



Community empowerment for Tourism Village development in Sumberjaya Village, Choreutid District, Ciamis Regency

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ABSTRACT

Tourism villages are driving the tourism economy and the people's economy, especially in rural areas. But to become a tourist village, it takes the potential and readiness of the community to be able to develop it. This research focuses on community empowerment strategies through the Development of the Sumberjaya Tourism Village, Cihaurbeuti District, Ciamis Regency. The method used by the author is descriptive method with a qualitative approach, data collection techniques by means of observation, interviews, and literature review analysis. The results of the study show that Sumberjaya Village, Cihaurbeuti District, Ciamis Regency has great potential to be developed into a sustainable national tourism village. However, the role of the community through empowerment in the development of the Sumberjaya tourism village is still very minimal so that it has not been able to take advantage of opportunities optimally. The active participation of the whole community is needed in the overall development of a tourist village in Sumberjaya Village.

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1. INTRODUCTION

Tourism is a source of financial income for the country. Both tourism management is carried out by the central government and regional governments (Harefa, 2020). Where in this tourism development can spur national and regional economic growth. This means that tourism has multiple effects, namely having a broader effect in supporting tourism. There are several components in tourism, namely tourist attractions in the form of nature, culture, art, religion, culinary or crafts (Atmoko, 2014; Swangjang & Kornpiphat, 2021; Rachmawatie, 2021).

According to Law Number 10 of 2009 article 4, national tourism development aims to increase economic growth, improve people's welfare, eradicate poverty, overcome unemployment, preserve nature, the environment and resources, promote culture, elevate the nation's image, foster a sense of love for the motherland, strengthen identity. and national unity and strengthen friendship between nations. With this law, local governments have a role to be responsible in managing their respective tourism resources (Simamora & Sinaga, 2016; Latianingsih et al., 2022).

Tourism potential in each region has various differences, both in terms of quality and quantity of potential. The diversity and uniqueness in each of these regions can be used as a characteristic of certain regions that can distinguish one region from another (Besra, 2015). This

can be a supporter of tourism development in a region. Apart from being a characteristic, tourism potential can contribute to the region, for example such as local taxes or additional income for the local community (Rahayu & Fitriana, 2016).

Today tourists are starting to like alternative tourism which offers tourism activities that emphasize experiential elements and forms of active tourism that highlight local cultural characteristics. The development of culture-based tourism by developing the potential of tourist villages by raising socio-cultural potential is believed to strengthen local socio-cultural resilience (Hendryantoro, 2014). Based on the definition of rural tourism put forward by Sudibya (2018), that rural tourism is a tourism activity that is developed in a rural area by making the overall attractiveness of a village both from social life, economy, customs, building architecture and others as main attraction.

Meanwhile, according to Saepudin et al (2019) and Sulaiman et al (2022) a tourist village is: "A form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that integrates with prevailing procedures and traditions. Attractions are the entire daily life of the local population along with the physical setting of the village location which allows the integration of tourists as active participation such as dance, language and other specific courses. Accommodation is part of the residence of local residents and/or units that develop on the concept of residential areas

Tourism villages are reliable destinations as drivers of the tourism economy and community economy, especially rural areas (Listyorini et al., 2022; Achmad et al., 2023). But to become a tourist village, it takes the potential and readiness of the community to be able to develop it. One of the strategies for village development is to organize village community development so that they have the same thoughts in implementing it. Hilman (2017), revealed that an important element in the development of a tourist village is the involvement of the village community in every aspect of tourism in the village. The community is directly involved in tourism activities in the form of providing services and services whose results can increase people's income beyond their daily activities.

The role of the village government in the development of tourist villages through community empowerment also has a dominant influence. The motive is independence in order to be able to improve the quality of life of the community which leads to a way of thinking, how to behave in change, to behave forward (Dewi, 2013; Robina-Ramirez et al., 2021). In essence, community empowerment in rural areas is the empowerment of local resources (potentials) that can increase participation and foster concern from various parties to build an independent community (Kirana & Artisa, 2020; Dube & Nhamo, 2021).

West Java Province, which has regional potential that is of concern, in this case tourist attractions that are in demand by domestic and foreign tourists, is currently developing a tourist village as well as empowering the community in order to improve people's welfare, such as Ciamis Regency which is one of the districts which is currently developing in West Java Province which is currently making breakthroughs in developing the government that is under it, in this case, namely: village government to empower people with the potential of the area they have.

