

## **Community Development in Tourism Dieng Kulon Village Banjarnegara**

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### **Abstract**

*The development of tourist villages is one of the tools to alleviate poverty in rural areas, especially in Dieng Kulon Village, Banjarnegara Regency, Central Java Province. This tourism village is very suitable for rural communities' characteristics because it has a development community-based tourism strategy. The community must play an active role in their village tourism efforts to improve their welfare with their potential and abilities. The development of tourism villages has resulted in a phenomenon, namely that not all tourist villages are thriving. This phenomenon also occurs in Dieng Kulon Banjarnegara, even though the village of Dieng Kulon in the Dieng Plateau has the same culture, tourism potential, and social potential as its people. The objectives of as follows: (1) guide implementing tourism villages with an approach community-based tourism, (2) produce-aware community groups in Dieng Kulon Village, (3) form a master plan for developing tourism villages in Dieng Kulon Village Banjarnegara, and a prototype tourist village in Dieng Kulon Banjarnegara. The method used to achieve the goal is CBT assistance. The assistance used to achieve the objectives is as follows: mapping tourism villages, assistance to identify tourist villages, analysis of characteristics and measures of the success of community-based tourism, aspects of benefits, formulating patterns of community-based-tourism development, and assistance in analyzing tourism systems and elements of tourism.*

Keywords: community-based tourism and Dieng Kulon

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## **I. INTRODUCTION**

Dieng Village, Central Java, has a population with the majority of their livelihoods being potato farmers. According to the provisional assessment results in mid-January 2015, it is known that currently, potato farmers have various potentials and various problems. Potato plantation land was initially pioneered in the 1980s, making almost all Dieng people earn a living as farmers. The land was cultivated and planted for decades, coupled with a planting system that is not pro-organic, using various pesticides and chemical fertilizers, ultimately resulting in the soil condition's saturation. Farmers have also started to switch to planting organic potatoes, which presently have received certification from the Ministry of Agriculture with grade 4 (grade 1, which is purely organic). We always strive to increase the grade level up to step 1 (strictly organic).

Dieng Village, which is the highest plateau on the island of Java, is also famous as a tourist area, namely the Dieng plateau's peak where we can see the best sunrise, the Dieng temple complex, and various Dieng craters scattered at several points. Actually, not only that, there is a lake that is

currently in a state of neglect, even though it has no less exciting tourism potential. Several rare animals still live in the lake, such as grouse and various types of fish. Currently, the residents only clean the Alakadar lake as an alternative for fishing tours. Apart from tourism, this lake is the primary water reserve for Dieng's people and the waters of potato plantations so that its existence can be considered vital. The development of tourist villages is one of the tools to alleviate poverty in rural areas, especially in the Dieng highlands, Banjarnegara Regency, Central Java. The tourism village developed in Dieng Kulon Village is very suitable for rural communities' characteristics because it has a development community-based tourism strategy. Tourism potential and the abilities they have. But unfortunately, the management of tourism in development was successful. This phenomenon also occurs in Dieng Kulon Village, Banjarnegara, even though Dieng Kulon Village in the Dieng Plateau has the same culture, tourism potential, and social potential. Thus the formulation of problems that can be raised in science and technology-based community service for the community is an obstacle to the success of community-based tourism in the development of a tourist village in Dieng Kulon Village, Banjarnegara. The primary purpose of this article is to provide a conceptual justification for efforts to promote tourism-based community development. The importance of CBT as an alternative tourism development approach is because (1) CBT has the potential to increase redistributive effects. (2) in CBT, community participation plays a significant role in fighting poverty and inequality (Ali, 2018; Giampiccoli, 2020).

## II. LITERATURE REVIEW

### Community Based-Tourism

Community-Based-Tourism is managed and owned by the community for the community to increase their awareness and learn about local communities' lives and improve the economy of local communities. This CBT has a general contribution to economic growth, education, transportation, and infrastructure. (Ali, 2018). This community-based tourism strategy has been used for tourism development in several developing countries, and CBT can make the best contribution to reducing income inequality (Giampiccoli, 2020). From the implementation of community-based tourism, many studies have reviewed the evaluation of the success criteria for community-based tourism (Sugandini et al., 2019). Assessments that have been carried out, namely that community-based tourism must practically involve the wider community. The benefits obtained from community-based tourism must be distributed evenly across all community goals and have good management for tourism. CBT that already exists must have strong partnerships and support from within and outside the community, and environmental conservation should not be ignored. The literature on the role of tourism in poverty alleviation has shifted perspectives from time to time. The main objective of tourism development is regional economic growth, and poverty alleviation is considered a secondary goal (Triarchi & Karamanis, 2017). There is a consensus that tourism has both positive and negative impacts on local communities (Nagarjuna, 2015) and that adverse effects are most visible on emerging economies. Conventional tourism has more implications for inequality and causes economic, social, and environmental problems (Saayman & Giampiccoli, 2016; Sugandini et al., 2019). The emergence of the adverse effects of conventional tourism gave birth to alternative forms of tourism that foster ecological awareness with the concept of sustainable development (Triarchi & Karamanis, 2017). CBT is one of the alternatives proposed to overcome conventional tourism (Giampiccoli, 2020; Feriyanto et al., 2019).

