

Community Economic Empowerment through Tourism Villages in Sesaot Village, Lombok, Indonesia



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ABSTRACT: This research is a qualitative descriptive study that emphasizes on the form of community economic empowerment carried out in Sesaot Tourism Village, Lombok Indonesia, as well as the impact of Sesaot Village Tourism towards the economic empowerment of the community. The purpose of this study includes (1) Explaining the form of economic empowerment for the community in Sesaot Village, Narmada District, West Lombok Regency; (2) Assessing the impact of the tourism village program that has been implemented on the empowerment of the community of Sesaot Tourism Village (3) Analyzing tourism development in Sesaot Tourism Village.

This study found that (1) Sesaot Village has considerable tourism potential but, in the process, it is still not optimal. The tourism management is currently only focused on the management of community recreation centers while the management of other tourist attractions has not been optimal; (2) Community involvement regarding the efforts to empower the economy is in the form of providing and supporting facilities that can meet the needs of tourists, including home stay, food and beverages, tourist services, tourist attractions, tourist facilities and the use of labor from the local community. (3) Sesaot Tourism Village activities have a direct or indirect impact on the economy of the community. (4) Based on the results of the SWOT analysis matrix obtained four strategies, among others: SO strategy (Strengths-Opportunities), ST strategy (Strengths-Threats), WO strategy (Weaknesses-Opportunities), and WT strategy (Weaknesses-Threats).

KEYWORDS: Community Economic Empowerment, Tourism Village, Development Strategy.

INTRODUCTION

Sesaot Village is one of the 57 villages that have been designated as Tourism Village in West Lombok Regency, Indonesia which has been stipulated by the West Lombok Regent Regulation Number 17 of 2020 concerning tourism areas. Sesaot itself is part of Narmada subdistrict of West Lombok Regency, West Nusa Tenggara Province which was established since 1969. Sesaot Village has the potential of natural resources that are quite abundant and can be developed to improve people's economic life, including in the form of non timber forest products. In addition to the potential of natural resources, Sesaot Village has the potential of natural and cultural tourism that is quite diverse. Sesaot Village which is close to a protected forest area making it possible to be developed and used as a tourist attraction includes springs, dams, river flows, protected forests, trails tracking, and others.

This paper aims to examine the economic empowerment of the community through tourism villages in Sesaot including economic empowerment of the people of Sesaot Tourism Village, valuing the impact of the tourism village program that has been implemented for the provision of community's economy and analyzing strategies for the development of Sesaot tourism village in the future. This research is descriptive research with qualitative approach. The data used is primary data and secondary data. Primary data is obtained from the interviews and observations at the research site. Observations are carried out, among others, including (1) activities of tourism village managers and communities related to the management of tourism villages; (2) daily community activities in Sesaot Village; and (3) Physical condition of research sites such as: environment, tourist attractions, tourist facilities and infrastructure.

The form of interview conducted by researchers is a semi-structured interview in which the subject knows that they are being interviewed and knows what the purpose of the interview. Informants were selected who are considered to know about the

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management of Sesaot Tourism Village so that they can provide appropriate input, impact, and development strategy in the tourism village.

Secondary data were obtained from literature studies which is the collection of data from several literatur in the form of books, journals, magazines, newspapers, or other written works relevant to research topics and documentation. Data analysis techniques include data collection, data reduction, data presentation, and conclusion making. While the analysis tool used for development strategies was the SWOT analysis.

LITERATURE REVIEW

Empowerment is strengthening society to be able to participate in decision-making processes that affect its future, strengthening society to be able to obtain factors of production, and strengthening society to be able to determine its future choices. Etymologically, empowerment comes from the basic word "power" which means strength or ability (Sulistiyani, 2004: 77). According to Ginanjar Kartasmita (Mubyarto, 2010: 263-264) empowerment is an effort to build community power by encouraging, motivating, and raising awareness of its potential and striving to develop it. The power of society is the basic element that allows a society to survive, and in a dynamic sense develop itself and achieve progress. Empowering the community means efforts to increase the dignity of the layers of society that are in a condition that is not able to escape the trap of poverty and underdevelopment. Community economic empowerment is basically trying to make people's economic growth take place quickly. In addition to taking place quickly, the economic empowerment of the people also aims to make the economy stronger and modern. Tourism is one of the sectors that can be used as an instrument for the acceleration of community economic empowerment.

