

The Role of the Community to Increase Local Potential through Kampoeng Djowo Sekatul Tourism Village

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ABSTRACT

Tourism Village is a village environment that has the potential for natural beauty and has a unique and distinctive appeal, tourism facilities and accommodations are managed well by actively involving the community. Kampoeng Djowo Sekatul is one of the tourist villages that carries the concept of a simple and ancient Javanese village with the characteristics of a joglo house and gazebo. This Kampoeng Djowo Sekatul tourist spot is located in Margosari Village, Limbangan District, Kendal Regency. Because it is located in a cold mountainous area and close to other natural attractions, this tourist village attracts many tourists who are in the city and even outside the city for time with family to enjoy the beauty that is presented by the Sekatul tourist village and the atmosphere is very suitable for family vacations. This study aims to analyze the extent to which empowerment can be carried out to spur the development of tourism villages based on local potential which leads to community productivity to be more independent and can improve the welfare of rural communities. This research used an approach with data collection techniques in the process. The results of the data obtained indicate that the existence of the Kampoeng Djowo Sekatul Tourism Village has a positive impact for the realization of community empowerment in this Margosari Village.

INTRODUCTION

Tourism is a variety of activities carried out and supported by the facilities and services provided by the community, entrepreneurs and local governments. Therefore, each region has a variety of tourist attractions that can be used as a source of income for the local community and promote the economy of local residents. The role of the government is also important in the development of regional tourism by providing promotion assistance and full support for regional tourism.

Tourism village is a form of integration between attractions, accommodation and supporting facilities presented in the structure of community life that is integrated with the procedures and prevailing tradition. Tourism is a matter that is very closely related to tourism activities, which includes business in a tourist attraction as well as the business arising from these tourist destinations and tourism is a matter that is closely related to tourism implementation activities. tourism, as well as tourist targets become tourist objects and attractions, while the tourism area is an area with an area that is intended to meet tourism needs.

One of the principles in sustainable tourism development is community empowerment, which means development is aimed at serving interest of the people who work and live in the surrounding area. This policy must generate high value for tourists, as well as economic benefits for organizers tourist activities.

Community-based tourism development requires an environment that is conducive to the growth of engagement and the active role of the community around tourism activities. Community participation needed in planning, building, developing, utilizing the economic potential of tourism as well as preserving the tourism industry itself. This matter intended so that the community is not only placed as an object but also as an object as the subject of buildings, so that people can receive benefits from the results of tourism development. The purpose of the research is to examine Sekatul tourism object as a tourist attraction sustainable in terms of environmental, economic and socio-cultural as well as provide recommendations to solve the problem of Kampoeng Djowo tourism object Sekatul to support tourism sustainability in Kampoeng Djowo Sekatul.

METHOD

This research is a descriptive study with qualitative approach. According to Sugiyono (2016: 9) qualitative descriptive methods is based on the philosophy of post-positivism used to examine the condition of natural objects (as the opposite is experiment) where the researcher is the instrument. Taking qualitative descriptive research is based on observations made directly on the object to be examined and seen from several sources via the internet, or websites regarding places or locations that will be used as material for writing articles.

The key to data collection techniques is triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research are more emphasize meaning rather than generalization. Descriptive research qualitative aims to describe, describe, explain, explain and answer in more detail the problem which will be researched by studying as much as possible individual, group or event. In research qualitative human is a research instrument and the result of the writing in the form of words or statements that are in accordance with the actual situation.

RESULTS AND DISCUSSION

Tourism village is a form of integration between attractions, accommodation and supporting facilities presented in the structure of community life that is integrated with the procedures and prevailing tradition.

Tourism is a matter that is very closely related to tourism activities, which includes business in a tourist attraction as well as the business arising from these tourist destinations and tourism is a matter that is closely related to tourism implementation activities. Tourism, as well as tourist targets become tourist objects and attractions, while the tourism area is an area with an area that is intended to meet tourism needs.

As a tourist village, village life is used as a tourist destination. Which means village as object at the same time as the subject of tourism, namely as a organizers of various tourism activities and their results directly enjoyed by the public. Therefore the role the active participation of the community determines the continuity of this village's activities.

Tourism village management type consists of:

1. Structured Type, characterized by complete infrastructure on tourism areas that are specific to the area with a land that is not too large. The location of the area is separated from the community to minimize negative impacts that can occur at any time.
2. Open Type, marked by the integration of community life with the village area which is used as a tourist village. This must be seen well the structure of life, both space and pattern with the local community. The community can also directly enjoy the income obtained from tourists.

The tourism village component must have several main aspects, namely: Attraction is the main product that is used as a reference to attract tourists. Accessibility is the availability of transportation facilities and infrastructure to get to the tourist village. Amenity (supporting facilities) are all facilities used by tourists to meet the needs and desires of tourists. Ancillary (organization/supporting institution) is the availability of a village community organization to manage and manage the tourism village.

A village that will be able to become a tourism village should meet the criteria including: 1) Tourist attractions, namely all those that include natural resources, community culture, and a human creation. 2) Mileage from tourist areas, especially tourist residences and also distance from provincial capitals and district capitals. 3) The size of the village concerning the population and the area of the village related to the carrying capacity of tourism. 4) The belief system and society. 5) Availability of infrastructure.

Kampoeng Djowo Sekatul takes advantage of the potential of nature and artificial good. With its location on a slope Mount Ungaran, so it has a source natural power that is still natural is one of them there is a stream of tributaries originating from mountain springs used Kampoeng Djowo as water filler in the pond fish and help residents by making irrigation to rice fields around Kampoeng Djowo.

