

Exploration of Community Empowerment in a Village as the Entrance to a Lake in East Java

Muhammad Mujtaba Mitra Zuana¹
Universitas KH. Abdul Chalim, Mojokerto, Indonesia
mujtaba.mitrazuana@gmail.com

Mohamad Toha²
Universitas KH. Abdul Chalim, Mojokerto, Indonesia
motoha@uac.ac.id

M. Baiqun Isbahi³
Universitas KH. Abdul Chalim, Mojokerto, Indonesia
baiqun@uac.ac.id

ABSTRACT

The objective of this study is to investigate community empowerment initiatives aimed at providing support to communities located near a Lake in East Java, with a particular focus on Sidomukti village, which serves as the gateway to the Sarangan Lake (TNK). A case study strategy was employed to gather thorough data, utilising data-gathering approaches such as interviews, observation, and documentation. The employed methodology for data analysis is descriptive qualitative. Data analysis involves the systematic arrangement of data, its categorization into distinct units, its integration, the identification of patterns, the selection of significant elements for further investigation, and the formulation of conclusions. The findings of the study revealed that many empowerment initiatives were implemented in KNP-supporting villages, with a particular focus on villages. Notably, the Mandiri Tourism initiative within the National Community Empowerment Programme (PNPM) garnered a favourable reception from the local community. In addition to this, other local community empowerment programmes have emerged from both local and village government endeavours, as well as from the Sidomukti village community itself. One such initiative involves the establishment of tourism awareness clubs. The Sarangan Lake Tourism Association has led to the establishment of various entities in the accommodation industry, transportation services, restaurants, cafes, and art galleries. Additionally, the village-owned enterprise (BUMDES) STW of Village has empowered the local community in the fields of agriculture and agro-tourism. Furthermore, BUMDES has established strong connections with the wider society. BUMDES is comprised of nine hamlets. The organisation comprises three distinct business divisions, including the Coming Business Unit, the Tourism Unit, and the Savings and Loans Unit.

Keywords: Empowerment, Sustainable Tourism, Tourism Village, Community Based

INTRODUCTION

The primary responsibility of the Lake conservation area is to uphold the ecological integrity of the region, ensuring the protection of its hydrological functions, preservation of its fauna and flora, and sustainable management of its potential utilisation. The vision of Sarangan Lake is to serve as a conservation area that focuses on cultural ecotourism, to benefit the community. Following the aforementioned Vision, the Lake also undertakes several Missions, namely: 1) The advancement of ecotourism with a cultural emphasis that aligns with the natural environment, 2) The restoration of ecosystems affected by the introduction of invasive foreign species, and 3) The empowerment of indigenous communities and buffer villages.

Within the framework of the mission aimed at empowering indigenous communities and providing assistance to rural communities, the place sub-district encompasses four villages that act as significant buffers for Lake. These settlements are deserving of the designation of a 'Tourist Village'. Sidomukti Village, Dadi Village, Nitikan Village, and Ngancar Village are the four communities. There are three fundamental prerequisites for tourist villages in the four villages, including attractions, accommodation, and facilities. The community directly maintains, develops, and manages this potential. The village of Dadi Tourism, situated at the base of Mount Lawu, exhibits promising prospects in the domains of tourism and agriculture. Within the realm of tourism, there exist numerous tourist attractions that necessitate meticulous development and management. Exemplary examples include a cascading waterfall situated in Dusun Sale, a bat cave, and a site dedicated to traditional ceremonial practices. It is noteworthy that the inhabitants of Dadi Tourism Village continue to uphold cultural values, which persist to this day.

In addition to the aforementioned villages, Sidomukti Tourism Village serves as the gateway to Lake Sidomukti. Sidomukti Village is a highly recommended destination for tourists seeking to see Sarangan Lake. Sidomukti Village boasts numerous accommodations and dining establishments that are both owned by the local population and overseen by the community. In addition to this, Sidomukti Village offers a plethora of tourist attractions that cater to the needs of visitors. One notable location is the Moni-Sidomukti traditional house, which serves as a cultural heritage site that continues to be diligently preserved and nurtured

in contemporary times. The indigenous community groups residing in the villages and subdistricts that provide support to Sarangan Lake have thus far fostered a cordial relationship with the Sidomukti.

