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STRATEGY COMMUNITY EMPOWERMENT THROUGH THE DEVELOPMENT OF TANI BETET TOURISM IN NGANJUK REGENCY, EAST JAVA

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ABSTRACT

The research aims to formulate a strategy for community empowerment by developing the Tani Betet Tourist destination in Nganjuk Regency, East Java. The method used is a quantitative method with SWOT analysis. The number of respondents was 20 people and one key informant. The number of respondents is as many as 20 people and key respondents 1 person. The results of this study are strategies used in community empowerment in Tani Betet Tourism, which are contained in quadrant I (Progressive Strategy). Strategies that can be done in the development of Tani Betet Tourism is to maximize the role of the community in supporting packaging and promoting tourism that has the opportunity to increase tourist visits. Utilization of community empowerment programs in sustainable tourism development. The active role of local governments is to give rise to trust in each other in society to accept the technological developments present. The benefits of this research provide strategies as a reference in optimizing community empowerment in Tani Betet Tourism, for tourism development through community empowerment programs.

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PRELIMINARY

Tourism in Indonesia has a potential entirely developed in the current era, which can be proven by the variety of natural potential owned in various regions. This natural potential is an opportunity for Indonesia to develop and develop tourism areas to increase foreign exchange and the economy of the community (Yachya et al., 2016). The role of tourism, among others, is a source of foreign exchange, expanding and equalizing employment opportunities, encouraging regional development, increasing the welfare and prosperity of the people, and enriching the nation's culture (Citra, 2017). The development of tourism has undergone expansion and diversification in a form, so it is included in the sector that experienced the fastest growth among other economic sectors globally (Sukirman, 2017).

The community is an inseparable part of the development of tourist objects, so attention must be paid to their involvement and contribution in promoting their tourist destinations. (Adikampana, 2017). The main priority in tourism is to build people, especially local communities, that interact directly with tourists to achieve equality and exchange or cooperation that respects each other and enriches the lives of their people (Baiquni, 2010). The development of a tourism area is expected to provide a high multiplier effect in the economic field than other leading sectors (Jamalina & Wardani, 2017). Community empowerment efforts have three ways: creating a climate that allows the potential of the community to develop, strengthening the potential of the community, and providing protection (Ginangjar, 1997). One area that has many tourist attractions is East Java province. East Java province has a vast area and is supported by varied natural resources. There are many potentials for strategic areas to develop all tourism. In addition, there are historical relics, customs, and cultures of the region and geographical conditions as diverse as mountains, seas, forests found in East Java (Novianti, 2018). One of the attractions in East Java is Tani Betet Tourism, located in Betet Village, Ngronggot Subdistrict, Nganjuk Regency. Tani Betet has a typical rural attraction that presents natural beauty, also has various selfie locations and water rides on the river (Ibrahim, 2020).