Community-based tourism: Towards income equality.

CBT targets marginalized and disadvantaged groups of people. CBT is more oriented towards empowerment, independence, social justice, and sustainability (Giampiccoli, 2015). CBT aims to reduce income inequality and promote participation in planning, decision-making, management,

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ownership, and distribution of benefits and costs (Ullan de La Rosa, Aledo Tur & Garcia Andreu, 2017). CBT management is based on the control, empowerment, and collective benefits of local communities (Kaur, Jawaid & Bt Abu Othman, 2016). CBT emphasizes empowerment, benefits community members, and brings improved income (Giampiccoli & Saayman, 2018). The CBT strategy resulted in a restructuring of tourism in line with the issues of justice and community control (Saayman & Giampiccoli, 2016). Controlling CBT activities is very important concerning macroeconomic issues and microeconomic development (Hampton, Jeyacheya & Long, 2018). The logic of income distribution in CBT is based on evidence that the community managing CBT has received direct and indirect benefits (Giampiccoli, 2020). Immediate benefits derive from direct community involvement in the CBT venture. Indirect beneficiaries are members of the local community who receive indirect benefits as a result of the construction of the CBT project (Giampiccoli, 2020). CBT networks can be formed by involving various communities such as non-governmental organizations (NGOs), the private sector, and the community (Trejos, Chiang & Huang, 2008). This CBT network can enhance socio-economic development by contributing to local livelihoods (Tolkach & King, 2015)

Hausler (2005) defines CBT as a tourism program by providing local communities with involvement and control in planning, implementing, and evaluating tourism management. Three critical elements that need to be implemented are; involvement, equitable economic access for the community, and capacity building. Community Based-Tourism is tourism that is managed and owned by the community and for the community. The community is expected to increase their awareness and willingness to learn about tourism so that it is hoped that they can manage tourism to improve the welfare of local communities. For Dieng Kulon Village to be thriving, the community is required to play an active role in their village tourism business by utilizing their potential and abilities, as suggested by (Minter et al., 2007). It must be realized that nowadays, tourists' desires are increasingly diverse. Likewise, awareness of environmental preservation and destination competition make tourism actors in particular and society, in general, have to improve.

Regarding the awareness of environmental-based tourism, the attitude factor of tourism actors and tourists is also determined by how well the actors and tourists' attitude in seeing their environment. The more they have an excellent orientation to the environment, the better the environmental preservation will be (Sugandini, Rahatmawati, and Arundati, 2017; Feriyanto et al., 2019).). Good knowledge of the environment, a tourist destination, will affect the perpetrators' willingness to change their behavior towards their environment (Sugandini et al., 2017).

### **III. RESEARCH METHODOLOGY**

This research is a descriptive qualitative study that aims to explore the potential of Dieng Kulon Village in implementing CBT. This research was conducted for three months and was supported by the Head of Dieng Kulon Village and all its officials and community and community leaders (fathers, mothers, and teenagers / young women). In this study, Respondents were the village head, head of farmer groups, and community tourism activists in Dieng Kulon village. This study's data analysis technique is a qualitative data analysis technique, namely, (1) perform and present data starting with analyzing all the data collected. (2) Arranging data in one unit which is then categorized at the next stage. (3) Checking the validity and interpreting the data and analysis to make research conclusions. The steps carried out in this study were preceded by program socialization. This socialization stage is the main door in determining whether this activity can be carried out in the community. This stage is an introduction to the program and the implementer and the program. Through this socialization, the community will assess the benefits of the programs that will be presented and open up a dialogical space to improve the program's quality and its implementation in the community. The second stage

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is to explore tourism in Dieng Kulon. The third stage is to conduct group discussions and intensive interviews with heads of government, leaders of farmer groups, and community tourism activists in Dieng Kulon to determine strategic steps that need to be taken in CBT's success in Dieng Kulon Banjarnegara.