The Sarangan Lake Office consistently offers support annually through community empowerment initiatives in buffer villages, exemplifying the government's commitment to its responsibilities. The implementation of this programme involves providing support to the economic activities of the buffer village community through a range of activities that align with the area's existing potential. This programme encompasses the organisation of traditional settlements through the construction of many deteriorated traditional buildings. The Sarangan Lake Authority and the supporting community share a common goal of preserving civilization and culture in a harmonious relationship with environment. They aim to use this preservation to promote sustainable tourism development, which in turn contributes to the economic improvement of the local community. This aligns with the Vision of the Sarangan Lake Agency for the period of 2017-2022, which aims to establish Sarangan Lake as a cultural ecotourism-oriented conservation area that serves the community".

METHODS

The study employs a case study methodology to provide a comprehensive analysis of community empowerment in Sidomukti Village, serving as the gateway to the Sarangan Lake. This investigation focuses on the socio-economic dimensions and local knowledge that have been implemented as part of a local government initiative aimed at promoting the vision of the Sarangan Lake as a conservation area. The programme is centred around cultural ecotourism, with the ultimate goal of benefiting the local community. The term "case" refers to the specific circumstances or situations associated with a person or item, as defined by the Indonesian Dictionary (KBBI, 2016). Hence, it is evident that a case study is an endeavour to ascertain a situation or state by gathering a multitude of facts or data. Data gathering strategies employed in the case study encompassed interviews, observation, and documentation. The employed methodology for data analysis is descriptive qualitative. Data analysis involves the systematic arrangement of data, its categorization into distinct units, its integration, the identification of patterns, the selection of significant elements for further investigation, and the formulation of conclusions.

RESULTS AND DISCUSSION

The primary objective of national tourism development is to alleviate poverty by implementing the principles of community-based and sustainable tourism. This approach prioritises the active involvement of the community, particularly the individuals residing near the Tourism Attraction Objects (ODTW). The community, as the focal point of development, assumes a crucial role and actively participates in the strategic planning and execution of tourism initiatives. Simultaneously, as recipients, the community is anticipated to derive substantial economic advantages from the advancement of tourism activities, thereby enhancing their overall well-being and standard of living. The contemporary society stands to derive greater advantages from the tourism industry inside the region. Community-based tourism, also known as community-based tourism, is a theoretical framework that places emphasis on the active involvement of local communities in the management and development of tourism attractions. The pursuit of the aforementioned objectives is achieved through the implementation of empowerment initiatives. Community empowerment refers to the deliberate endeavour to enhance self-reliance and the well-being of a community by augmenting knowledge, attitudes, skills, behaviour, abilities, awareness, and the utilisation of available resources.

This is achieved through the implementation of policies, programmes, activities, and assistance that align with the underlying causes of the issue at hand. The aforementioned analysis of Sidomukti village serves as an inherent source of blessings for the local population. Empowerment serves as the means to validate and validate these advantages. Through conducting interviews with village officials and members of the village community, valuable insights were gathered pertaining to the ongoing empowerment initiatives implemented in the village of Sidomukti. The first approach involves the implementation of the Mandiri Tourism National Community Empowerment Programme (PNPM). The inception of this programme can be attributed to governmental efforts aimed at addressing poverty and unemployment in both urban and rural regions. According to the community, the PNPM Mandiri Tourism programme has been identified as a means of assisting the community and fostering community empowerment within the agriculture sector.

"This programme is highly beneficial and greatly assists us within the community." Mr. X expressed a strong desire for the continuance of this programme, emphasising its necessity. The PNPM Mandiri Tourism Programme in Sidomukti Village, Magetan Regency has been well executed, although it has not been entirely optimised. This can be attributed to various impeding causes, including inadequate human resources, communication challenges, negative attitudes towards programmes, and insufficient infrastructure. These issues require greater focus in order to effectively accomplish all programme objectives in the future. Furthermore, the establishment of a tourism awareness group, namely the Sidomukti Tourism Association, is proposed. The objective is to convene the community and stakeholders in the tourist industry to provide guidance on how to capitalise on the economic prospects arising from tourism activities.

