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## Community Empowerment Strategy Based on Local Potential through the Seed Garden Tourism Village Program in Kediri Regency

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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. 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.

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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 predetermined criteria (Roza & Arliman, 2017). Community empowerment programs continue to be held and planned as an effort to improve the quality of society in Indonesia (Rifa'i, 2013). Empowerment efforts continue to be encouraged by various layers of the government sector to Non-Governmental Organizations that aim to reduce poverty and can prosper the community (Setiadi & Pradana, 2022). Community empowerment is a public concern and is considered as one of the appropriate approaches in overcoming social problems, especially poverty, which is implemented by various elements ranging from the government, the business world, the community through civil society organizations (Kusniawati et al., 2017).

Community empowerment through the tourism village program aims to provide power and an effort in poverty reduction in an area (Rochman, 2016). According to the Regulation of the Minister of Tourism of the Republic of Indonesia Number 29 of 2015, the development of rural-based tourism (tourism villages) will drive tourism economic activities that will prevent urbanization of rural communities to cities. The development of rural tourism will encourage nature conservation which in turn will have an impact on reducing global warming (Fasa & Prasetyo, 2022). The tourism village program is expected to be able to contribute in a good direction in empowering the people of Indonesia (Wahyuningsih & Pradana, 2021). A strategy or careful planning is needed for the creation of a community empowerment program in the form of a tourism village that is able to compete and bring change to the local community (Isnaini et al., 2023).

A characteristic of a tourism village has the concept of a form of integration between attractions, accommodation, and fulfillment of facilities in a community structure that blends with existing traditions and procedures (Pattaray, 2021). The participation of the community in the development of tourism villages can create a sustainable tourism climate, not only tourism development for the economy but also preserve what already exists. Therefore, the government is currently intensifying the development of local tourism with the concept of tourism villages to empower, improve the economy, and preserve the culture of the local community. Each region has different local potentials, be it human resources or natural resources and has different characteristics (Desfandi, 2014). In village management to become a tourist village, criteria must be met, namely the village has attractiveness as a tourism destination, there is access or facilities to meet the comfort of visitors, has partnership potential, enthusiasm and motivation from the community (Budiani et al., 2018). 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.

In fact, the tourism village program in Jambu Village is one form of community empowerment program intended to realize the independence of the village community to live well by utilizing their potential. Community empowerment through the Kebun Bibit Tourism Village program is also intended to protect the damages that may occur, such as the

worst possible loss of potential cultural resources in the community. The number of emerging tourist villages is a business competition in itself, but not all tourist villages in Kediri Regency are able to compete and survive for a long time. However, this does not apply to the Kebun Bibit Tourism Village because it has designed a mature strategy at the beginning in preparing resources to support the success of the program.

## **2. METHODS**

This research uses a qualitative approach method, with a descriptive type of research. In this study, researchers describe a situation or condition that exists objectively and systematically based on existing data related to community empowerment strategies based on local potential through a seed garden 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 data which is then processed in accordance with the problems obtained from interviews, observations, and documentation.

This research uses purposive area techniques, namely the determination of the research place chosen based on certain considerations and objectives (Sugiyono, 2015). The place of research to be studied is in the Kebun Bibit Tourism Village.

In determining the place of research, researchers use the purposive area method where this place is deliberately chosen based on clear plans and goals. Snowball Sampling is a sampling that is used in chains, from a small amount then enlarged (Ayuningtyas, 2020). The specified informant begins with the key informant who provides a description of what is needed in more detail. While supporting informants provide information that supports key informants.

In data collection activities, researchers used interviews, observations, and documentation techniques with 2 key informants and 1 supporting informant, namely village heads, BUMDes administrators, and cadet reef members. The interview technique was carried out by researchers to obtain as much detailed data as possible from informants related to community empowerment strategies based on local potential through the tourism village program, in this interview technique researchers carried out unstructured interview activities, interviews were conducted based on the outline of research problems that had been prepared previously based on Sugiyono (2015). In increasing the diligence of observations can be done by reading various book references and previous research results related to the findings studied, so that they can be used to examine the data found. While triangulation researchers use triangulation techniques, sources and time. Triangulation technique is a check on the validity of data carried out with documentation, interviews and observations to obtain valid data. Researchers also use source triangulation, which compares from several sources so that the validity of the data will be known. As well as time triangulation, namely for testing the credibility of data carried out by interviews or observations with different times.

Research data analysis was carried out by adopting the Miles and Huberman model as revealed by (Sugiyono, 2017) which includes data collection, data reduction, data presentation, and data verification. Data collection is carried out using observations,

interviews and documentation based on problems studied in the field then analyzed and described. Data reduction is done summarizing, choosing the main things, focusing on the important things. The 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 excavation process and after data mining is completed.

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

Based on 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 seed garden tourism villages. Community-based 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 field of tourism. Tourism development is essentially an activity that explores all tourism potentials 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 ones are infrastructure advice, human resources, communication and publicity, and several other issues. Such as the theory put forward by Mardikanto and Soebianto (2013), that there are four component elements that must be present in a community empowerment strategy. The goal to be achieved from the existing empowerment strategy is to shape individuals and communities to be independent. 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 human resource quality, development of more attractive tourism promotion, management of the tourism environment and others in order to attract more visitors.