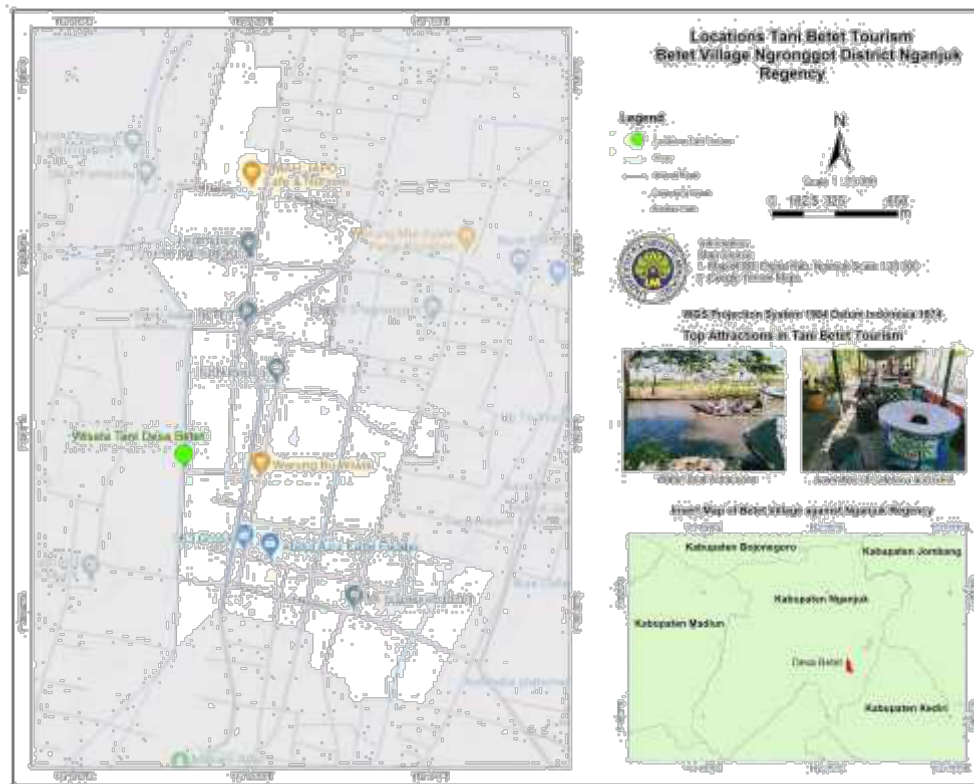


Figure 1 Tourist Map

Since the establishment of Tani Betet Tourism objects by The Regul Tourism Conscious Group (POKDARWIS), the people of Betet Village continue to be empowered by capturing their potential. Community empowerment is an effort to utilize and process the potential resources of rural communities effectively and efficiently (Adisasmita, 2006). Community empowerment activities began to emerge to improve their economy independently in the development of Tani Betet Tourism objects. The people of Betet Village have always held the management of Tani Betet Tourism through community empowerment as a form of commitment to the PLN Peduli (State Electricity Company) (Penamerahputih.com, 2021). PLN Peduli continues to carry out empowerment activities, one of which is in Small and Medium Micro Enterprises culinary centers. Tani Betet Tourism Area has an impact that can be felt by the community, ranging from increasing income from Housewives who can help the family economy. The results of community empowerment in the development of this tourism resulted in a turnover in 2019 of Rp 890,850,000.00 million. This turnover comes from revenue from the income of visitors and local merchant commodities that are returned for tourism development and the economic progress of the local community (Rizky, 2021). Evidence of the impact of empowerment is the existence of various UMKM such as culinary and souvenirs scattered. The number of UMKM traders in 2017 was only two people, but with the assistance of PLN Peduli, there was a

significant increase, in 2018 to as many as 10 people, 2019 as many as 32 people, and in 2020 to 64 people (Ibrahim, 2020). The results of the empowerment program presented by PT PLN through the Environmental Social Java Responsibility Program (TJSL), Betet Tourism Village has obtained evidence by winning platinum category SDG's 10.2 Mandiri Village Economy at ISDA 2021. Tani Betet tourism becomes millennial tourism that uses technology and the agricultural sector to empower the surrounding community and UMKM for their development (Jaen, 2021). Community involvement in the development of Tani Betet Tourism objects is an interesting topic to assess its implications on empowered communities. Tani Betet Tourism has community empowerment activities in the development of tourism but still has not been directed in the processing and placement of its strategies. Based on these problems, the purpose of the research is to formulate a community empowerment strategy through the development of Tani Betet Tourism objects in Nganjuk Regency, East Java. The focus of this research puts the right community empowerment strategies used in the development of Tani Betet Tourism.

METHODS

The study uses quantitative methods that are systematically designed following the flow of research (Figure 2). Sampling is done purposive sampling to the primary manager, the Tourism Conscious Group (POKDARWIS) Regul. The research sample was all POKDARWIS Regul who participated actively in the development of Tani Betet Tourism objects as many as 20 people and the chairman of POKDARWIS Regul as key informant. The scope of this research focuses on community empowerment strategies in the development of Tani Betet Tourism in the Nganjuk Regency. Data collection techniques use questionnaires and interviews. Research indicators are divided into internal and external factors. Internal factors are the role of the community in supporting and promoting tourism, the level of independence in tourism development, the existence of empowerment programs in tourism development, the level of sustainability of community empowerment programs, the role of village governments in community empowerment programs, community involvement in decision-making in the community empowerment process, the existence of trust in each other in the community and the existence of equality in the implementation of empowerment tasks society. External factors include technological developments affecting the development of tourist attractions, tourist visits to tourist attractions, close to other attractions, internet access that facilitates tourists to tourist attractions, extreme rainfall, the development of unique attractions, and the local government's role in empowerment programs.

