Dianti (2019) explains that through the process of community empowerment, community empowerment can be achieved which is characterized by the existence of community independence (Dianti,2019). According to World Bank in Margayaningsih (2016) community empowerment is divided has five levels, namely the fulfillment of basic needs, affordable access to public services, awareness of strengths and weaknesses for oneself and also the environment, being able to participate actively in a wider environment, and the ability to control themselves and their environment (Margayaningsih,2016).

Singgalen (2019) said Community participation is supported by the main attraction which is one of the success factors in tourism development (Singgalen, 2019). The attraction can be in the form of physical nature, history, or culture. Based on Permana

(2020) The Greater Bandung area is a destination visited by many tourists, especially in the natural tourism segment because it benefits from its good geographical location and cool air (Permana, 2020). Pangalengan District, located in Bandung Regency, has tourism potential in the form of a mountainous landscape with natural features of tea plantations. Based on Fadjarwati (2022) One of the tourist destinations in Pangalengan which is now a tourist destination is the Wayang Windu Panenjoan tourist destination, which is managed by native residents of Margamukti Village who are also PTPN VIII employees and retirees. The Wayang Windu Panenjoan tourist destination is located in the Kertamanah Tea Garden which has an area of 13 hectares and is located at an altitude of 1,800 meters above sea level (masl) (Fadjarwati,2022) This tea plantation land is then used by residents to become a tourist destination. Since its inception in 2019, this tourist destination is not managed or there is no interference from the local regional government but was initiated by the community.

Kawistara in Suryani (2021) Community participation is needed because the community is the first element in tourism development itself (Suryani, 2021). With community participation, tourist destinations can run well so that they are in great demand by tourists. Qotrunnada (2023) said that participation is not a decision but a developmental process (Qotrunnada,2023). Participation needs to go through several processes, namely knowing, action (action), and situation (situation). In the process of knowing there are internal factors of a person such as awareness, attitude, or motivation. Furthermore, in the process of action or action, the community begins to be involved in the development of tourist destinations, be it participation in the form of thoughts, energy or money. Then at the situation stage the community has participated in totality. Based on the description above, According to Pitana (2017) participation does not only contribute local labor, time and materials for free to support various development programs and projects, but as an

active participation in every process (Palimbunga, 2017). Arnstein (1969) divides participation into 8 levels. The lowest ladder represents a sub ladder with conditions of non participation, including: (1) manipulation and (2) therapy. Then followed by the steps (3) informing, (4) consultation, and (5) placation, where the three steps are part of the degree of tokenism sub-ladder. The next steps are (6) partnership, (7) delegation, and (8) citizen control. Through a study of community participation in the tourism planning process, developed several frameworks, including the scope of community participation and the intensity of community participation. The scope of participation includes exclusion, partial participation, and full participation. On the other hand, the intensity of participation can appear in the form of exclusion, passive participation, and active participation (Arnstein,1969)

Participation is divided into several forms, according to Sastropetro in (Nurwanda,2019) the forms of community participation are put forward into thoughts, energy, thoughts and energy, skills, goods, and money. While Cohen and Uphoff in Ramadhan (2014) argue that forms of participation can be divided into 4 stages of community participation, namely participation in decision making, participation in

implementation, participation in receiving benefits, and participation in evaluation. (Ramdhan,2014)

2. METHODS

This research uses a qualitative approach with a case study method. In this case the researcher wants to gain an in-depth understanding of community participation in the Wayang Windu Panenjoan tourist destination. The role of the community in participating in the Wayang Windu Panenjoan tourist destination is a case that can be studied more deeply. This research was conducted at the Wayang Windu Panenjoan tourist destination which is located in the Kertamanah tea plantation, Margamukti Village, Pangalengan District, Bandung Regency. The participants in this study were the people who participated in the development of Wayang Windu Panenjoan tourist destinations, communities around tourist destinations, and tourists who visited Wayang Windu Panenjoan tourist destinations. Data collection techniques were carried out by interviews, observation, and triangulation. Sugiyono in Yuliani (2018) The data analysis technique used in this research is qualitative data analysis, The steps of data analysis are data reduction, data presentation, and drawing conclusions. (Yuliani,2018).