Support from the government for this matter above, the Ministry of Tourism and Creative Economy allocated Rp 5.3 billion to the Provincial Government of West Java for the development of tourist villages (Supriadi, 2020). The support from the Ministry of Tourism and Creative Economy to the Provincial Government of West Java in the development of tourist villages, especially the Ciamis Regency, must be welcomed to increase the productivity and welfare of the community. According to the information that the author obtained from the Ciamis Regency Tourism and Culture Office, the purpose of making this a tourist village is to improve people's welfare, but there are still many people who do not understand this, so they do not take advantage of the tourism village. However, the Ciamis Regency government has not given up on slowly giving understanding to the community.

One of the Tourism Villages in Ciamis district is Sumberjaya Village. Sumberjaya Village is a tourist village in the Cihaurbeuti sub-district, Ciamis Regency, West Java, Indonesia. Which has 7 hamlets with diverse tourist attractions. there is antralina lake (lake), agro-educational tours, hillside nature tourism, plantations, trail adventure tracks, macroni villages, jungle tracking, rice fields and

souvenirs with interesting local wisdom and there is also martial arts cultural tourism. The supporting facilities in Sumberjaya Tourism Village are quite complete, starting from the parking area, meeting hall, cafe, jungle tracking, public madrooms, souvenir stalls, culinary, prayer room, outbound, selfie area, photo sports and wifi area. In Sumberjaya Tourism Village, there are also many homestays available if visitors want to spend the night at affordable prices.

Even though Sumberjaya Village has a lot of potential, tourism development in the village has not been sufficiently developed. Based on the existing conditions in the village, it is necessary to develop tourism through community empowerment. Based on this background, the author will analyze how to empower the community for the development of a tourist village in Sumberjaya village, Cihaurbeuti sub-district, Ciamis district.

2. RESEARCH METHODS

The type of research used is descriptive qualitative. This research was conducted on natural objects where the presence of the researcher did not affect the dynamics of the object, but by analyzing, photographing and constructing the social situation under study it became clearer and more meaningful (Miles & Huberman, 1992). This research was conducted in Sumberjaya village, Cihaurbeuti sub-district, Ciamis district. Source of data used in this study is the primary data and secondary data. Primary data is data that is directly given to data collectors in the form of results of in-depth interviews and field observations. While secondary data is a source of data that is not directly given, such as notes. The data analysis technique used follows the interactive model described by Miles and Huberman. Activities in qualitative data analysis are carried out interactively and continue continuously until complete so that the data is saturated (Sugiyono, 2011). The stages in data analysis consist of data reduction from the results of research conducted, displaying data, and drawing conclusions/verifying data to show the state of the art of this study.

3. RESULTS AND DISCUSSION

Community Empowerment Through Tourism

Community empowerment is an effort to increase awareness, capacity, access and the role of the community, both individually and in groups, in advancing quality of life, independence and prosperity through tourism activities. Community empowerment is an effort to make the community empowered and independent, able to stand on its own feet. Community empowerment basically aims to bring changes to people's behavior. This change is a change in a better direction that aims to gradually improve the quality and welfare of people's lives (Damanik, 2019; Bidin et al., 2021).

Bancin (2011) states that the empowerment process is divided into three first empowerment processes, the awareness stage, the target audience is the underprivileged community. The people here must be explained that they have the right to resolve the life problems they experience and get out of these problems. Second, the capacity development stage, this stage consists of three types, namely, HR capacity development which aims so that humans in an area can have expertise and competence and this can be done with education and training. Organizational capacity building by making improvements to an organization. Value system capacity development is carried out by making rules that must be obeyed by every member in the organization. Third, the awareness stage at this stage the targets are given resources that can be used to make changes for the better. Targets are given capital, tools, power and authority needed to be more empowered.

The concept of empowerment includes the notion of community development (community development) and community-based development (development that is based on the community), and in the next stage the term community-driven development appears, namely community-directed or community-driven development. Community empowerment through tourism activities ideally has the principle of "from the community, by the community and for the community". Communities can be involved starting from the process of planning, implementation and evaluation. The community is actively involved and participates because the ultimate goal is to improve people's welfare and quality of life (Wiwin, 2018).

Community empowerment through community-based tourism. The form of implementation of community-based tourism can be realized in a tourist village. The tourist village is a form of implementation of community empowerment through tourism activities. This is because the village community will be the main actors. Communities will be empowered both in terms of social, economic, cultural.

