

The Influence of Charismatic Leadership and Community Perceptions on Community Participation in the Bojongkulur Tourism Village

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Abstract. This study aims to determine the effect of travel leadership model and community perceptions on community participation in the Bojongkulur Tourism Village. The sampling technique in this study is convenience sampling, using causal research. The aims of this study were: 1) To study and analyze charismatic leadership and its influence on community participation in Bojong Kulur tourism villages; 2) To study and analyze perceptions and their influence on community participation in the Bojongkulur tourism village; 3) To study and analyze the characteristics of leaders along with their perceptions and influence on community participation in the Bojongkulur tourist village. The analytical method used is descriptive and inductive analysis through simple regression analysis. The results showed that: (1) charismatic leadership has a significant effect on community participation, (2) positive perceptions have a significant effect on community participation, but negative perceptions have an insignificant effect on community participation, (3) charismatic leadership and social capital have a simultaneous influence on the dependent variable of community participation.

Keyword: Charismatic Leadership, Community Perceptions, Community Participation

Background

A village is a government organization that politically has the authority to manage and regulate its residents or community. As an autonomous community unit, it is part of the national government system at the lowest level which spearheads the implementation of government programs, so that the village has a strategic position that really supports the implementation of government administration, development and community empowerment. Village government can carry out its role effectively in implementing government and implementing development, this is done to support central, provincial and district government programs so that they can run optimally according to the expected goals.

Efforts to generate community participation in village development require the role of leaders who can influence the community to change the community's mindset about the importance of community participation in development. Several factors influence the level of community participation in development based on: age, education, type of work, income level, length of time living in the village, level of communication and leadership style.

Leadership and community participation face complex problems, which can be seen from the level of the economy which is classified as poor, the majority's level of education which tends to be relatively low, knowledge which is still low, the difficulty of being open to accepting various innovations, ideas and new development ideas that are presented to them.

Successful tourism can increase income, employment and foreign exchange. The most difficult thing in developing tourism is attracting tourists to revisit and/or recommend a destination to other people. The success of destination development is influenced by tourism managers.

Active community involvement in the process of disseminating new ideas is able to place communities in a strong and empowered position, because they can become drivers of change both for themselves and their environment. Village development cannot possibly be carried out independently by village officials. However, it requires support, initiative and an active role from the community. Community involvement is a community empowerment program effort.

Community empowerment can be realized in various programs, one of which is the tourism village program. The development of tourist villages as a community empowerment program with the aim of providing power as well as an effort to overcome poverty in an area by cultivating the local potential that exists in the area. So that through this tourist village the community benefits from the large number of tourists who visit. The existence of a tourism village program will provide useful benefits to improve the standard of living of the people there.

Tourism villages are one form of implementing community-based and sustainable tourism development. Through the development of tourist villages, it is hoped that there will be equality in accordance with the concept of sustainable tourism development. In addition, the existence of tourist villages makes tourism products more valuable to rural culture so that the development of tourist villages has cultural value without causing damage. Ministry of Tourism and Creative Economy (2021) recorded that there were 7,275 tourist villages registered by the Ministry of Villages in 2018 and 1,831 tourist villages participating in the 2021 Indonesian Tourism Village Award (ADWI).

Based on this background, the main problem formulated in this research is to identify and analyze the influence of charismatic leadership and perceptions on community participation in the Bojongkulur tourist village.

Literature Review

Charismatic Leadership

Leadership can be defined as an activity that encourages and influences many people to work together to achieve a common goal. It can be concluded that charismatic leadership is leadership that is recognized by subordinates that the leader has advantages or attractiveness to himself, has a mission and vision that is firmly held, and has extraordinary self-confidence. The explanation and definition of charismatic leadership has been supported by expert definitions.

