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**Stages of Community Empowerment towards Tourism Village Development in Batu City, Indonesia**

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**Abstract.** Village transformation into a tourism village has been done in Batu City by optimizing all the village's potential. Communities are encouraged to have the knowledge and skills to accelerate the realization of tourism villages as a response to tourism development. This study analyzes the stages of community empowerment in developing the tourism village in Batu City.

This qualitative research uses a phenomenological approach. Data was collected through in-depth interviews (semi-structured), non-participant observation, documentation, and literature study. There are 24 informants, consisting of representatives of the Batu City Tourism Office, the heads of the villages (Sidomulyo, Bumiaji, Punten, and Tulungrejo), tourism village stakeholders, and representatives of tourism business actors. The data analysis method and technique used is an interactive model analysis developed by Miles and Huberman (1984), which consists of data reduction, data display, conclusion drawing, and verification.

The result of the study shows that community empowerment in the development of the tourism village in Batu City is carried out in three stages: 1) giving awareness by organizing the socialization of the tourism village's potential and field assistance for tourism village stakeholder; 2) giving capacity and capability by organizing the tourism village training; and 3) giving power by facilitating the formation of tourism village organization and assistance of tourism village facilities and infrastructure. Community empowerment has impacted changing the mindset and behavior of the community in Batu City to participate in developing the village's potential for tourism.

**Keywords:** Community, Empowerment, Tourism Village, Development

### **Introduction**

Tourism in many developing countries, including Indonesia, is seen as having an important role in increasing income, employment, economic diversification (Ahmad & Talib, 2015; Antara, 1999; Sharpley & Telfer, 2008), earning foreign exchange and macro job creation (Damanik, 2013), even tourism is believed to have such a significant economic impact for the government, private sector and communities in tourism destination (Pitana, 2011). The role and position of tourism as a sector that contributes a lot to the Indonesian economy has encouraged several regions to compete to explore and develop their potential for the benefit of tourism. Rural areas with authentic tourism potential and relatively natural resources are built to attract tourists (Damanik, 2013).

In the development of a tourism village, empowerment is a community-centered development approach. This approach recognizes the importance of community capacity to increase self-sufficiency in developing tourism villages, which can be achieved through community empowerment. Community empowerment is an effort to give the community power so they can control their affairs. Giving this power can encourage people to have the ability to do what they want by utilizing the potential that exists within them (Purwowibowo, 2018). Wrihatnolo and Dwidjowijoto (2007) said that community empowerment is an effort to provide power to the community that is carried out in 3 stages: 1) giving the awareness, where

the community who want to be empowered is enlightened in the form of understanding that they have the right to have "something". The basic principle of this stage is to make the community understand what they need to be empowered. The empowerment process starts within the community (not from other people), 2) giving capacity. This stage is a capacity building or community enabling. The community who want to be empowered should be given an empowerment program to make them skillful in managing their potential and resources, and 3) giving power. The community is given authority and opportunity related to the quality of skills that have been possessed.

Batu City is one of the administrative areas in East Java, Indonesia, which is known as a tourism destination with tourism potential, both in the form of nature, agriculture, and culture. Some of these potentials are continuously built to present various tourism products to attract tourists. Several places, including villages with tourism potential, are developed as tourism destinations. The Batu City Government has made all villages as tourism villages through the Tourism Office. The development of tourism villages as a response to artificial tourism development in Batu City. Four of the nineteen villages have potential resources successfully developed into tourism villages: Sidomulyo, Bumiaji, Punten, and Tulungrejo. The success of the four villages in becoming tourism villages is inseparable from the role of the Batu City Government as a regulator and facilitator in providing empowerment, which at first, the community was powerless and had limited knowledge, skills, and other material resources (Hikmat, 2004) so that the community is less able to explore all the potential of the village to become attractive to tourists. Community empowerment is interpreted as a tool to increase the ability of the community to be involved in the development of tourism villages (Cole, 2006b; Scheycvens, 1999; Sofield, 2003) and transform helpless people into empowered ones (Zubaedi, 2007) so that people can create added value by relying on the potential of the village to increase income economically (Destiningrum et al., 2018). To create an empowered community, the Batu City Government organizes various empowerment programs in developing tourism villages, such as increasing the capacity of tourism village communities, facilitating the formation of tourism village institutions, and building facilities and infrastructure to support tourism village activities. Therefore, this study analyzes the stages of community empowerment carried out by the Batu City Tourism Office in developing tourism villages.