The criteria that must be possessed by each village if it is to be developed as a tourist village are (Directorate of Community Empowerment, 2013): a) potential products or unique and distinctive attractions, b) having a community that is ready and able to accept tourists, c) local human resources villages that support tourism activities, d) the availability of adequate facilities and infrastructure for tourism activities, and e) the potential and ability to create a tourist market.

The Role of Community Empowerment in developing Tourism Villages in Sumberjaya Village.

Role is defined as the concept of what should be done by individuals in society. From this understanding, the role is essentially a person's actions that are carried out and associated with his position in a social structure. Associated with society, the role of society has the meaning of actions taken by a group of people that reflect the similarity of behavior as a communal entity related to a particular social structure. So far the role of the community in developing tourism has not been maximized because the people here do not know how to develop tourism optimally and take advantage of business opportunities that exist in the world of tourism. The lack of public knowledge about tourism is also due to the lack of support from the government in providing an understanding of the world of tourism, the level of education of the people here is still minimal about the world of tourism. While the benefits received by the community from the formation of this tourist village are the increase in the economy in Sumberjaya village because if there is a tourist village it can invite many tourists to visit Sumberjaya Village and the people of Sumberjaya village can take advantage by opening lodging services or becoming guides for tourists so that tourists can know the history of Sumberjaya Village, the customs and culture of Sumberjaya. The following is a description of the role of the community in tourism development as follows: The role of the community as an initiator in which the community is the first to discover and explore tourism potential.

The role of the community as executor becomes the party that initiates the implementation and development of tourism until the realization of a tourist object. The role of the community is as a participant in which the community participates in the tourism development process, but not as a party that has authority in tourism development, but participates as one of the actors or actors in tourism development. The role of the community as an observer in which the community is not the party that develops tourism but supervises the process and the impact of tourism development. The community acts as a beneficiary where the community is not involved in tourism development, but they receive benefits from tourism development. The various roles of the community are essentially aimed at supporting tourism development in Sumberjaya Village, but with different intensities and interests.

The results of the observations of researchers on the role of the community in tourism development in the Sumberjaya tourist village are still very minimal due to the lack of public knowledge about the world of tourism so that the Sumberjaya community cannot take advantage of opportunities optimally in the world of tourism. So from there it is necessary to empower the community in empowering the community through the development of a tourist village in Sumberjaya Village by providing counseling or outreach about opportunities that can be utilized in the world of tourism, so that people can make optimal use of existing business opportunities.

In community empowerment through the development of a tourist village in Sumberjaya Village, the community is very involved. Development is important when it is based on the belief that the community knows best what is needed. Participation that involves the community in all stages of development, starting from the process of planning, decision making and monitoring of the Sumberjaya tourism village development program. Community participation is strongly influenced by the will, opportunity and ability of the community. Community participation in tourism village planning can encourage them to participate more actively in planning and monitoring.

Community empowerment can be done in various ways, especially looking at the conditions around the place to be empowered, the socio-economic conditions of the community.

Community empowerment intends to strengthen the community by mobilizing and encouraging them to explore their potential and dare to act to improve their quality of life. Empowerment and development is not only an individual responsibility but a collective responsibility. Community empowerment is an effort to increase the dignity and status of layers of society who in their current condition are unable to escape the trap of poverty and underdevelopment. Community empowerment is considered as an appropriate approach in overcoming social problems, especially poverty, which is carried out by various elements ranging from government, business, the community through an organization that involves part of the local community.

4. CONCLUSION

Based on the research above, it can be concluded that Sumberjaya Village, Cihaubeuti District, Ciamis Regency has great potential to be developed into a sustainable tourism village, considering that there are many things that can be explored from this village. In accordance with the meaning of a tourist village, namely a village that has potential and unique tourist attractions in the form of environmental characteristics, rural nature, and socio-cultural life, Sumberjaya Village has it all. So far, the role of the community in developing tourism has not been maximized because the people here do not yet know how to develop tourism optimally and take advantage of business opportunities that exist in the world of tourism. Realizing a tourist village which is an embodiment of community development through tourism activities requires the participation and cooperation of several parties involved to ensure the sustainability of a tourist village. A tourist village will not work if only one party or one person is working, instead it requires cooperation and one voice from various parties. A tourist village is not something that quickly gives profits, but if it is managed diligently and diligently it will provide good benefits for a village to develop.

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