According to Conger and Kanungo (1987) in Yukl (2015) states that charismatic leadership is recognition by followers of the qualities of a charismatic leader which are determined through behavior, skills and aspects of the situation. House (1977) in Robbins (2015) charismatic leadership is where subordinates create an attribute of heroism or a leader's extraordinary leadership skills and can be observed through certain behaviors. Robbins (2005) states that charismatic leadership is a leader who is very enthusiastic, has extraordinary self-confidence, and what the leader does can influence people to act. Theories related to how a charismatic leader influences his subordinates in completing a mission have been widely discussed. Several factors influence the process of charismatic leadership towards subordinates, including: (1) Personal identification. A process of influencing that can occur for a number of followers of a charismatic leader. With strong personal identification, followers or subordinates will follow orders or obey, imitate the leader's actions, and put in more effort to please the leader. (2) Social identification. With high social identification, people will feel proud to be part of an organization or team and consider this participation as proof of social identity. (3) Internalization. Followers view their work role as inseparable from their self-concept and self-worth, so they carry out this role as part of their essential nature and destiny. (4) Self-capacity (self-efficacy). A person believes that he is competent and can achieve difficult task goals. People who have self-capacity (self-efficacy) will give all their abilities and be more active in overcoming a problem in order to achieve a task goal (Bandura, 1986, in Yukl, 2015).

Public Perception

1. Negative Charismatic

Personal power orientation is owned by negative charismatics. They try to deliberately instill loyalty to themselves rather than being guided by existing principles. They use ideological appeal to gain power, and once achieved this ideology will be forgotten or carelessly replaced with the personal goals that the leader holds. They try to conquer and dominate the followers so that they always depend on the leader and appear weak. The authority to decide an important decision is exercised by the leader, in manipulating the followers. Efforts to provide rewards and punishments were also used to control his followers. The leader's information is limited to maintain the image of a leader who is unlikely to make mistakes or exaggerate external threats to the organization.

2. Positive Charismatic

Social power orientation is possessed by positive charismatics. They seek to instill loyalty to the ideology more than loyalty to themselves. In the process of influencing they use internalization, not personal identification. Self-sacrifice and behavior used to lead by exemplary behavior are used to communicate commitment to shared values and mission, not the leader's personal gain. A large amount of authority is delegated, information is shared openly, encouragement provides decisions, and rewards are used to reinforce behavior or actions consistent with the mission and goals of an organization.

Some of the negative consequences of charismatic leaders will result in a leader's career being cut short. Most charismatic leaders make risky decisions that will lead to serious failure, and create stronger enemies who will exploit failure to drive the leader out of the company. Optimism and very high self-confidence are very important in influencing followers. However, excessive optimism will make it difficult for leaders to recognize or understand the shortcomings of the vision. Despite all the detrimental consequences, charismatic leaders are not destined for failure. There are many examples of charismatic narcissists building political empires, and founding prosperous companies. Success can be achieved by leaders who have the skills to make decisions, the political skills to maintain power, and the good luck to be in favorable situations.

Society Participation

Participation is a power relationship or political economic relationship that is encouraged by democracy. In a democratic country, the government must be able to step in directly to address the problems of its citizens. There is a basic concept of community development because there is strong participation with human rights. In an element of regional government, the government makes society an object and also a subject of development which enables maximum development to be created.

Rural tourism stimulates local economic development because it creates services and employment opportunities, and establishes a source of foreign income (Gurung & DeCoursey, 2000). Tourism provides people in rural areas with the means to secure economic benefits; thus, rural tourism is increasingly seen as a tool for improving economic and social conditions (Iorio & Corsale, 2010; Jaafar et al., 2015b; Liu, 2006). Rural tourism benefits local communities by providing an additional source of income for the agricultural, crafts and service sectors; opportunities to realize the economic value of certain high-quality local food products; and the opportunity to reevaluate their heritage symbols and identities (Hall, 2004).