## Literature Review

### Tourism Village Development

A tourism village is a form of alternative tourism related to living in the village, the life of rural communities, and prevailing traditions (Nuryanti, 1993; Permenpar, 2011). Zebua (2016) said that a tourism village is a rural area with unique characteristics to become a tourism destination with physical uniqueness and the social and cultural life of the local community as an attraction. Tourism village has resource and unique characteristics that can be grouped into four categories: 1) tourism village based on the uniqueness of local cultural resources; 2) tourism village based on unique natural resources; 3) tourism villages based on a combination of unique cultural and natural resources; and 4) tourism village based on the uniqueness of creative economic activities (Hadiwijoyo, 2018).

Developing a tourism village creates more economic activity for the community (Amalia et al., 2018). Communities can get business opportunities from something unique owned by the village, which will increase local people's income (Pramanik et al., 2019). According to Erlitasari and Heryanto (2018), the role of the development of a tourism village towards community empowerment prior to the existence of a tourism village where the community only did farming/gardening improperly, but since the existence of a tourism village, many

communities have established businesses such as exceptional food, souvenirs typical of a tourism village and even open a homestay that can be rented by tourists who come to the tourism village. The development of a tourism village must be connected to the community's existence because the community is the leading actor who benefits from village tourism activities. Developing a tourism village can benefit and improve the community's economy by managing productive businesses by village potential.

### **Community Empowerment**

Community empowerment departs from a view that places human as the subject in development that mandates the importance of power and emphasizes alignment with powerless people (Zubaedi, 2007). Jim Ife (1995) defines *community empowerment* as an effort to provide resources, opportunities, knowledge, and skills to the community to increase their ability to determine their future and participate in and influence the lives of their communities. Winarni (1998) said that community empowerment has three aspects: 1) development or enabling; 2) strengthening potential or power; and 3) the creation of independence. These three aspects can be carried out for people who need more ability and power, which still need to be developed to achieve independence (Sulistiyani, 2004).

In giving power and ability to the community, empowerment, as stated by Fahrudin (2012), is carried out in the following ways: 1) enabling. Community empowerment is an effort to create an atmosphere and climate that can enable the community to develop according to their potential. Every human being, including society, has potential within himself, which can be developed through empowerment. Community empowerment provides power by encouraging, motivating, and raising public awareness regarding the potential contained within, 2) empowering. Community empowerment is an effort to increase capacity by strengthening the potential and power within the community. This effort is carried out by opening access to opportunities that can empower the community, and 3) protecting. Community empowerment is an effort to protect the interests of the community as the subject of development. Empowerment must prevent the vulnerable community from getting weaker and the powerless community from facing the powerful. Protection in empowerment is an effort to prevent unequal competition and exploitation of the strong against the weak.

### **Methodology**

This research is qualitative research with a phenomenological approach to discover the meaning of the experiences gotten by actors and recipients of community empowerment programs in developing tourism villages. This research is located in four tourism villages in Batu City: Sidomulyo, Bumiaji, Punten, and Tulungrejo, which have been successfully developed as tourism villages. This research used non-probability techniques with purposive and snowball sampling in determining the informants. There were 24 informants selected in this study, consisting of representatives of the Batu City Tourism Office, the heads of the villages (Sidomulyo, Bumiaji, Punten, and Tulungrejo), tourism village stakeholders, and representatives of tourism business actors. Data collection techniques were collected by in-depth interviews (semi-structured), non-participant observation, documentation, and literature study. The data obtained is analyzed using an interactive model analysis developed by Miles and Huberman (1984). This analysis consists of data reduction, data display, conclusion drawing, and verification (Sugiyono, 2020).

### **Results and Discussion**

Community empowerment is an effort to help a community gain power, strength, and the ability to take action independently. Empowerment in the development of a tourism village in Batu City is given to an initially powerless community, and the community is given the strength

and ability to have understanding and awareness to be involved in exploring the village's potential as a tourism village asset. It requires gradual community empowerment to realize an empowered community in developing tourism villages. Community empowerment in the development of tourism villages in Batu City is carried out in three stages, namely:

### **Giving Awareness to the Tourism Village Community**

Giving awareness plays an important role in changing the mindset and behavior of the community in the development of a tourism village in Batu City. At this stage, the community is given awareness about their own potential that can be developed and given an understanding of the tourism village so that the community is motivated to explore all the resources in the village.