The Sidomukti community initiated several initiatives, including the provision of accommodations for tourists, transportation services that are both cordial and pleasant, as well as the establishment of restaurants, cafes, and art galleries. There have been significant contributions made by Moni Kekere and Ana Kalo in the revitalization of tourism attractions, particularly in the preservation of the dances and culture of the Sidomukti village community. Sidomukti Village comprises 20 accommodations, totaling 121 rooms, and 9 dining establishments. The pricing of these 20 inns exhibit significant variation, contingent upon the range of facilities offered inside each establishment. Every accommodation in the Sidomukti tourist village is furnished with hot water, as the air is very frigid. The Sidomukti tourism village attracts visitors on a near-daily basis. The primary reason for guests staying at Moni for one night is the lack of an ATM and internet access. The primary challenge encountered at the Sidomukti-Moni tourist town pertains to the involvement of the government, specifically BUMDES. Hapo Kalo Sidomukti Village provides assistance to local communities in the fields of agriculture and agro-tourism, working in collaboration with BUMDES Sidomukti. The BUMDES located in Sidomukti is comprised of nine communities situated within the Sidomukti sub-district. Banyak is comprised of three distinct business units, including the Coming Business Unit, the Tourism Unit, and the Savings and Loans Unit. Currently, there exists a sole operational business unit, specifically the Coming unit, which encompasses the Mini Market unit and the procurement of high-quality commodity products within the Sidomukti sub-district region.

Community empowerment is an economic development concept that encompasses community values in order to establish a new development paradigm that is focused on people, involves participation, empowers individuals, and ensures long-term sustainability. Within the context of this framework, the examination of community empowerment can be approached from three distinct perspectives: Firstly, enabling refers to the act of establishing an environment that facilitates the growth and realisation of the community's potential. Secondly, the concept of empowerment involves enhancing the capabilities of the community through tangible measures aimed at providing diverse resources and generating a range of opportunities that will contribute to the community's empowerment.

Furthermore, safeguarding and advocating for the welfare of vulnerable individuals (Noor, 2011). Given the abundance of tourism attractions in the hamlet of Sidomukti and the supporting communities of KNP, it is imperative to maximise their potential through the aforementioned elements. Enabling refers to the establishment of circumstances that facilitate the development of society and its full potential. This is achieved through extension activities and socialisation, which aim to generate enthusiasm and particularly shift people's mindset from a consumerist to a productive mindset. This is followed by empowering measures, which involve enhancing community capacity through training activities, empowerment, and the formation of categorical empowerment groups.

These actions are taken to fully realise the community's potential and harness its natural resources. The final step, Protecting, involves government intervention through policies that support and safeguard community businesses, particularly against the expansion of capital owners who exploit natural and human resources. Ismawan (in Prijono & Pranaka, 1996) proposes five development strategies to address the challenges hindering community empowerment in Sidomukti village. These strategies include: a) a programme for human resource development; b) a programme for local institutional development; c) a programme for private capital accumulation; d) a programme for productive business development; e) a programme for providing appropriate information.

Community empowerment programmes encompass a range of development-oriented techniques that can be observed across four distinct generations. Generations that place a high priority on providing relief and welfare are those that promptly address specific inadequacies or needs faced by individuals and families, including but not limited to food, health, and

education requirements. Generations that prioritise their endeavours towards small-scale self-sufficient local development, also referred to as community development, encompass several aspects such as healthcare services, use of suitable technology, and infrastructure enhancement. In this scenario, addressing local issues necessitates a bottom-up approach rather than solely relying on a top-down approach. In the current period, it is imperative for all available human resources and potential to actively participate in a sustainable development framework. This entails a growing awareness of the consequences of development and a broader perspective that encompasses several domains, including regional, national, and international contexts. Currently, there are endeavours underway to exert influence on the shape of development policies and anticipate alterations at both the regional and national scales. Generations that serve as enablers of social revolutions. The current generation plays a crucial role in facilitating self-organization, identifying local needs, and mobilising available resources. The current generation not only has an impact on the development of policies, but also anticipates modifications in their execution.

CONCLUSION

Community empowerment is a critical component in the process of mobilising community engagement for the purpose of participating in national development and, more specifically, experiencing its effects, particularly within the tourism industry. Enhancing the economic well-being of the community and its inhabitants while reducing well-known social issues including acute poverty, malnutrition, unemployment, and juvenile delinquency. As a result, it is anticipated that the Sidomukti village government, in conjunction with the Sidomukti District Government, the individual responsible for the Sarangan Lake, and the Tourism Office, will implement diverse and comprehensive community empowerment initiatives. For instance, empowering farmers to support enterprises in agriculture and agrotourism, extending the reach of traditional weaving groups among mothers, and convening groups of travel and accommodation business actors to ensure the provision of high-quality services. Additionally, it is critical to prevent the exploitation of human and natural resources by particular entities while endorsing national empowerment initiatives within the tourism industry.