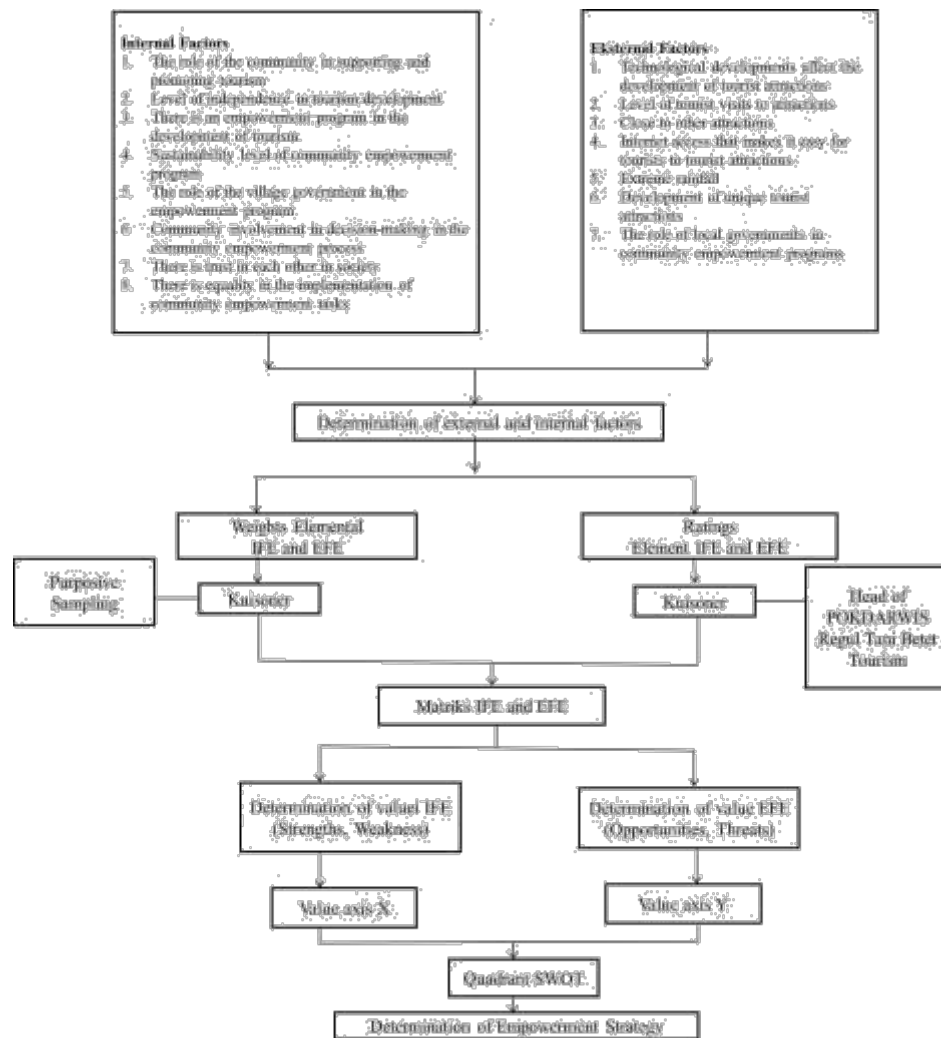


Figure 2 Flow Chart Research Design

Data analysis in this study uses SWOT analysis (Strengths, Weakness, Opportunities, Threats); the stages in SWOT analysis are:

1. Assumptions paired between assessment of weaknesses and challenges with Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) in which there are ratings and weights;
2. IFE and EFE element ratings were obtained from the questionnaire of POKDARWIS Chairman Regul Wisata Tani Betet as a key respondent. In contrast, the weight of IFE and EFE elements was obtained from questionnaires distributed to POKDARWIS Regul members active in tourism development. The rating was taken only on key respondents because they know the critical success factors contained in community empowerment programs.

3. The results of the questionnaire will be made IFE and EFE matrix;
4. Determination of IFE and EFE values interpreted through diagrams with values (S-W) being values or points on the X-axis, and results (O-T) being values or points on the Y-axis;
5. Seek the position of community empowerment strategy in the development of Tani Betet Tourism objects designated at point (X, Y) in the SWOT quadrant to determine a suitable community empowerment strategy.