Tourism is an integral part of human life, especially regarding social and economic activities. The World Tourism and Trade Center (WTTC) confirmed that the tourism sector is currently the largest industry in the world. This sector has become one of the main drivers of the 21st century economy along with the telecommunications and information technology industries. The development of the tourism industry is very dynamic and continues to be strengthened by the progress of the level of economic welfare of countries in the world, making tourism take an important role in the economic development of nations in the world today (Wuri, 2015: 143).

In Law No. 10 of 2009 concerning tourism, it is stated that the impact caused by tourism development is in the form of improving people's welfare, reducing poverty and unemployment, and environmental preservation. This indicates that the tourism industry can be used as one of the sectors of community empowerment, especially in the economic empowerment of the people. Tourism should be able to make the community as the main actor to optimize what is the potential of the area. This is in line with the understanding of community-based tourism, which is tourism where the community or residents play an important and main role in decision making, influencing, and benefiting their lives and environment (Usman, 2003: 56).

One type of community-based tourism that is developing today and becoming an instrument of economic empowerment of the village community is a tourism village. The development of this type of tourism can help the socio-economic life and culture of the surrounding community because it involves the local community in its management. The development of village tourism as an instrument of community empowerment is intended to provide power as well as one of the efforts in poverty reduction in an area by exploring the local potential in the region. Through the tourism village, the community obtain benefits through tourist visits. The existence of a tourism village program will provide benefits for improving people's living standards. This is as stated in the Regulation of the Ministry of Tourism of the Republic of Indonesia Number 29 of 2015 concerning the Strategic Plan of the Ministry of Tourism 2015-2019, namely the development of rural-based tourism (tourism villages) will drive the activity of the tourism economy in villages that will prevent urbanization of rural communities to the city. The development of rural tourism will encourage the preservation of nature (including landscapes, rice fields, rivers, lakes) which in turn will have an impact on reducing global warming. For a village to be said as a tourism village, it is necessary to have several criterias including uniqueness and tourist attraction in the form of natural villages and the socio-cultural life of the community that is distinctive and still preserved.

RESULT AND DISCUSSION

The West Lombok Regency Tourism Office and the Sesaot Village Government collaborated on the management of forest areas as tourist areas through the concept of green forests. The concept of green forest is a concept of regional management that involves the community and the village government to make forests as the main tourist destination of the village. The cooperation in forest area management began in 2017, which was outlined in the form of a cooperation agreement on the use of environmental

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services between the Environment and Forestry Office of West Nusa Tenggara Province, the West Lombok Regency Tourism Office, and Sesaot Village through GATARI MASS Village Owned Enterprises (BUMDes). While the purpose is:

- a. Obtain optimal benefits from the natural tourism potential available in certain areas in the management area of the West Rinjani Forest Management Unit Center.
- b. Carrying out community empowerment to improve the ability and security of local communities to improve community welfare.
- c. Open employment opportunities for the community.
- d. Increasing regional cooperation with other parties.
- e. Increasing the source of regional revenue.

The objects in the cooperation agreement include: 1) Provision of natural tourism facilities; 2) Provision of natural tourism services; 3) Community empowerment.

Some tourism potential in the Sesaot Village include:

1. Sesaot Tourist Forest

Sesaot Tourism Forest is part of Sesaot protected forest area which is intended as a tourist area. Several tourist destinations offered by the manager to enjoy, among others: Swimming pool, tracking path, Dam, Camping ground, and cycling area.

2. Agro Tourism

In addition to being used as a tourist forest area, there is also Community Forest, which is a forest area whose supervision is in the Forest Management Unit (BKPH) West Rinjani, but the community is given the opportunity to manage by planting Non timber forest product such as: durian, mangosteen, rambutan, banana, pepaya, and others. The area of community forest that is currently managed by the community is about 2,000 ha.

3. Art and Cultural Tourism

As an area with a population of multiethnic, religious, and cultural, this also contributes to the presence of various types of arts and cultures that can be used as one of the performing arts. Art and cultural tourism that can be enjoyed including: Gendang Beleg, Gandrung Dance, Bali Dance, Kamput Ale - Ale, Cilokak tembang sasak, Beperajejan, Begale Ganjur.

4. Culinary

In addition to offering the beauty of the natural atmosphere of Sesaot Forest, the tourism village also presented a special dish of Sesaot food, namely Sate Lontong Sesaot (SALOS), in addition, visitors can try and buy processed food vendors such as dodol, chips and other horticulture product as a souvenir for the family.