Community awareness in the development of a tourism village is a condition that describes the support of all components of society in encouraging the creation of a conducive climate for the growth and development of tourism in an area (Ministry of Tourism and Creative Economy, 2012). Community awareness in the development of a tourism village begins with a good understanding of community about their rights which is then accompanied by success in mapping the potential of the village that can be developed into a tourism village (Rahmawati, 2021). This is because the development of a tourism village cannot be separated from the participation of the community, so the community must have a pattern of thinking that is aware of tourism which is expected to be able to develop a proportional understanding and understanding among various parties so that in turn it can encourage the community to participate in the development of tourism, including tourism village (Nursaid, 2016).

In the development of a tourism village, the community is given awareness through a cognitive understanding of the village's potential. This giving awareness was held by organizing socialization of the tourism village concept and the role of the community in developing a tourism village. The Head of the Batu City Tourism Office said:

"The Tourism Office has been giving understanding to the public about tourism village for a long time. Starting from the concept of a tourism village, the potential that exists in the village is to be developed into a tourism village. We socialize and accompany the community about tourism village development, and we give the material on how to develop tourism village and tourism village institution." (Interview, November 18, 2021).

The essence of giving awareness is that the community is invited to understand the various potentials of the village that can be developed as tourist attractions. Giving awareness to the community is in the form of understanding the village's resources, such as nature, culture, and other potentially attractive resources to tourists. The implementation of tourism village socialization is carried out formally and informally.

Giving awareness in the form of socialization has had a significant impact on increasing the community's insight and understanding of the concept of a tourism village. The community understood and knew the resources in their villages that could be developed into a tourist attraction. With this understanding and awareness, the community are motivated to explore and utilize all of the village's potential to be developed to attract tourists to visit. For example, communities of the Bumiaji make guava plants as a guava picking tour, communities of the Sidomulyo encourage flower cultivation as a flower picking tour, and communities of the Punten package orange plants into an orange picking tour, while the communities of the Tulungrejo make apple farms for apple picking tourism activities.

Even though the provision of awareness in the form of socialization has gone well, but all the components of the village community have not followed it, so not all communities can understand and be aware of the concept of a tourism village and its potential for the development of a tourism village. As a result, communities have a different understanding of tourism village. An informant of Bumiaji village said that he do not understand the difference

between village tourism and village tourism concepts. The tourism village that has been run so far is more towards organizing the resources of the village to be used as tour packages according to tourist requests. This activity is more directed at village tourism because the community is trying to take advantage of the potential of the existing village to attract tourist visits (Interview, August 9, 2022). An informant from Punten village understood that village tourism is a tourism activity that places more emphasis on the cultural potential and rural atmosphere, in addition to the natural wealth in the village (Interview, August 9, 2022). The informant from Tulungrejo village also said that tourism village is more important for the potential for local wisdom (culture) that is unique in the village, in addition to natural wealth (Interview, August 9, 2022). Furthermore, the informant from Sidomulyo village said that a tourism village is a tourism destination that utilizes local wisdom, supported by tour packages, lodging facilities, tourist attractions, and souvenirs found in the village (Interview, August 9, 2022). The community's understanding of the tourism village is similar to the concept of a tourism village socialized by the Batu City Tourism Office. The community's understanding of the various tourism villages is more influenced by the different backgrounds, both in terms of education and employment.

In addition to providing an understanding of the concept and potential of a tourism village through socialization, the Batu City Tourism Office also assisted in carrying out field visits to several tourism villages that have been successfully developed. The purpose of conducting field visits was for the community to learn about planning mechanisms and manage tourism villages. The Head of the Tourism Destination Division in the year 2022 argued:

“The first thing to do is formally or informally. Formally, we have a particular formal agenda. We invite the heads of villages and community leaders, and essential actors who will eventually be able to encourage the creation of a tourism village. Secondly, we indirectly show a tourism village's mechanism, management, and planning by conducting literacy studies outside the city. The point is that we facilitate figures in the village and sub-district to see what a tourism village is like by learning from villages outside East Java that have been successful from an economic standpoint from the tourism sector.” (Interview, July 5, 2022).