RESULTS AND DISCUSSION

Analysis SWOT Results

Tani Betet is one of the attractions that offer the charm of rural natural beauty and the uniqueness of its citizens, who are the majority as farmers. Visitors who can see agricultural activities in this tour, such as the planting of lettuce, in addition, can also enjoy water rides on the Betet River by boat or water bike. On the riverbank, there is also a cottage to relax while enjoying the view of Tani Betet Tourism. This tourist attraction started from the concern of the river Betet which is dirty and often floods during heavy rains, then makes the tourist attraction. In addition, the creation of this tourist attraction also helps residents get jobs and improve their economies, such as being a swordsman and parking attendant.

An alternative strategy in this study is to use questionnaires distributed to the conscious tourism group (POKDARWIS) in Tani Betet Tourism, which follows a community empowerment program devoted to developing such tourism, as a data source. Respondents' assessment of community empowerment in the development of Tani Betet Tourism was taken from internal factors of eight questions from the item's total score showing a result of 0.44. Internal factors of empowerment of the Tani Betet Tourism community show a strong position. These internal factors have a strong influence on community empowerment in the development of Tani Betet Tourism. Respondents' assessment of community empowerment in the development of Tani Betet Tourism from external factors based on seven questions, the score showed 1.41. External factors of community empowerment in Tani Betet Tourism are in a strong position, so external factors positively influence community empowerment in the development of Tani Betet Tourism. Calculation and analysis of Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) (Table 1).

Table 1 Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) Analysis

No	Items	Ratings (Si) (1)	Weight (Bi) (2)	Total Weight (1) x (2)
Internal Factors				
<i>S (Strengths)</i>				
1	The role of the community in supporting and promoting tourism	5	0,133136	0,66568
2	There is an empowerment program in the development of tourism	5	0,128698	0,64349
3	Sustainability level of community empowerment program	4	0,118343	0,47337
4	There is trust in each other in society	5	0,127219	0,63609
(A)				2,41864
<i>W (Weakness)</i>				
1	Low level of independence in tourism development	4	0,14645	0,58580
2	Lack of role of village government in community empowerment programs	4	0,12426	0,49704
3	The level of community involvement in decision-making in the community empowerment process is low	4	0,10503	0,42012
4	Lack of equality in the implementation of community empowerment tasks	4	0,116864	0,46746
(B)				1,97041
Value X axis = (A) – (B)				0,44822
External Factors				
<i>O (Opportunities)</i>				
1	Technological developments affect the development of tourist attractions	5	0,16405	0,82024
2	Level of tourist visits to attractions	5	0,16754	0,83770
3	Development of unique attractions	3	0,11867	0,35602
4	The role of local governments in empowerment programs	4	0,16056	0,64223
(C)				2,65620
<i>T (Threats)</i>				
1	Close to other attractions	5	0,11344	0,56719
2	Slow internet access	4	0,11344	0,45375
3	Extreme rainfall	2	0,11169	0,22339
(D)				1,24433
Value Y axis = (C) – (D)				1,41186

Based on the analysis of Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE), the SWOT diagram has coordinate points consisting of the X and Y axes. The X-axis coordinate point is obtained by subtracting the total number of strengths by the number of weakness weights = (A) –

$(B) = 2.41 - 1.97 = 0.44$. The Y-axis coordinate point is obtained from reducing the number of opportunity weights by the number of threat weights $= (C) - (D) = 2.65 - 1.24 = 1.41$. The depiction of the SWOT diagram of community empowerment in the development of Tani Betet Tourism is in quadrant I (Progressive Strategy), which uses internal forces to create meaningful opportunities. The following depiction of the SWOT diagram through internal (IFE) and external factor calculations (EFE) can be seen in (Figure 3).

