

Assistance for Increasing Community Resources Capacity in Implementing Community-Based Tourism Activities in Sukajadi Village, Bogor District

Nisa Rahmaniyah Utami ¹, Wildan Rizky Rahadian ², Samuel ³
Sekolah Tinggi Pariwisata Bogor

Article Info

Article history:

Received October 31, 2022
Revised November 4, 2022
Accepted November 14, 2022

Keywords:

Community Based Tourism
Empowerment
Accompaniment
Tourist Village

ABSTRACT

The current development of tourism activities has been expanding throughout various regions, particularly in village territories through tourist village development. Essentially, tourism accomplishment in village territories is one of the implementation forms of Community-Based Tourism (CBT) where the community takes part as the executor and object of development. Community-Based Tourism (CBT) is closely related to community empowerment. The method of implementing this activity involves several lecturers and students and community participation in designing these activities. Accompaniment is one of the successful key factors related to community empowerment implementation in terms of achieving Community-Based Tourism (CBT) accomplishment in villages territories.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Nisa Rahmaniyah Utami
Sekolah Tinggi Pariwisata Bogor
Email: nisarahmaniyah@yahoo.com

INTRODUCTION

Bogor Regency is one of the administrative areas in West Java which is located not far from the capital city of Jakarta. This makes the Bogor Regency area one of the favorite tourist visit areas for Jabodetabek people. Bogor has various types of attractions, ranging from natural, cultural, and man-made. At present, there is a shift in the trend in tourism travel which was originally mass-oriented to alternative tourism where alternative tourism provides types of activities oriented to natural or cultural tourism to provide more experiences for tourists. This shift has become one of the triggers for the expansion of the development of tourism activities to various regions, one of which is rural areas through the development of tourist villages.

Bogor Regency is one of the tourist destinations in West Java that offers natural, cultural, and man-made potential as an attraction for tourists. One of the attractions offered by Bogor Regency is a tourist village. One of the villages in the Bogor Regency area that implements tourism development in rural areas is Sukajadi Village. Sukajadi Village is located in Tamansari District, Bogor Regency, which has an area of +/- 304 Ha. Sukajadi Village offers a variety of attractions, including UMKM handicrafts, Rancage Eco-Friendly Village (KRL), garden cultivation, and Butterfly Park.

Könyves in Pakurar (2008), describes that rural tourism or rural tourism is a form of tourism that in the development of its activities takes advantage of the atmosphere of the rural environment including the culture that belongs to the region to be developed as tourism including attractions, accommodation, and utilization of other tourism activities where development must carry out sustainably to create benefits for the continuity of

rural life in the form of the sustainability of rural environmental life, increased income for the economy of rural communities, as well as the sustainability of the culture of the rural community itself. Referring to the above understanding, basically rural tourism (rural tourism) is tourism activities carried out in rural areas (rural areas) that utilize local resources in the form of the natural physical environment, and culture, and involve local communities.

Organizing tourism in rural areas is one form of implementation of Community-Based Tourism (CBT). Community-Based Tourism (CBT) is tourism that takes into account environmental, social and cultural sustainability aspects. CBT is a tool for community development and environmental conservation or in other words, CBT is a tool for sustainable tourism development.

The community is one of the tourism actors who are involved and participate in tourism activities. The role of the community is as a subject or object of tourism development (Kemparekraf, 2011). This is also in line with what was expressed by Misra (1991) in Sugandhy (2007), that the community as a subject is marked by the position of the community as the executor and object of development because the development goals are aimed at the community. Referring to the explanation above, the community plays an important role in organizing tourism activities in rural areas.

The implementation of tourism in rural areas is carried out to be a form of empowerment so that the community does not only witness but can become a good host for tourists as well as tourism development and implementation actors who can take advantage of opportunities so that they can capture the benefits of tourism activities to improve economic welfare. Public.

IMPLEMENTATION METHOD

The training that has been carried out is one of the activities carried out by Bogor Tourism College lecturers as part of the tourism village companion team where Sukajadi Village is a client in mentoring activities. The mentoring function that is expected to be achieved is optimizing and maximizing the resources owned by the community in Sukajadi Village.

The activities that have been carried out were attended by community representatives located at the Sukajadi Village Government Building on May 25, 2022. Some of the materials presented in this training are as follows:

Table 1. List of Material Submissions

No	Topik	Narasumber
1	Food & Beverage Processing typical of Sukajadi Village (mipala and cheesepl)	Nisa Rahmaniyah Utami, S.Pd., M.Pd.
2	Organizing Tourism Activities During the Handling of Covid-19	Samuel, SST.Par., MM.Par.
3	Communication & Service: Communicating with Tourists	Wildan Rizky Rahadian, S.Par., MM.Par.