#### **a. Build Man**

As proposed by Mardikanto and Soebianto (2013), 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 driver to be able to achieve the goals of an organization or group. Human development strategies are carried out to form qualified personnel with skills, work abilities, and work loyalty to an organization in order to develop in a better direction. In the stages of human development 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 benefits to help improve community skills in the development and management of tourism villages, especially in terms of arrangement and performance in a tourist village in Jambu Village. This activity is also useful to increase synergy between the people of Jambu Village and local governments, especially the Tourism Office. While education provides people with basic knowledge that must be understood as tour organizers, so that organizers as hosts can

manage and treat visitors as they should. The application of human development in the Seed Garden Tourism Village is in line with the opinion of Mathis and Jackson (2002) regarding human development which argues that human development is an effort to develop human resources to improve the ability to face things that will happen in the future in the form of education, training, and career development.

In fact, human development has a very positive impact on the community around the 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. The change in mindset also has an impact on improving education and the economy without reducing behavior according to local customs. Changes in community behavior were maximally stated by contributing to the success of the Kebun Bibit Tourism Village. This is similar to the opinion presented by Komang (2012) regarding human development which can be interpreted as activities to regulate, manage, organize, manage, implement, and control the behavior of a human being to be more directed.

#### **b. Community Development**

Otto (2001) argues that community development can be interpreted as a conscious and planned effort to reduce the impact of activities on the environment to a minimal level to obtain optimal benefits from the environment to achieve sustainable welfare. A conducive and organized environment will help increase the success of the Kebun Bibit Tourism Village. Planning related to changes in land use, social and economic aspects is the impact of tourism development. Strengthened by the existence of tourist attractions that affect the environmental conditions of the local area. Environmental development efforts in Jambu Village are also in maintaining the stability of the ecosystem in the middle of tourist attractions, which indeed utilizes nature as the main attraction of tourism destinations.

Sapta Pecharma, revitalization, and planting green land in the community are tangible forms in maintaining the natural potential of Jambu Village so that it is not damaged or polluted by the existence of the Kebun Bibit 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 regional functions or even tend to die, and develop areas to rediscover their potential, so that it is expected to provide improved environmental quality which ultimately has an impact on the quality of life of the community around Kebun Bibit 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 economic growth of the community in the area.

The general public of Jambupun village is invited to cooperate in terms of sustainable development, environmental issues can be said to be very important and sensitive, namely in various ways, including the implementation of planting trees on every land of community houses as a form of greening around the village. The second is with policies made to implement care and love for the environment. Efforts to maintain this environment are carried out by carrying out yard utilization movements, each resident is required to plant fruit trees at least one tree in his yard and plant various kinds of medicinal plants and vegetables.

This rule is still valid today, and all houses in the Village. Improvement of village conditions, especially about greening and existing facilities and infrastructure in the village is carried out to increase satisfaction and give a positive impression to visitors who come to tour the Kebun Bibit Tourism Village. This is also a form of caring for and maintaining the environment to remain beautiful and avoid damage to natural ecosystems.

### **c. Build Constitutional**

Institutions become things that affect the course of all activities related to humans, business and the environment. Effective institutions will determine the success of the initial goal of the establishment of the institution. So according to Mardikanto and Soebianto (2013) stated that the institution as a group or social organization that is willing and can run effectively so that it can support the implementation of human development, business development and the environment. This can take the form of strengthening institutional capacity which is a form of effort to build organizations, systems, partnerships, people and processes correctly to carry out agendas or plans that have been designed together.

The institution that houses the Seed Garden 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 in line with the strengthening of 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 find out 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 that the movement in Village-Owned Enterprises (BUMDes) always has guidance, advice and orders. In every work meeting who are members of Village-Owned Enterprises (BUMDes) do not know enough or are inexperienced so that guidance is needed so that what is lacking and even obstacles in Village-Owned Enterprises (BUMDes) can be corrected with constructive suggestions and even always provide motivation so that the management works harder and harder in order to achieve the goals of the Village-Owned Enterprises (BUMDes), That's the form of motivation that does. In Village-Owned Enterprises (BUMDes), if the form of order is through a process from the chairman then to his subordinates so that orders are given and immediately carried out together so that there is no distance between leaders and subordinates, they will be more directed in carrying out their duties at work.

## **4. CONCLUSION**

Based on the analysis of the data that has been described, it can be concluded that the community empowerment strategy in the Kebun Bibit Tourism Area has a fairly positive impact both on 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 agrotourism. The economy and people's mindset have now changed towards a more modern and more conscious of concern for the environment. This cannot be separated from the intervention of the people of Jambu Village which has a BUMDes organizational forum. Which starts from planning recruitment, where the village head with related teams sorts communities based on criteria with educational and economic backgrounds. Continue towards the process of public awareness that has been sorted to participate in counseling activities or workshops related to tourism. The main topic is related to the importance of tourism awareness which aims to improve the quality of life of the community. The provision of training to participants is adjusted to the background of interests and talents possessed by the community.

In the concept of environmental design and engineering, there are two main things, namely Revitalization and the application of charm *sapta* to support the high success of the Kebun Bibit 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 economic growth of the community in the area. While the application of *sapta pesona* (safety, cleanliness, hospitality, 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 Bibit Tourism Village.

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