Community participation acts to mediate between citizen perceptions and support for tourism development. Residents with positive perceptions of tourism development are more willing to participate, and their involvement increases their willingness to support tourism development in their communities (Gursoy et al., 2002; Jaafar et al., 2015a). However, the influence of community participation on citizen support for tourism development varies

between rural and urban contexts. Rural residents are more interested in the economic benefits of tourism than in participating in the decision-making process. (Marzuki, Hay, & James, 2012). This may be explained by tourism having a significant influence on the economic status of rural residents (Andereck et al., 2005; Gursoy et al., 2002; Rasoolimanesh et al., 2015).

Research Methods

This research uses a quantitative descriptive design with a positivistic paradigm on the influence of charismatic leadership and perceptions on community participation. This research uses a quantitative approach, which is then presented with a description of the sample, data collection methods, and data analysis methods (Veal, 2018). The sample used was the community of Bojongkulur Tourism Village with 180 respondents. Testing in this research uses Multiple Linear Regression.

Results and Discussion

Profile of Respondents

Table 1. Demographic profile of respondents

	Group	Percentage
Gender	Male	60,0
	Female	40,0
Age	<20	8,9
	21-30	20,6
	31-40	9,4
	>40	61,1
Level of education	Middle School or equivalent	2,8
	High school or equivalent	30,0
	College or equivalent	64,4
	Other	2,8
Work	Student/Students	7,8
	Government employees	12,8
	Private employees	37,8
	Businessman	18,3
	Housewife	16,1
	Doesn't work	1,1
	Other	6,1
Income	Below or equivalent to Rp. 3,000,000.-	28,3
	Between Rp. 3,000,001.- up to or equivalent to Rp. 5,000,000.-	26,7
	Above or equivalent to Rp. 5,000,001.-	45,0

Among the 180 respondents, 60% were men and 40% were women. This shows that of the respondents in this study, there were more men than women. Meanwhile, the age group over 40 years has a significant percentage, namely 61.1%. This indicates that most of the respondents are in this age group. As many as 20.6% of respondents were aged between 21 and 30 years. This indicates that this age group has a greater contribution than the age group under 20 years. The percentage of respondents aged between 31 and 40 years was 9.4%. This shows a smaller contribution compared to the 21-30 year age group. The percentage of respondents aged less than 20 years was 8.9%. This indicates that this age group has a small contribution to the total data.

Table 1 shows that the highest level of education of respondents is respondents who have a tertiary education level or equivalent, which is 64.4%. This indicates that the majority of respondents have a high level of education. As many as 30.0% of respondents had a high school education level or equivalent. This shows that this group has a greater contribution compared to the junior high school education group. The percentage of respondents who had junior high school education or equivalent was 2.8%. This indicates that this group has a small contribution to the total data. The percentage of respondents with the "Other" education category was 2.8%. This may include levels of education that do not fall into the previously mentioned categories.

Based on the respondent demographic table, the percentage of private sector employees is 37.8%, indicating that the majority of respondents work in the private sector. Entrepreneurship has a percentage of 18.3%. This indicates that some respondents have their own businesses or are entrepreneurs. The percentage of housewives is 16.1%, indicating that some respondents work in the household and may not have formal employment. As many as 12.8% of respondents were Civil Servants. This indicates that some respondents work in the public sector. The percentage of students in this data is 7.8%. This shows that a small portion of the respondents are in this category. The "Other" category has a percentage of 6.1%, which may include job categories that do not fall into the aforementioned categories. Only 1.1% of respondents were unemployed, which may include those looking for work or choosing not to work.

Respondent income Percentage of respondents with income above or equivalent to Rp. 5,000,001,- is 45.0%. This shows that most of the respondents have higher income. Percentage of respondents with income below or equivalent to Rp. 3,000,000,- is 28.3%. This shows that some respondents have incomes in this range. As many as 26.7% of respondents had an income of between Rp. 3,000,001,- to Rp. 5,000,000,-. This suggests a fairly even distribution across this income range.

Discussion

Charismatic Leadership

This variable consists of nine statements, and the data is then processed to produce answers from the respondents, with an average of 4.33. These results indicate a very good level. The mean range is between 4.24 and 5.00, which indicates that charismatic leadership has reached a very good level.