Djowo Sekatul Village Tourism in Limbangan Kendal, Central Java is one of the tourist attractions located on Jalan Sunan Katon, Margosari Village, Limbangan District, Kendal Regency, Central Java. The name Sekatul comes from the word "Katul". During the Japanese colonial era, the people living in this area suffered so much and it was very difficult to eat anything, including katul which is usually used to feed livestock. And to commemorate difficult times and remind future generations to remember history, this area was given the name "Skatul". On special days such as Sunday, Kampoeng Djowo Sekatul presents live music guided by Sinden. In addition, this place has a charm of beauty and its own charm among foreign and local tourists because it is located in a mountainous area and has a cool air suitable for a weekend with family.

This place also has lodging places such as joglo houses that can be rented for guests who will stay here. In addition, Kampoeng Djowo Sekatul is also often used as a place for weddings. Visitors can also enjoy a variety of available rides such as playing flying fox, swimming, plow rice fields, keceh and archery or guests can also order food at the restaurant and can enjoy the natural scenery in the gazebo in the form of a joglo of various sizes located in the tourist area of Sekatul.

The system contained in spatial arrangement and structure of traditional houses This joglo, in addition to guiding humans to social life and help helping is make humans not arrogant and respect each other, and also not never forget the existence of the Almighty Power.

Besides being aimed at changing people's behavior so that they are able to empowered so as to improve the quality of life and well-being, Empowerment also emphasizes the process, not just the result (output) of the process. Therefore, the measure of success empowerment is how much participation or empowerment carried out by individuals or communities. more people involved in the process, the more successful the activity empowerment.

Community empowerment is a form of development human-centered and planned according to potential, problems and community needs. Empowerment is aimed at the community is capable of being empowered, and has competitiveness towards independence. Two things that complement each other, namely the existence of natural potential and community empowerment to promote sustainable tourism villages.

One of the principles in sustainable tourism development is community empowerment, which means development is aimed at serving interest of the people who work and live in the surrounding area. This policy must generate high value for tourists, as well as economic benefits for organizers tourist activities.

Community-based tourism development requires an environment that is conducive to the growth of engagement and the active role of the community around tourism activities. Community participation needed in planning, building, developing, utilizing the economic potential of tourism as well as preserving the tourism industry itself. This matter intended so that the community is not only placed as an object but also as an object as the subject of buildings, so that people can receive benefits from the results of tourism development.

Tourism activities must understand the needs and inspiration of the community local. Tourism activities should also be able to play a role in efforts to eradicating poverty by providing opportunities for the community local people to be able to work in the tourism sector and also play a role in related decision making so as to achieve and obtain the purpose of community empowerment in the development of tourism objects.

Activity tourism must also get support from existence and sustainability of culture local for future generations, maintaining the authenticity and integrity of local culture of the community so that it will strengthen cultural identity local community. Part of the cultural traditions of a nation's society is customary customs or buildings. Score Local wisdom values are categorized into 2, namely: form and formless as examples of customs or rules that are not materialized and the building/architect which is a form of value tangible local wisdom. Kampoeng Djowo Sekatul is a tourist attraction which is located in an environment that has a culture that is close with customs Surakarta Sultanate. This can be seen from the procedures for traditional ceremonies and rituals building. Community support in the implementation of these cultural traditions is very important strong, which is characterized by community participation in events that organized by Kampoeng Djowo Sekatul as a routine activity Javanese recitation, gamelan music, and folk dance festivals.

Community empowerment is a form of development human-centered and planned according to potential, problems and community needs. Empowerment is aimed at the community is capable of being empowered, and has competitiveness towards independence. In practice, empowerment has the meaning of encouragement or motivation, guidance or assistance in improving the ability of individuals or communities to be able to be independent. Effort this is a stage of the empowerment process in change behavior, change old habits to new behaviors that better in improving their quality of life and well-being.

Measure of success empowerment is how much participation or empowerment carried out by individuals or communities. The more people involved in the process, the more successful the activity empowerment. Through empowerment activities, individuals and communities aware of the potential, needs, and problems that exist in themselves and environment. Furthermore, they are encouraged to want to do change that starts from within.

CONCLUSION

One of the principles in sustainable tourism development is community empowerment, which means development is aimed at serving interest of the people who work and live in the surrounding area. This policy must generate high value for tourists, as well as economic benefits for organizers tourist activities. Community-based tourism development requires an environment that is conducive to the growth of engagement and the active role of the community around tourism activities. Community participation needed in planning, building, developing, utilizing the economic potential of tourism as well as preserving the tourism industry itself. This matter intended so that the community is not only placed as an object but also as an object as the subject of buildings, so that people can receive benefits from the results of tourism development.

Community capacity is at the core of environmental management and tourism management because the tourist village developed in the Village Mergosari is more about nature tourism whose management is community-based. Increasing human resources, especially the introduction of natural tourism. Tourism community based, basic tourism object management and introduction. Tourist management needs to be carried out and monitored on an ongoing basis.

The community's preparation to face this program needs to be improved through: Principle giving principle empowerment and community development. In this tourism must pay attention to the cultural heritage and traditional in development sustainable tourism, so that later they can have a positive and beneficial impact on local communities. As like reference to support development in the long term in terms of ecology, the economic aspect of life and the social aspect, namely the ethics of the local community. Therefore, community empowerment is related close to sustainable development where community empowerment is a major prerequisite and can be likened to a carriage that will carry society towards an economically, socially and ecologically sustainable dynamic.

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