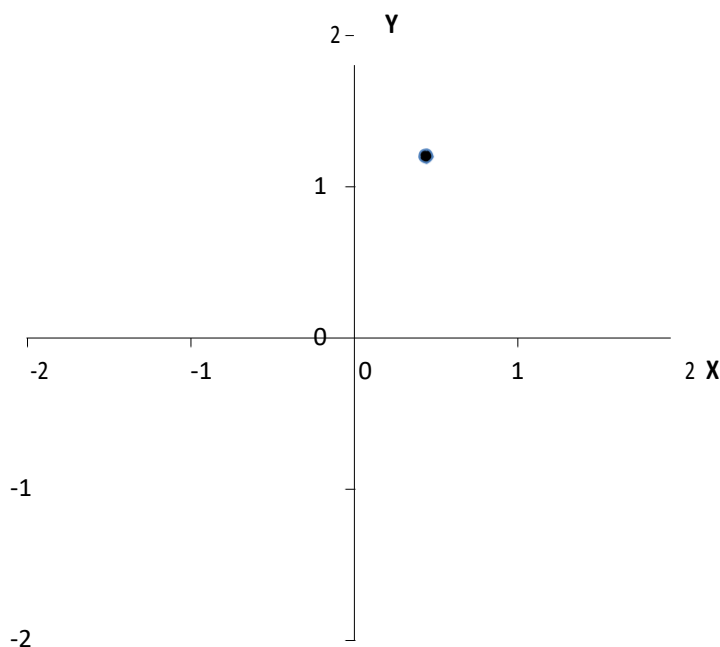


Figure 3 SWOT Diagram of Community Empowerment Strategy in The Development of Tani Betet Tourism

Strategy Community Empowerment in the Development of Tani Betet Tourism

The results of calculations that have been obtained can be formulated community empowerment strategies that can be done in Tani Betet Tourism, namely using progressive strategies. Progressive strategies can maximize the power to take advantage of current opportunities. Existing opportunities and strengths can be maximized for the development of Tani Betet Tourism. These strategies can later be used to optimize community empowerment activities in the development of Tani Betet Tourism.

Strategies that can be done, namely, first, can maximize the role of the community in supporting and promoting tourism that will have the opportunity to increase tourist visits to tourist attractions. Tani Betet tourism already has a variety of unique attractions, but that alone is not enough to make the attraction of Tani Betet known to the broader community and visited. The variety of tourist products, especially unique ones, is not enough, but there is still a need to promote websites or social

media(Wirateja et al., 2019). Tourism marketing can also consider various new ways to communicate its tourism activities to tourists, one of which is packaging related to the development of certain activities, events, or programs that attract visitors who provide added value from tourist attractions (Yulita, 2016). The tourist attraction uses the main driver that motivates tourists to visit an area (Triyono et al., 2018). Promotional and packaging support for unique attractions such as planting lettuce vegetables, water bike rides, and engine boats is critical; these activities can be increased by increasing the role of the community involved in the development of Tani Betet Tourism. It also supported Andri Yuli Putra research stated, the way of promotion that can be done to attract outsiders to visit, namely through the use of social media carried out by the village's tourist community (Putranti, 2021).

The second strategy is the existence of community empowerment programs to develop tourist attractions, especially tourist attractions that will be presented. The provision of tourist attractions aims to attract many tourists to visit attractions, especially in Tani Betet Tourism, so that later tourist visits experience an increase, for example, adding a variety of other vegetables grown in hydroponic parks. Water rides can be coupled with other attractions such as duck bikes. Community empowerment acts as an essential element that allows the community to survive (survive) or achieve an advancement (Ginanjari, 1997). The tourism empowerment program contained in Tani Betet Tourism is community empowerment in the development of agriculture-based tourism, empowerment of UMKM (Figure 4), cultivation of hydroponic plants (Figure 5), and waste processing workshops conducted PLN Peduli. The impact of the development of Tani Betet Tourism has progressed through community empowerment programs.



Figure 4 Facilities where UMKM activities in Tani Betet Tourism



Figure 5 Results of PLN *Peduli* empowerment in hydroponic plant cultivation

The third strategy is the sustainability of community empowerment programs through the role of

local governments. Although tourism is one of the priorities in the regional medium development plan, the attention of the local government is still needed, as is the Ministry of Culture and Tourism (Supriadi, 2012). Local government is one of the essential elements in the development of tourism. The community can coordinate with the local government to provide all supporting facilities such as attractions and accessibility to support the development of Betet Farmer Tourism. In addition, the government also facilitates existing empowerment programs such as hydroponic plant processing activities or creating unique attractions to attract tourists.

The fourth strategy is to trust each other in society to accept the current technological developments, such as the utilization of internet access for visitors and the technology of developing machine boat attractions. This public trust arises because there is a good relationship between group members with the government, the surrounding community, and group members to instill professional attitudes (Maratade & Mandey, 2016). The impact of community trust gives rise to community support for developing more advanced tourist attraction areas. Support can be in the form of a sense of solidarity that can build spirit and give birth to brilliant ideas in organizing a region to create beautiful copyright works (Aulia, 2020). Brilliant ideas built in Tani Betet Tourism, such as planting flowers on the banks of the river and in tourist areas to look beautiful, providing unique writings that visitors can enjoy, and creating gazebos for visitors to rest. The utilization of technology carried out by POKDARWIS Regul in creating unique attractions can be seen on machine boats and water bikes that serve as unique attractions typical of Tani Betet Tourism. Information technology used for promotion in Tani Betet Tourism is done through Instagram which is designed with interest so that outside tourists are quite informed of activities in Tani Betet Tourism.