Overall, the assessment results show that the Bojongkulur Village Head received a very high evaluation in leadership, communication, innovation, and personal capacity, all of which contribute to the development of the Tourism Village. This high score reflects the respondent's optimistic view of the village head's performance in leading and managing the village effectively.

Public Perception

Positive Perception variable consists of eight statements and the data is then processed to produce answers from respondents, with an average of 4.33. These results indicate a very good level. The mean ranges from 4.24 to 5.00 which indicates that positive perception has reached a very good level. Overall, it shows that respondents like community participation in developing the Tourism Village program. A high mean indicates that respondents see the potential for transforming the village into a tourist destination, such as employment opportunities, new businesses, better security and environmental improvements.

Negative perception variable consists of five statements and the data is then processed to produce answers from the respondents, with an average of 2.26. These results indicate a very good level. The mean ranges from 1.81 to 2.61 which indicates that negative perceptions reach an unfavorable level. Overall, the results show that there are several potential problems or obstacles in partnerships in developing Tourism Programs in Villages. A low mean indicates

that there are negative perceptions or potential conflicts that need to be addressed and addressed in an effort to maintain a healthy and productive partnership.

The Influence of Charismatic Leadership and Perceptions on Community Participation

Table 2. T-test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.791	0.392		2.018	0.045
	Charismatic Leadership	0.429	0.099	0.342	4.309	0.000
	Positive Perception	0.390	0.088	0.344	4.430	0.000
	Public Perception	-0.002	0.040	-0.002	-0.038	0.970

a. Dependent Variable: Community Participation

In Table. 2, it is known that the p-value of charismatic leadership influencing community participation is 0.000, indicating a significant result. This has the interpretation that charismatic leadership influences community participation with a positive and significant value. So the results of the hypothesis conclusion are accepted. Because a leadership model that supports and is liked by the community contributes to high community participation.

The p-values for positive perceptions influencing community participation are 0.000, indicating significant results. This has the interpretation that positive perceptions influence community participation with a positive and significant value. The positive perception that arises makes the community participate and be active in efforts to pioneer a tourist village. Because there is public trust in the leadership that influences it.

The p-value of negative perceptions affecting community participation is 0.970, indicating that the results are not significant. This has the interpretation that negative perceptions have a negative and insignificant effect on community participation. Because negative perceptions can be an obstacle that hinders their involvement. When people lose trust in leadership and the factors that influence it, it will most likely reduce the level of participation and enthusiasm in starting a tourist village.

The application of appropriate charismatic leadership produces positive perceptions among the community, encouraging them to actively participate in tourism village development activities in Bojong Kulur.

Table 3. F-test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.896	3	10.965	37.203	.000 ^b
	Residual	51.875	176	.295		
	Total	84.770	179			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X2, X1

From Table 3, it can be seen that the resulting significance value is 0.000 which is smaller than 0.05. Thus, it can be concluded that this multiple regression model is suitable for use, and the independent variables which include charismatic leadership and perception have a simultaneous influence on the dependent variable of community participation.

Conclusion

Charismatic leadership influences community participation. Based on the research results, charismatic leadership has a significant effect on Community Participation. The results obtained are a p-value of 0.000 or smaller than alpha of 0.05. H_0 is rejected. Because a leadership model that supports and is liked by the community contributes to high community participation.

Positive perceptions influence community participation. Based on the research results, positive perceptions have a significant effect on community participation. The results obtained are a p-value of 0.000 or smaller than alpha of 0.05. H_0 is rejected. The positive perception that arises makes the community participate and be active in efforts to pioneer a tourist village. Because there is public trust in the leadership that influences it. Negative perceptions influence community participation. Based on the research results, negative perceptions do not have a significant effect on community participation. The results obtained are a p-value of 0.970 or greater than alpha of 0.005. H_0 is accepted.

The multiple regression model is suitable for use, and the independent variables which include charismatic leadership and social capital have a simultaneous influence on the dependent variable of community participation.

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