3. RESULTS AND DISCUSSION

3.1 THE LEVEL OF COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF WAYANG WINDU PANENJOAN TOURIST DESTINATIONS

1) *Manipulation*

Community participation in the development of the Wayang Windu Panenjoan tourist destination is not due to the government's role as legalization of power, but rather comes from the minds of the people themselves who then invite other communities to participate.

2) *Therapy*

There is no government or other institution that provides participatory learning to the community regarding tourism development. The mindset of the community develops without any participatory learning provided by the government or other institutions. There is no community involvement by the government for the purpose of participatory learning as an initial stage in the development of the Wayang Windu Panenjoan tourist destination.

3) *Informing*

There is an information sharing activity carried out related to tourism development by PTPN VIII regarding Community Empowerment of Village Gardens (PMDK) regarding land use with a leasing system, this is done to avoid illegal land use. Apart from PTPN VIII, information was also provided by the government from the Provincial and District Culture and Tourism Offices (disbudpar). The information conveyed is related to health protocols that must be considered at tourist attractions, considering

that after 2019 here was the Covid-19 pandemic which required paying attention to health protocols

4) *Consultation*

From what was conveyed by the informant, it can be concluded that community participation in the development of the Wayang Windu Panenjoan tourist destination has entered the 2-way consultation stage that occurs between the management community and tourists and the surrounding community, even though the input provided at the consultation stage is not yet guaranteed to be realized.

5) *Placation*

Every community gets the opportunity to participate in the development of the Wayang Windu Panenjoan tourist destination. There is no government or other institution that only provides opportunities for community representatives.

6) *Partnerships*

The community managing the Wayang Windu Panenjoan tourist destination does not form a partnership with the Government, but with PT. Nusantara Plantation VIII (PTPN VIII). The partnership started with the Village Community Empowerment Program (PMDK) in the form of land leases from PTPN VIII, then the community submitted a permit to the cooperative. Furthermore, the cooperative forwarded the license to PTPN VIII. In this partnership, all three parties benefit from revenue sharing.

7) *Delegation*

There is no delegation of power from the Government to the community, instead the community gets authority from PTPN VIII in developing the Wayang Windu Panenjoan

tourist destination. The community has higher power than those who give authority in influencing decisions in the development of Wayang Windu Panenjoan.

8) *Citizen control*

The development of the Wayang Windu Panenjoan tourist destination is fully managed by the community, so there is no function of the government or other institutions such as PTPN VIII and cooperatives. The community has full power over the decisions, sustainability and involvement of other parties in the development of the Wayang Windu Panenjoan tourist destination.

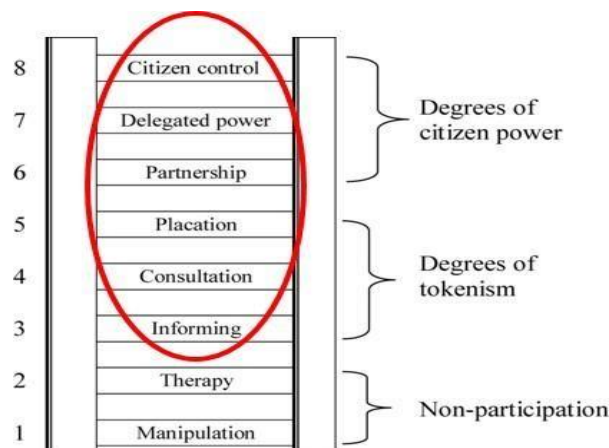


Figure 1 The results of the analysis using the Arnstein participation ladder

Through studies on community participation in the planning process of tourism, Bramwell and Sharman (2000) developed a framework that considers three main issues, two of which are the intensity and extent of community participation. There is a coverage-intensity matrix that describes the scenario of community participation in the development of the Wayang Windu Panenjoan tourist destination as follows:

1. There are several communities that are completely excluded from the process of developing the Wayang Windu Panenjoan tourist destination, in which the community does not participate at all. This is because the community doubts the success of developing the Wayang Windu Panenjoan tourist destination and underestimates it.
2. Not all people who participate in the development of community members participate in planning, determining, and deciding in the development of the Wayang Windu Panenjoan tourist destination. This kind of community participation is referred to as passive involvement.
3. There are some community members who move beyond the passive involvement stage to play more active roles, including decision making, planning consultancy and management. However, opportunities for such involvement are rare for all members of the community participating in the development of the Wayang Windu Panenjoan tourism destination.