Assistance for field visits was essential in raising awareness and increasing the community's understanding of the tourism village. Communities were allowed to make direct observations in several tourism villages and carry out tourism village management practices. Several tourism villages used as learning locations varied greatly depending on the needs of tourism village stakeholders in Batu City. For example, a visit to the Karangrejo tourism village was carried out from November 30 to December 2, 2020, involving community representatives (village and urban village heads throughout Batu City). The visit aimed to learn about the tourism village's potential development and homestay management. In this village, the participants discussed the management of mushrooms and bee cultivation as leading tourist attractions, restaurants, and homestays. In addition to the Karangrejo tourism village, a visit to the Gubugklakah tourism village was held on April 12, 2021, involving representatives of the tourism village managers to learn how to manage a tourism village. In this activity, the participants discussed the management of the Gubugklakah tourism village and the management of the tourism village's potential.

The activity of assistance in field visits has gone well and has had a significant impact on increasing the community's understanding of the tourism village development. The community is starting to know and be aware of the importance of the village's potential to be developed into a tourism village. An informant from the Sidomulyo tourism village said that the field visit has provided an understanding of the tourism village, which emphasized exploiting village potential in the form of tour packages (Interview, January 20, 2022). The informant from Tulungrejo tourism village said:

"... a real tourism village if we really observe how a potential that exists in a tourism village doesn't have to change or build a new destination. But how do we adopt local wisdom into a show or become a tourism destination. So that the context of a tourism village really materializes from that. That local wisdom must be raised so that it becomes a tourist spot. That's what we are observing like that." (Interview, August 11, 2022).

The acknowledgment of the informant above shows that the tourism village has been understood more to exploit the existing potential in the tourism village without having to change and build a new tourism destination (tourist attraction). Tourism village emphasizes local wisdom (community culture and traditions), which is introduced and promoted to attract tourists. The informant from Bumiaji and Punten tourism village understood the tourism villages as tourism destinations that elevate the potential in each village and the local wisdom of the village supported by the availability of tourism facilities and community awareness. The community's understanding of the tourism village has similarities in interpreting the tourism village, which is more about maximizing the village's potential to become a tourist attraction (Interview, August 11, 2022).

Giving awareness through socialization and field visit assistance is the initial stage in the process of community empowerment in the field of tourism village development. These activities have an essential role in providing cognitive knowledge about tourism village and instilling an optimistic spirit and confidence in the tourism village community regarding the benefits of developing a tourism village for community self-reliance through providing evidence that has occurred in other areas. Giving awareness is directed at changing the mindset of the community so that they have the desire to utilize and manage the village's potential, which can accelerate the development of tourism village without having to switch professions that have been occupied for a long time. It is essential to give awareness so that communities who are initially unaware of and understand the village's potential are then made aware by providing knowledge and showing directly about the developed tourism village. According to Wrihatnolo and Dwidjowijoto (2007), the awareness stage is the stage where the target (community) to be empowered is given enlightenment in the form of awareness that they (the public) have the right to have something. This statement was also stated by Sulistyani (2004) that giving awareness to the community will open up more people's desires and awareness about their current condition and, in doing so, will stimulate their awareness about the need to improve conditions to create a promising future.

### **Giving Capacity and Ability to the Tourism Village Community**

Giving capacity and ability is the second stage in empowering rural tourism communities, which aims to provide knowledge and technical skills about tourism village. The Giving of capacity and capability places more emphasis on building community capacity and enabling the community to utilize the potential of their villages to support the development of tourism villages. As said by Pitana (2011), empowerment is a process to increase the capacity of a person or group of people to make choices or make decisions and transform these decisions/choices into concrete steps to get the expected results or benefits.

Giving capacity through community empowerment is carried out to provide the community with the ability or skills to manage a tourism village (Destiningrum et al., 2018). In realizing an empowered community, the Batu City Tourism Office organized training to increase the capacity of tourism village communities to have skills in managing tourism villages. The Head of the Tourism Destination Division in the year 2017-2021 said:

"Obviously, training is being carried out because it is a part of our program. When we have the intention, are focused, and have the target of forming a real tourism village. We must first socialize and form a system and institutions that must be supported by training. Because speaking of a tourism village, it's not just management and system design, but

what should be done with human resources, yes, there must be training, technical guidance, and training." (Interview, November 12, 2021).