#### **IV. FINDING AND DISCUSSION**

##### The Natural Tourism Attraction of the Dieng temple

The Dieng temple complex can be famous, one of which is the temple's tourist attraction since the previous Hindu kingdom era. Dieng Temple is a temple attraction in Central Java Province, which many tourists visit after Prambanan Temple and Borobudur Temple. Dieng Temple consists of the Arjuna Temple Complex, Dwarawati Temple, Gatotkaca Temple, and Bima Temple. These temples' location is quite close to each other, which is currently well managed by the Central Java Archaeological Agency and is well known as a cultural tourism object. Sikidang Crater is a sulfur object in the Dieng area. This crater's main attraction is that the crater's location can move (jump) its activity like a deer named Sikidang Crater. Gasiran Aswotomo is a natural tourist attraction that has existed for a long time, in holes/wells with different depths for each hole. This complex is in the temple area and close to the main road leading to the Kailasa Museum. Nature tourism is a type of special interest tourism that must be packaged attractively and comprehensively to attract domestic and foreign tourists to visit and transact again. The management strategy must be packaged by involving visitors to interact with the natural environment and learn about local culture to have an exciting and memorable experience. This attraction can be highlighted as a type of tour package which requires direct involvement of the local community's role. In the Dieng area, some of these tour packages already exist, for example, the "Gembel" haircut and the Dieng traditional art performance. It's just that it needs to be packaged and socialized continuously to outsiders, and it requires active involvement from the community. Also, to support tourism's success, it is necessary to be supported by local SMEs that can introduce and sell products according to local wisdom and the potential of their natural resources. As it is known that SMEs can generate the community's economic potential and are proven to help sustain the country's economy (Muafi., Roostika, Wijayani, and Poerwanto, 2016).

Dieng's image as a tourist destination is also directly influenced by the quality provided by each destination. So that improvements to the facilities and infrastructure that support tourist destinations in Dieng need better handling (Susilowati and Sugandini, 2018). Training for tourism actors in Dieng needs to be improved, and the supporting infrastructure for tourist destinations also needs to be improved. The better the tourist destination's readiness in serving customers, the better the tourist loyalty will be. Commitment can be realized through relatively good word of mouth (Sugandini, Benny, and Muafi, 2017).

##### The Attraction of Agro-tourism and Living Culture of the Dieng community

This tour is cultural tourism, where the Dieng people's activities and habits, and customs become attractive tourism commodities to be developed (Feriyanto et al., 2019). This tour is one of the focuses of Dieng community development so that tourists are interested in staying longer in the Dieng tourist area. Ruwatan Rambut Gembel Cultural Performance (Dieng Culture Festival) is a typical Dieng culture usually held at a certain period according to each family's economic capacity who has children with loose hair. From 2008 until now, the Dieng Pandawa tourism awareness group has made this ritual an annual Cultural event that is included in the work program, which is usually held in July every year. This cultural event was marked by cutting hair "Gembel" and accompanied by traditional Dieng art performances. Dewa Kayu Batik is one of Dieng's unique handicrafts, which is

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unique in that the batik media uses the original Dieng wood, such as Cemeti, Pringgondani, Tengsek, and others. Typical Culinary Tour Dieng. Dieng has various specialties, such as purwaceng, potato chips, carika sweets, carika jam, potato grobi, and so on. Making Dieng specialties is one of the tour packages that is a favorite of tourists because besides enjoying Dieng's unique culinary delights, tourists can also practice how to make these foods.

#### Implementation of Activities

Based on the results of discussions and agreements that have been mutually negotiated, there are several things put forward in this community service program and become the output of community service, namely: Building and repairing infrastructure that can support agricultural activities for production and others such as making seedlings with screen houses, producing agricultural demonstration plots and others. Prepare local human resources to have tourism awareness and empower themselves to improve the family economy's wheels. We are creating agro-tourism so that the wider community can increasingly recognize the potential of agro-tourism. Community-Based-Tourism is carried out by involving community participation in: They are making facilities and infrastructure integrated with the farming system: management and business training, including training aimed at strengthening and developing institutions. It was forming tourism-conscious community groups in Dieng Kulon Village. To assist in mapping tourism villages, analyze community-based tourism success characteristics, and identify customer groups from both foreign and local. These socialization targets are vertical elements (government party), horizontal elements (community parties), and private elements. The government that has received the socialization from this program, among others, is the Dieng Kulon Village Government of Banjarnegara Regency. Evaluation of program implementation and program sustainability after completion of community activities in the field. Program evaluation will be carried out periodically in the area after this community service is completed. Evaluation is carried out to ascertain whether the program that has been given is running as planned. The service team will conduct an assessment every six months for one year after completing this community service program.

## V. CONCLUSION AND FURTHER RESEARCH

Limitations and contribution of research should be addressed in this section. Social service activities are running well and smoothly. Development of community-based tourism requires people to play an active role in their village tourism and efforts to improve their welfare with their potential and capabilities. The community and village officials and their officials participated in these activities very well and enthusiastically. They are increasingly aware of the possibility of tourist destinations in Dieng Kulon Village. Apart from all that, several things that need to be continued are as follows: Government and company support (in the form of corporate social responsibility) and higher education are urgently needed to increase local and foreign tourist visits in Dieng Kulon Village. Assistance in the form of technology is required to develop small and medium enterprises in Dieng Kulon Village to run effectively and efficiently. Training and mentoring are urgently needed by Dieng Kulon Village people in the long term continuously and not only sporadically or ad hoc

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