Economic Empowerment of Sesaot Village Community

According to Ginandjar Kartasasmita (1996: 249), community empowerment is "an effort that is the deployment of resources to develop the potential of society to increase people's productivity so that, the productivity of both human resources and natural resources around the existence of the people, can be increased". Community economic empowerment through tourism development in Sesaot Tourism Village is carried out through three stages, including the awareness stage, the level of empowerment, and finally the stage of power generation.

The stage of awareness is carried out through the socialization of the formation of tourism villages to the village community. The socialization process is carried out by village community leaders through village meetings by providing understanding to the community regarding the plan to form a tourism village and providing an explanation of the benefits of the existence of tourism villages.

The role of the government in the formation of Sesaot Tourism Village is to increase human resources through guidance, counseling, and training in the field of tourism both to managers and community groups who have businesses around tourist attractions. To increase human resource capacity building was carried out both by the government, local governments, and non-governmental organizations. The Government of West Lombok Regency through the Tourism Office annually holds a training program to tourism conscious groups in West Lombok Regency. There is also support from the Indonesian Ministry of Industrial and Trading in the form of providing facilities and guidance, counseling, and training to home industry groups such as processed food business groups such as making dodol, chips, sugar, and others to improve the quality of their processed products. Apart from the government, assistance for capacity building is also carried out by the private sector as done by DWI Institute in the form of tourism management. The stage of providing community power is carried out through the participation of the government and private sector in helping in the form of loan funds to community groups who have businesses and physical assistance to improve tourism facilities and infrastructure.

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Forms of Community Economic Empowerment

The economic benefits of the community carried out in supporting the development of tourism villages in Sesaot Village can be seen from the involvement of the community directly or indirectly in the tourism village development program starting from planning, implementation, and evaluation. At the planning stage, the local community is always involved in discussions about the tourism village development program through village meetings.

The form of community economic empowerment at the implementation stage is in the form of community involvement in providing various supporting facilities that can meet the needs of tourists in the form of homestay, the provision of stalls for selling food and drinks, tourist services, tourist attractions, tourist facilities and the use of labor from the local community.

Based on the results of observations, the BUMDes activity as a village tourism manager only manages community recreation center attractions (called Purek Mass). It is on limited activities such as sale of admission tickets of visitors, management of food stall and parking locations. While for other economic activities such as the provision of food and beverages and rental of recreation equipment is fully carried out by the local community.

The Impact of Tourism villages for Community Economic Empowerment

The existence of Sesaot Tourism Village has made an impact on the empowerment of community's economy. The economic impacts include:

a. Increased income of the community

With the community recreation center in Sesaot Tourism Village, the community can carry out economic activities including opening stalls that provide food and drinks, in addition to providing swimming floats and seating mats. From these economic activities, the average income of the community is quite large with an average income of Rp. 3,000,000.00 - 4,000,000.00 per month.

b. Creating new businesses and jobs

Another impact from the existence of Sesaot Tourism Village is the creation of jobs for the community, especially many young people who are active in the tourism sector, including as tour guides and as BUMDes employees such as managers of community recreation centers, administrative personnel, cleaners, security guards, and parking man. The establishment of Sesaot Village as a tourism village has also increased the creativity of the community in providing accommodation for tourist who stay in Sesaot Village and home industry activities.

c. Distribution of benefits

Tourism industry is a labor-intensive industry that has a wide impact (multiplier effect) on economy, social, and cultural. Likewise with the village tourism in Sesaot Tourism Village, the benefits distributions can be felt directly or indirectly. The distribution of benefits can be directly seen from the economic benefits enjoyed by tourist business actors in the form of income obtained from tourist visits, while the benefits can indirectly be enjoyed by the whole community from the distribution of results obtained by the government in the form of levy and tax, while the community benefited in the form of infrastructure development and social assistance.

d. Economic control of society

Sesaot Tourism Village is one of the destinations for local tourists as an option in traveling because of the affordable cost. As a market, of course this is an opportunity for the people of Sesaot Village to strive in the tourism sector. Therefore, the people of Sesaot Village have an obligation to maintain the environment so that tourists feel comfortable as in a home in tourist sites, so that with such conditions the economic sustainability of the community can be guaranteed.

e. Attention to development in general

Along with the increase in the flow of tourist visits, the development needs to provide tourism infrastructure. The Government of West Lombok pay great attention to the development of village tourism in Sesaot Tourism Village, both in the form of providing supporting infrastructure and increasing resource capacity.

f. Source of Income

In addition to the economic benefits in the form of increasing community income and the creation of job, tourism activities in Sesaot Village have also contributed to the increase of the village income.