Before organizing the training, the Batu City Tourism Office first identified the need for community capacity in developing the tourism villages. The tourism village training was: 1) the technical guidance on homestay management on July 16 and 19, 2019. In training, the participating communities were given knowledge and skills about techniques for managing and cleaning rooms and compiling Standard Operating Procedures (SOP) in homestays. The training was carried out by providing material followed by field practice to strengthen participants' understanding of the material, and 2) toilet management in tourism destinations for three days (December 15 to 17, 2021) to provide knowledge and skills to the community about how to manage toilets. During the training, participants were allowed to practice proper toilet management, starting from introducing chemicals and techniques for using equipment and cleaning toilets.

Tourism village training organized by the Batu City Tourism Office has had a positive impact on increasing community knowledge and skills. The training material delivered by the participants was in accordance with the community's needs in managing a tourism village. The actor of Punten tourism village said:

"As for homestay materials and tourism villages, in my opinion they are appropriate. Because every tourism village has its own management and has its own needs. That is why every time there is an invitation it really has to be given to the main governing body, then the main governing body must be able to. who is present, who needs that knowledge." (Interview, July 18, 2022).

The acknowledgment above is in line with the statement of the manager of Sidomulyo tourism village:

"Well, if participants practice in the field, it depends on their respective villages. If I explain it to other villages, I can't really explain in our village. In accordance with the characteristics of our village, we use it but if it's not appropriate, then we don't use it. Thank God, some of the material that has been provided has stuck with us, such as in the processing of tourist destinations, processing how to become a good, reliable, professional tour guide, how to serve guests which is reflected in the seven charms of tourism, we have implemented it." (Interview, July 13, 2022).

The training has been in accordance with the community's needs. It already encouraged knowledge and skills for the community in carrying out village tourism and business activities and could be directly applied to support the development of a tourism village. The training was more due to the suitability between the material and the practice carried out during the training, making it easier for participants to be applied. The informant from Bumiaji tourism village stated that training materials has been practiced in providing services to tourists visiting the tourism village. Participants who took part in the training have felt the impact in the form of increased abilities and skills in running a business in a tourism village, such as procedures for managing homestays, cleaning toilets, and serving guests well (Interview, August 11, 2022). This recognition is in accordance with the statement of Noe et al. (2003) that training has benefits, namely helping trainees have the skills to work and understand how to work effectively to produce quality services and products.

Tourism village training is an effort to provide power and ability to the community and is directed at providing capacity and ability so that the community has the power to develop a tourism village. According to Wrihatnolo and Dwidjowijoto (2007), the capacity building can be realized by capacity building in human resources. Human capacity is provided in various training related to strengthening human resource capacity to increase community knowledge and skills and seize business opportunities that can support the development of tourism villages. Ningtyas T et al. (2020), in their study, said that increasing the skills and knowledge

of individuals or community groups is expected to be able to support the process of developing tourism villages and support sustainability so that their potential generates added value.

### **Giving Power to the Tourism Village Community**

Giving power is the third stage in the community empowerment process in tourism village development which aims to provide power and opportunities according to community expertise. In this stage, the community is given power, authority, or opportunity to have the ability to develop all the potential of the village to attract tourists to visit. As stated by Rappaport (1984), community empowerment is interpreted as a way in which the community is directed so that they can have power over their lives (Fahrudin, 2012). Giving power to the tourism village community needs to be adjusted to the quality of the community's skills so that the community can do it easily. Wihatnolo and Dwidjowijoto (2007) stated that empowerment is giving power to the target (community) and opportunities in accordance with the quality of expertise that has been possessed.

The Batu City Tourism Office has an important role in giving the power and authority to the community to explore and manage village resources to support the development of a tourism village. Giving power as an effort to empower the community was carried out by facilitating the formation of tourism village organizations to accelerate the establishment of tourism villages and managers who take care of village tourism activities in Batu City. It was related to the statement of The Head of Tourism Destination Division in the year 2017-2021:

"We facilitate the formation of tourism village administrators by forming associations of tourism village and homestay. We invite the tourism village managers. Then we give reinforcement about the importance of communication forums. In providing information in the future, we do not experience difficulties with the latest information, or the latest knowledge will be conveyed immediately. Alternatively, it may also be related to promotion, helping them promote their respective tourism villages, supporting each other, yes, between one village and another." (Interview, November 12, 2021).