Even so, the community directly manages the Wayang Windu Panenjoan tourist destination without involving other parties.

4. All community members participate voluntarily without coercion and not just joining in. All participating communities carry out what has been planned and understand their roles and duties in developing the Wayang Windu Panenjoan tourist destination.
5. All members of society can be involved in tourism development as legitimate group stakeholders, playing an important role on an equal footing with others such as governments, agencies, private developers and non-governmental organizations. However, in this study only a few communities became stakeholders in the development of the Wayang Windu Panenjoan tourist destination.

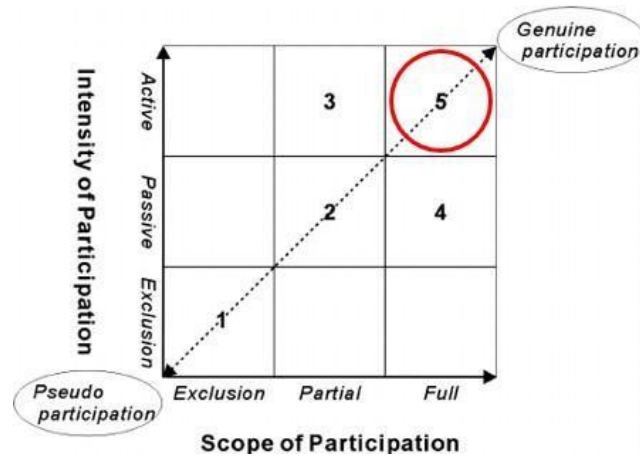


Figure 2 The results of the analysis using the coverage-intensity participation matrix

Based on the discussion above, it can be concluded that the characteristics of community participation in the development of the Wayang Windu Panenjoan tourist destination have reached number 5, where community groups actively and fully participate in the development of the Wayang Windu Panenjoan tourist destination because they play an important role that is equal to private tourism developers, the government, as well as non- governmental organizations.

3.2 The Form Of Community Participation In The Development Of Wayang Windu Panenjoan Tourist Destinations

Intan and Mussadun in Murni et al., (2019) suggest that forms of community participation include the following:

- 1) Thought
Participation in the form of thought is a type of participation where participation uses the thoughts or ideas of a person or group that aims to achieve something desired. The community participated by sparking the idea of utilizing the tea plantation as a photo spot which eventually became a tourist destination for Wayang Windu Panenjoan and making decisions in the process of developing Wayang Windu Panenjoan.
- 2) Power
Participation in the form of energy is a type of participation by using all the energy that a person or group has to achieve a goal. The community participates in the form of personnel to build facilities at Wayang Windu Panenjoan destinations such as photo spots, parking lots, food stalls, ATV shelters, and also provide good service in order to create tourist attractions that can give satisfaction to tourists.
- 3) Mind and Energy
Participation in the form of energy and thought is a type of participation where the level of participation is carried out jointly between mind and energy in a group to achieve the same goal. The community participated by sparking the idea of making

the plantation a photo spot and working together to build facilities at Wayang Windu Panenjoan.

4) Skill

Participation in the form of expertise is a type of participation using individual or group expertise, participation in this form is the most desirable element to achieve a goal. The community has expertise in managing tea plantations, considering that the people participating in the Wayang Windu Panenjoan destination are workers, retirees, and children of PTPN VIII employees. Even though they are not permanent employees, the community knows how to take care of the plantation. This is of course beneficial because Wayang Windu Panenjoan sells view as its main point. In addition, there are cooperatives that participate in administering land use permits to PTPN VIII.