REFERENCES

- Alavin Y. So, Suwarsono. (2000). *Social Change and Development*. Jakarta: LP3S.
- Anthony Giddens. (2001) *Runaway World (How Globalization Has Changed Our Lives)*.
- Arikunto, Suharsimi. (1998). *Research Procedures; Something Practice Approach*. Jakarta: Rineka Cipta.
- Ash'ari, Imam Sapari. (1993). *Sociology of Surabaya City and Village: National Business*.
- Damanik, Janianton and Helmut F. Weber. (2006). *Ecotourism Planning. From Theory To Application*. Yogyakarta: UGM Center for Tourism Studies (Puspar) and Andi Press.
- Dewi, M.H.U. (2013). *Tourism Village Development Based on Local Community Participation in the Jatiluwih Tourism Village, Tabanan, Bali*. *Kawistara Journal*, 3(2).
- Fandeli, Chafid and Muhammad Nurdin. (2005). *Development of Conservation-Based Ecotourism in National Parks*. Yogyakarta: UGM Faculty of Forestry, UGM Tourism Study Center, and the Office of the Ministry of Environment.
- Isnaini. (2007). *Community-Based Tourism Development Model in the City of Yogyakarta*. Yogyakarta: Yogyakarta City Bappeda Research.
- Koswara, Agus. (2011). *Material on the Concept of a Tourism Village*. Garut Regency.
- Lewis, J. (2003). *Design Issues*. In *Qualitative Research Practice: A Guide For Social Science Student Researcher (Eds.)* Jane Ritchie And Janes Lewis. London: Sage Publications
- Martono, Nana. (2011). *Sociology of Social Change*. Jakarta: Rajawali Press.
- Moleong, Lexy. (2002). *Qualitative Research Methodology*. Bandung: Pt. Youth Rosda Karya.
- Nazir, Moh. (2003). *Research Method*. Jakarta: Ghalia Indonesia.
- Nistyantara, L.A. (2011). *Sarangan Lake Management Strategy Through Co-Management Approach*. [Thesis]. Bogor: Graduate School, Bogor Agricultural Institute.
- Nugraha, Y.E. (2019). *Market Analysis of International Tourists Using Medical Tourism Services in Bali*. *Tourism-Journal of Tourism*, 2(2), 90-99.
- Nugraha, Y.E., Paturusi, S.A., & Wijaya, N.M.S. (2019). *Quality of Medical Tourism Services Affecting Satisfaction and Loyalty of International Tourists in Bali*. *Journal of the Master of Tourism (Jumpa)*, 348-370.
- Rangkuti F. (2006). *SWOT Analysis Techniques for Dissecting Business Cases (Reorientation of the Concept of Strategic Planning to Face the 21st Century)*. Jakarta: PT. Main Library Gramedia.
- Ritzer, George. (2012). *Sociological Theory (From Classical Sociology to the End of Modern Development)*. Yogyakarta: Student Libraries.
- Sarangan Lake Agency (Btkn). (2013). *Statistical Data of Sarangan Lake, Magetan, East Java*. NTT: Balai Mr.

- Soekanto, Soejono. (2001). *Sociology An Introduction*. Jakarta : PT. King of Grafindo Persada.
- Suansri, P. (2003). *Community Based Tourism Handbook*. Bangkok: Responsible Ecological Social Tour-Rest.
- Sugiyono. (2015). *Management Research Methods: Quantitative Approach, Qualitative, Combination (Mix Methods), Action Research, Evaluation Research*. Bandung: Alfabet.
- Suharto, Eddie. (2010). *Building Communities Empowering Communities “Strategic Study of Social Welfare Development and Social Work*. Bandung: Refika Aditama.
- Sunarjaya, I.G., Par, S., Par, M., Nugraha, Y.E., Kesos, S., & Par, M. (2019). Analysis of Employee Empowerment Perceptions of Employee Turnover Intention at Dewi Sinta Hotel. *Journal Of Tourismpreneurship, Culinary, Hospitality, Convention And Event Management*), 1(1), Pp. 182-206).
- Sutiyono. (2008). Empowerment of Village Communities in the Implementation of Tourism Village Programs in the Special Region of Yogyakarta.
- Tony, Fredian. (2006). *Community Development*. Bogor Agricultural Institute.
- Toha, Mohamad & Habibah, N.J. (2023). MSME Empowerment and Development Program to Increase Consumer Satisfaction. *Sahwahita: Community Engagement Journal*, 1(1), 26-39. <https://e-journal.bustanul-ulum.id/index.php/Sahwahita/article/view/24>
- Wibhawa, Budhi, Santoso T Raharjo, and Meilany Budiarti S. (2010). *Fundamentals of Social Work Introduction to the Social Work Profession*. Bandung: Widya Padjadjaran.