The tourism village organization functions as a communication forum for managing the tourism village organization. Forming a tourism village organization is essential in facilitating the coordination and synchronization of tourism village development programs. The tourism village organization is the core of the management of a tourism village, where its existence is directed at the importance of encouraging the community to obtain economic benefits or benefits from tourism activities and the preservation of tourism resources which are used as tourist attractions in tourism village (Junaidi & Salim, 2019).

The facilitation of the Batu City Tourism Office was not only in the form of forming a tourism village organization but also preparing the organizational structure of the tourism village. It aimed to facilitate the division of tasks in achieving organizational goals and objectives in carrying out programs. The Head of the Punten Tourism Village said:

"Yes, there is facilitating the establishment of a tourism village administrator with his office, but it is still a plan. I was involved in the formation of a tourism village administrator. In Punten, I am the head of the tourism village management institution. His role is managing developments in Punten village, making programs, making developments, and facilitating the development of the whole Punten village, which has four hamlets. Suggested that each hamlet should have its management under the auspices of the sub-hamlet, whose number one coordinator, downwards, there is an organizational structure for each hamlet." (Interview, October 30, 2021).

Facilitation of the formation of the tourism village organization was the effort to facilitate the implementation of coordination, cooperation, and communication related to the development program of the tourism village. In this facilitation, the Batu City Tourism Office first explained to the heads of the villages about the organization's role as an essential



component in developing a tourism village. The heads of the villages could choose personnel who want to become the administrators of the tourism village organization. The formation of the tourism village organization adjusted to the needs of each village.

The efforts of the Batu City Tourism Office in encouraging the heads of the villages to form tourism village organizations have had quite a good impact. The organization's formation with its structure is ratified through the decision of the heads of the villages. In Sidomulyo village, the head of the village approved the organization of the tourism village on October 4, 2020. The administrators of the tourism village totaled ten people who were in charge of developing the tourism village. Unlike the Sidomulyo tourism village, the head of Bumiaji village did not form a tourism village organization as complete as the tourism village organization in Bumiaji. He appointed four staff members who were responsible for managing tourism village activities. The appointment of staff was determined on December 19, 2019. In Punten, the head of the village formed and ratified the organization and composition of the tourism village administrators on August 14, 2020. The administrator of the Punten tourism village organization as a whole numbered 36 (thirty-six) people, of which each board member has duties and responsibilities to develop the tourism village. In Tulungrejo, the head of the village formed the tourism village administrators on December 4, 2020, whose task was to explore the potential of the tourism village and develop Tulungrejo tourism village activities. The total number of members is nine people.

The tourism village organizations in Sidomulyo, Punten, and Tulungrejo have similarities in the composition of tourism village management. This similarity is more because the three tourism villages (Sidomulyo, Punten, and Tulungrejo) place the organization as a component of the tourism village development. Developing a tourism village is a strategic sector that can increase village and community income. Hence, a tourism village needs to be supported by the organization of the tourism village. The type of this organization is different from the Bumiaji tourism village organization, which entrusts more than four people to manage village tourism activities to create effectiveness and efficiency in carrying out tourism village development programs.

The differences in the tourism village organization are based on the needs of each tourism village. The organization structure of the tourism village is designed based on the core of the existence of the tourism village management group, where the drafting process is very dependent on the needs of the institution, which has implications for the distribution of responsibility, authority, and accountability for each part of an organization (Hall, 2011). Institution (organization) in developing a tourism village, as stated by Inskip (1991), is one of the essential components in supporting the success of a tourism village. The institution plays a vital role in managing resources and distribution of benefits to increase tourism potential. According to Triambodo and Damanik (2015), the urgency of the existence of institutions in tourism, including tourism villages, is that institutions can act as a forum and activators in facilitating and developing community participation in tourism.

In addition to facilitating the formation of a tourism village organization, the Batu City Tourism Office also assisted with facilities and infrastructure to support tourism village activities. Tourism village facilities, as stated by Suwantoro (2004), are the completeness of tourism destinations needed to serve the needs of tourists in enjoying their trips, while tourism infrastructure is more about natural resources and artificial resources that tourists need in tourism destinations, such as roads, electricity, water, telecommunications, terminals, bridges, etc. The Head of the Tourism Destination Division in the year 2017-2021 acknowledged the provision of assistance for tourism village facilities and infrastructure:

“We help in the form of infrastructure. For example, we developed it by the Regional Revenue and Expenditure Budget (APBD). We develop the icons of each tourist village. What is the purpose of our development? Developing the icon of each tourist village is

to introduce that village. That is one form of support from the Batu City Tourism Office by building an iconic physical gate. In the form of infrastructure, we assist with organizational structure boards in each tourism village. We give in the form of grants to the community. We help the community to make an organizational structure board and to have a uniform for the management of the tourism village, and then we provide trash cans at the tourism village.” (Interview, November 18, 2021).