Sesaot Village Tourism Development Strategy

Based on the identification of internal factors and external factors processed using SWOT Analysis, four alternative strategies can be presented, namely SO (Strengths-Opportunities) strategy, ST (Strengths-Threats) strategy, WO (Weaknesses-Opportunities) strategy and WT (Weaknesses-Threats) strategy to develop Sesaot Tourism Village, among others:

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SO Strategy

1. Working with tourism stakeholders to develop a superior Sesaot Tourism Village Tourism program.
2. Utilizing the advantages of the village by developing new tourist attractions.
3. Promoting processed products of the people of Sesaot Village through the provision of outlets at community recreation center locations or by utilizing information technology.

ST Strategy

1. Developing a Master plan for the development of Sesaot Tourism Village.
2. Packing local culture as an attraction by organizing festivals or performing arts and culture periodically.
3. Carrying out infrastructure maintenance and structuring at community recreation centers to improve the safety and comfort of visitors.
4. Coaching the management of tourism business management to the manager.
5. Fostering local communities in using social media and the internet to promote Sesaot Tourism Village.
6. Making village environmental hygiene activities with the tourist community and the community.

WO Strategy

1. Improve infrastructure and build tourism facilities gradually so that Sesaot Tourism Village can be accessed by tourists properly.
2. Increasing the role of POKDARWIS in publicizing Sapta Pesona and community empowerment activities to increase community awareness and provide a sense of security and comfort for tourists.
3. To take advantage of the tourism village policy by submitting a proposal for funds or cultural arts activities as an attraction of Sesaot Tourism Village.
4. The Sesaot Village Government proposes to the West Lombok Regency Regional Government to provide adequate public transportation services to support the development of Sesaot Village Tourism.

WT Strategy

1. Launching a community empowerment program in the field of tourism for the realization of the Sesaot Tourism Village Management Agency.
2. Maximize existing budgets to empower people and optimizing social media for dissemination of information.
3. Establish cooperation with tourist agencies for tourism promotion and implementation of tour packages.
4. Establish cooperation with other tourism villages in promotional activities and the creation of joint tour packages.

CONCLUSION

Based on the results of previous analysis and discussions, some conclusions can be drawn as follows:

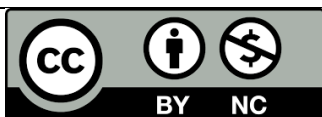
1. Sesaot Tourism Village is one of the nature-based tourism villages with natural tourism potential in the form of tourist forests with tourist attractions including springs, bathing ponds, dams, river flows, tracking paths, and tourist camps, in addition to other tourism potentials such as agrotourism, culinary tourism, and cultural arts tours. However, the management of tourism potential is currently still not optimal. It is only focused on the management of community recreation center carried out by the BUMDes GATARI MASS. Any other tourist attractions has not been developed.
2. Regarding the efforts to support the existence of Sesaot Village as a tourism village and the readiness of the community in managing the tourism village, the government through related agencies and non-governmental organizations continue to strive in community empowerment. The community empowerment process is carried out through three stages, namely the awareness stage, capacity building stage, and empowerment stage.
3. The establishment of Sesaot Village into Tourism Village has revealed the impact on the economic empowerment of the community. This includes the creation of eight new jobs for the community, increased income through the business carried out and services offered, improving the quality of infrastructure and village development, and increasing village income.
4. Based on the description of the four strategies produced, namely SO strategy, ST strategy, WO strategy, and WT strategy shows that tourism development activities should involve the role of all existing tourism actors. They must be synergized and step together to achieve goals according to the vision, mission, and an agreed program. The support of the central government and local government in the development of village tourism is necessary, in addition to the active role of the community and tourist groups. The community has an important position and role in supporting the successful development of Sesaot Tourism Village. Therefore, within the framework of tourism development activities, especially the development of Tourism Villages, every development effort or program implemented must pay attention to the position, potential, and role of the community as subjects or actors of tourism development.

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