Based on the analysis of the Tourism Area Life Cycle (TALC) in Butler's theory, there are seven stages: exploration, involvement, development, stagnation, decline, and Rejuvenation (Butler, 1980). Tani Betet Attractions entered the development stage. At the exploration stage, some travelers with explorer typology expose the natural beauty and authenticity of the rural atmosphere to colleagues or through social media. At this stage, tourists are still seasonal, and locals see those who visit only people interested in nature's beauty. Some people in Betet Village began to care for visitors' needs, such as food, souvenirs, and unique attractions. At this early stage, it is indicated that since 2016, when the agreement was made with the people of Betet Village to normalize the Apur River with the help of the Sugar Factory (Meritjan), normalization was carried out along 2.5 kilometers with an initial width of 1 meter to widen the river body by 6 meters. In 2017 problems began to arise, the water level of the Apur River decreased, then residents began to create a simple water storage system to stabilize the river water discharge to be still utilized. In mid-2017, the idea of making tourist attractions began to take advantage of the Apur River. At that time, every Friday,

betet residents began planting various flowers on the banks of the river and maintaining the cleanliness of the Apur River. In 2018, a unique tourist attraction was developed in the form of boats and water bikes. In 2019, tourist visits began to increase and increasingly became a trend among the public. The results obtained from the tourist visit then bought the means of tourist attractions in six boats and six water bikes. This year 2019 also began the procurement of tourism facilities and infrastructure ranging from constructing toilets and mushola. In 2020, 32 UMKM stalls, arches, and drainage channels were built (Penamerahputih.com, 2021).

The involvement stage in Tani Betet Tourism starts from the community of Betet Village, who can start regularly receiving visits. Economic reasons are not the only reason they can get them, but because of the pride of their territory visited by outsiders. The provision of accommodation for visitors began to be prepared by some residents around Tani Betet Tourism. They get the economic benefits that trigger widespread community engagement. These economic benefits were initially intended to complement the means and needs of visitors, such as food and souvenirs. The construction of this tourist attraction also has physical and social environmental benefits for the residents of Betet Village, such as Sungai Apur, to be cleaner and the solidarity of Betet villagers increased to build Betet farmers. The development carried out by the residents of Betet Village is a public facility such as street nets and public toilets. Public facilities built are used for the convenience of visitors, so they are later interested in the local identity offered by Tani Betet Tourism, such as agricultural activities and water rides provided on the Apur River.

The establishment of the Tourism Conscious Group (POKDARWIS) signifies the tourist destination area entering the third stage, namely development. POKDARWIS has a role as a driver in constructing supporting facilities, mediators between the community and private parties to fully contribute to the development of tourism (Murianto et al., 2020). At this stage, it is not depicted with a positive curve constantly rising ((Graburn, 1983); (Dowling, 1994) Dowling (Agarwal, 2002) (Brouder et al., 2020)). The social dynamics of society became one of the triggers of obscurity between the stages in Butler's analysis. However, some internal and external indicators that can show this stage are that visitors' broader coverage is not only limited to Nganjuk Regency.

CONCLUSION

Based on the swot analysis results, an alternative strategy of community empowerment in the development of Tani Betet Tourism objects is included in quadrant I (Progressive Strategy) with X of 0.44 and Y of 1.41. The depiction of this SWOT diagram signifies community empowerment in the development of Tani Betet Tourism using internal forces to create meaningful opportunities. Existing opportunities and strengths can be maximized for the

development of Tani Betet Tourism. The strategy that Tani Betet Tourism can do is a Progressive Strategy Strategy that can be done by maximizing the role of the community in supporting tourism packaging and promoting tourism that has the opportunity to increase tourist visits. Utilization of community empowerment programs in sustainable tourism development. The active role of local governments is to give rise to trust in each other in society to accept the technological developments present. The benefits of this research provide strategies as a reference in optimizing community empowerment in Tani Betet Tourism for tourism development through community empowerment programs.

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