The provision of facilities and infrastructure assistance to tourism villages in Batu City (Bumiaji, Sidomulyo, Punten, and Tulungrejo) is very diverse. It depends on the needs of each village. Some facilities and infrastructure assistance provided to tourism villages use financing sourced from the Regional Revenue and Expenditure Budget (APBD). Infrastructure assistance in Sidomulyo was the tourist information center. It was built in 2020 to provide convenience to tourists who come to the tourism village to obtain information about tourist attractions, lodging/homestay, and other tourist facilities. In Bumiaji, assistance with facilities was by constructing an entrance (gate) for the tourist attraction of the mBah Batu tomb in 2020. It was to make the mBah Batu tomb look more beautiful and orderly to give visitors a better impression. In Punten, assistance with facilities and infrastructure was by building the icon for the entrance gate in the "Punten Rest Area" in 2021. It aimed to introduce Punten tourism village with its rest area to tourists. Furthermore, the assistance of facilities in Tulungrejo was by constructing the icon for the entrance gate to the Tulungrejo tourism village garden in 2021. It aimed to introduce Tulungrejo as a tourism village for the tourists

The construction of facilities and infrastructure in Sidomulyo, Bumiaji, Punten, and Tulungrejo has had a positive impact on the development of the image of the tourism village. It has complemented tourism village facilities and added to the beauty of tourism villages. An informant from Sidomulyo village said that the assistance with facilities and infrastructure has helped the tourism village to develop more and be known by tourists. Complete facilities can provide comfort for tourists while traveling in a tourism village (Interview, January 21, 2022). The informant from Tulungrejo village saw that facilities assistance has helped the community run a tourism business (Interview, October 30, 2022). Then the informant from Bumiaji village considered that facility and infrastructure assistance is more about forming a positive image for a tourism village and adding complete facilities for the convenience of tourists (Interview, July 13, 2022). Meanwhile, the informant from the Punten said that the assistance of facilities and infrastructure for tourism villages supports tourists' activities (Interview, July 8, 2022).

Facilities and infrastructure assistance in 4 tourism villages in Batu City (Sidomulyo, Bumiaji, Punten, and Tulungrejo) are to support tourism village activities. The development of facilities and infrastructure makes tourism villages more valuable or attractive (Ghani, 2015) and encourages tourists to visit longer and spend their money in tourism villages. However, this is different when the facilities and infrastructure are seen as community empowerment, whereas the construction of tourism village facilities and infrastructure is more directed at efforts to encourage communities to be empowered (Hutomo, 2000). The availability of facilities and infrastructure in the tourism villages will motivate the community to explore their potential and make them easier to carry out village tourism activities.

Giving power to the tourism village community by facilitating the formation of organization and assistance of facilities and infrastructure is an attempt to give confidence to the community in managing their villages to become tourism villages. Giving trust to the community as a form of community empowerment contains meaning as stated by Wrihatnolo and Dwidjowijoto (2007), namely: 1) efforts to give power, transfer power, or delegate authority to other parties; and 2) efforts to provide ability or empowerment. In community empowerment, the Batu City Tourism Office gives power and authority to the managers of the tourism villages to manage all the villages' potentials independently. Granting this power and

authority can help village tourism managers have independence in working and doing business (Destiningrum et al., 2018).

### **Conclusion**

Community empowerment in Batu City has impacted the empowered communities in developing tourism villages. The communities already have the knowledge dan skills to develop all the potential in the village. Community empowerment in developing tourism village is held through three stages: 1) giving awareness by organizing the socialization of tourism village potential and field assistance for tourism village actors; 2) giving capacity and ability by organizing tourism village training; and 3) giving power by facilitating the formation of the tourism village organization with its structure and giving assistance with facilities and infrastructure to support tourism village activities. The stages of community empowerment have important roles in making community empowerment in developing a tourism village in Batu City.

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