5) Goods

Participation in the form of goods is a type of participation that is carried out by borrowing or giving an item to help achieve the desired result. In developing the Wayang Windu Panenjoan tourist destination, the community participates by bringing their own tools such as hoes, saws, hammers and other tools.

6) Money

Participation in the form of money is a type of participation using money as a tool to help achieve something you want. This form of participation is usually carried out by upper class people. In this case, the community was not required to participate in the form of money, but they voluntarily set aside money for leftover cigarettes or money left over for meals. After the Wayang Windu Panenjoan developed, income in the form of money was generated from WWP entry fees which ranged from IDR 10,000, motorbike parking IDR 3,000, car parking IDR 5,000, toilet fees IDR 2,000, and ATV rental IDR 50,000/ATV

While Cohen and Uphoff in (Ramadhan & Khadiyanto, 2014) argue that forms of participation can be divided into 4 stages of community participation, namely:

1) Participation in decision making

Participation in the decision-making process has a focus point on forming ideas/thoughts and understanding, formulating what needs to be done to prepare the program, and formulating the application of capital according to the provisions, including formulating plans for implementation. In the development of Wayang Windu Panenjoan, community participation in decision making is quite good, seen from the participation of the community in their presence at deliberations, meetings, contributions of ideas during meetings, and submission of responses or rejections.

2) Participation in implementation

The implementation of participation in the implementation is based on a predetermined program. Community participation in the implementation is shown by the involvement of the community during mutual cooperation in making the Wayang Windu Panenjoan tourist destination facilities. In the implementation, the managing community carried out promotions to introduce Wayang Windu

Panenjoan to the general public by sharing information on social media. Managers limit the capacity of tourists, over time the community can improve the quality of photo spots so that they can increase the capacity of tourists, this is done to support the maintenance of tourist destination facilities and to create facilities that provide a sense of calm and are free from fear. Tourist satisfaction after visiting a tourist destination is a good impact on maintaining the sustainability of tourist destinations. Tourists who are satisfied with their travel experience will have a tendency to revisit these tourist destinations and recommend them to others.

3) Participation in benefits

Participation in receiving benefits can be used as an indicator of the success of community participation in the project planning and implementation stages. In the development of Wayang Windu Panenjoan tourism, the community participates well in receiving benefits so that it indicates the success of community participation, even though the community receives more benefits in the economic field than in other fields.

4) Participation in evaluation (participation in evaluation)

Participation in the evaluation is a feedback that can provide input to improve the implementation of the next project. In the case study of Wayang Windu Panenjoan, the things that were planned at the beginning were implemented well by the community. The community minimizes obstacles in developing the Wayang Windu Panenjoan tourist destination by receiving input and complaints from tourists and the surrounding community.

5) Community empowerment in the Wayang Windu Panenjoan tourist destination

According to Susiladiharti in (Firmansyah,2012), community empowerment is divided into five levels, namely:

1) Fulfillment of basic needs

Meeting the needs for clothing, food, health, education, employment, and social services. After participating in the development of the Wayang Windu Panenjoan tourist destination, the community feels that their income has increased. Even the local people feel the same way. Both the managing community and the surrounding community are able to meet their primary needs. However, not all of them can meet secondary and tertiary needs.

2) Affordable resource systems or access to public services

Communities participating in the development of Wayang Windu Panenjoan as well as the surrounding community find it easier to get freedom of mobility such as going to markets, health facilities, entertainment venues and places of worship. The community also does not feel discriminatory so that they get equal rights as a society.

3) Awareness of the strengths and weaknesses of oneself and also the environment

The community has realized the strengths and weaknesses of themselves and their environment. Communities overcome their weaknesses by increasing knowledge about profit sharing, management of tourist attractions, tourist satisfaction,

sponsorship, and so on. In this way, people have reached a level of awareness of their own strengths and weaknesses and those of their surroundings.

- 4) Able to participate actively in activities beneficial to society and the wider environment

Communities are able to be actively involved in activities that are beneficial to the community within the scope of the village.

- 5) The ability to control oneself and the environment.

This fifth level can be assessed from the involvement and dynamics of the community in evaluating and controlling various programs. In the development of Wayang Windu Panenjoan, not all people can control the development of Wayang Windu Panenjoan tourist destinations, but all communities participate in evaluating it.

TINGKAT KEBERDAYAAN MASYARAKAT



Figure 3 Results of the analysis of the level of community empowerment

In contrast to Veneklasen in (Firmansyah,2012) divide the level of empowerment into four parts. Community empowerment presents indicators of the level of community empowerment as a direct or indirect result of community empowerment programs (Firmansyah, 2012). The four parameters of the level of community empowerment are explained as follows:

- 1) Level of awareness and desire to change (power within).

Power in a person is related to self-esteem and self-knowledge, including the ability to recognize individual differences while respecting others. Power within allows people to have a desire to change and believe they can make a difference. In developing the Wayang Windu Panenjoan tourist destination, the community feels they are able to develop themselves in a better direction. As well as being able to develop their knowledge, especially regarding the management of tourist attractions so that changes occur in society.

- 2) The level of ability increases the capacity to gain access (power to).

power to built on the unique potential of each person to shape his or her life and world. It is the power to make a difference, to create something new, or to achieve a goal. Communities participating in the development of Wayang Windu

Panenjoan as well as the surrounding community find it easier to get freedom of mobility such as going to markets, health facilities, entertainment venues and places of worship. The community also does not feel discriminatory so that they get equal rights as a society.

- 3) Level of ability to face obstacles (power over).
This type of power is built on power, coercion, domination and control, and is mostly motivated through fear. This form of power is built on the belief that power is a limited resource that can be owned by individuals, but not all individuals. Starhawk argues that power allows one individual or group to make decisions that affect others. In the Wayang Windu Panenjoan destination, the community is able

to take action for the next step but by discussing it first with the coordinator. In addition, the community has the ability to deal with obstacles that occur during the development of the Wayang Windu Panenjoan tourist destination by providing motivation to one another.

- 4) The level of ability to build cooperation and solidarity (power with).
Power with is a shared power that grows from collaboration and relationships. It is built on respect, mutual support, shared strength, solidarity, influence, empowerment and collaborative decision making. Power with can help build bridges within groups (families, organizations, social change movements) or across differences (gender, culture, class). Instead of domination and control, power with leads to collective action and the ability to act together. In the development of Wayang Windu Panenjoan, people respect each other. They also support each other in developing the Wayang Windu Panenjoan tourist destination. From the development of Wayang Windu Panenjoan, the community can form solidarity which is built by helping each other in carrying out their duties, building facilities together.

4. CONCLUSION

The level of community participation in the development of the Wayang Windu Panenjoan tourist destination has reached the highest level of participation, namely citizen control in the absence of other party functions such as the government and PTPN VIII. The community has full authority in managing the Wayang Windu Panenjoan. The community participates fully and actively, although not all members of the community can be involved as legitimate group stakeholders in the development of the Wayang Windu Panenjoan tourist destination, but all members of the community can participate fully in carrying out their duties and roles. Communities play an important role on a par with others such as private developers and non-governmental organizations. The form of participation given by the community in the development of Wayang Windu Panenjoan tourist destinations is in the form of thoughts, energy, skills, goods, and money. In addition, the community also participates in the form of decision making, implementation, receiving benefits, and evaluation. Community participation in the development of the Wayang Windu Panenjoan tourist destination has succeeded in encouraging the community to become more

empowered. Not only do the people who participate become more empowered, but the people around Wayang Windu Panenjoan also feel a positive impact on their survival. Tourism development that emphasizes maximum community participation in the tourism development process is one of the approaches in tourism development. Community participation in tourism development must be aligned with the assessment of tourist areas. Likewise in the development of Wayang Windu Panenjoan tourist destinations which maintain the sustainability of the tea plantation environment, improve the welfare of the people around the Wayang Windu Panenjoan area, and ensure visitor satisfaction.

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