As a form of implementation of Community-Based Tourism (CBT), the implementation of tourism in rural areas requires community empowerment. According to Sumodiningrat (1999), community empowerment is an effort to make the community independent through the realization of the potential abilities they have. Community empowerment always involves two interrelated groups, namely the community as the empowered party and the concerned party as the empowering party.

In carrying out community empowerment activities, a strategy is needed so that the goals of empowerment can be achieved. One strategy that can be taken is the implementation of social assistance. Suharto (2006) formulated social assistance activities and processes centered on four task areas, namely: enabling or facilitation, strengthening (empowering), protecting (protecting), and supporting (supporting).

Parsons, et al., (1994) stated that the empowerment process is generally carried out collectively, namely through three approaches: micro, mezzo, and macro. Micro approach, empowerment is carried out on individual clients through guidance, counseling, and stress management. Mezzo approach, empowerment is carried out on a group of clients. Empowerment is done by using the group as an intervention medium. Macro approach, this approach is also known as the Big System Strategy (large system strategy), because the target of change is directed at the wider environmental system. Policy formulation, social planning, campaigning, social action, lobbying, community organizing, and conflict management.

Based on the activities that have been carried out, the focus of the assistance that has been carried out includes aspects of enabling (enabling) and strengthening (empowering), through material delivery activities, demonstrations, and practicums.

RESULTS AND DISCUSSION

This activity is one of the implementations of the mentoring program carried out by the Bogor Tourism High School Research & Community Service Institute (LPPM-STP Bogor). This activity was carried out on May 25 2022 at the Sukajadi Village Office, Bogor Regency. The implementation of this training is also part of the preparatory agenda for holding the "Reunite with Nature" event organized by STP Bogor students. Looking at the scope of social assistance, this training activity is a training that includes aspects of enabling and strengthening (empowerment).

Enabling the provision of motivation and opportunities for the community is demonstrated by providing material through providing material and providing opportunities for the community to participate as actors involved in the operational implementation of tourism activities in Sukajadi Village. For example, providing opportunities for village communities to be actively involved in organizing tourism activities in Sukajadi Village.

As for the scope of strengthening (empowerment) training to strengthen community capacity (capacity building). This was demonstrated by the delivery of material by resource persons as part of the village assistance team from STP Bogor. Submission of material is carried out through training activities with lecture methods, demonstrations, and practices carried out by participants representing the Sukajadi Village community. The scope of the material presented is as follows.

Table 2. PKM implementation material

No	Materi	Narasumber
1	Food & Beverage Processing typical of Sukajadi Village (mipala and cheese pal) Cooking demonstrations	Nisa Rahmaniyah Utami, S.Pd., M.Pd.
2	CHSE procedure Provide information to tourists	Samuel, SST.Par., MM.Par.
3	Verbal & non-verbal communication Service quality	Wildan Rizky Rahadian, S.Par., MM.Par.

In the activity in Sukajadi village, he gave an example of holding activities, namely the first in the CHSE Procedure stage and Providing information to tourists which were carried out by Samuel, SST.Par., MM.Par. This activity provides an overview so that they can practice if tourists are visiting Sukajadi Village.

Figure 2 Verbal & non-verbal communication exercises and service quality



Personal documentation sources

During this activity, training was also conducted for PKK women in Sukajadi Village, who taught them the process of processing food and drinks that are characteristic of the village, namely mipala and cheese pal which are made from nutmeg. These drinks will be welcome if tourists visit Sukajadi village, and get snacks that are characteristic of nutmeg. The training was attended by PKK mothers, listening to explanations conducted by Nisa Rahmaniyah Utami, S, Pd., M.P.d.

Figure 3. Training in Food and Beverage Manufacturing



Personal Documentation Sources

In terms of the empowerment implementation approach, the activities that have been carried out are the Mezzo approach, in which empowerment is carried out on a group of clients, namely in this case the people of Sukajadi Village. Empowerment is carried out by using groups as media interventions, namely community representatives so that later they are expected to be able to transmit their knowledge and skills to other communities.

CONCLUSION

Assistance is one of the keys to success in implementing community empowerment to implement community-based tourism in rural areas. The assistance approach that has been carried out is assistance with the Mezzo approach which includes enabling and empowering the people of Sukajadi Village.

REFERENCES

- [1]. Kementerian Pariwisata dan Ekonomi Kreatif. 2011. Desa dan Budaya dalam Bingkai Pariwisata. Jakarta. Pusat Penelitian dan Pengembangan Kepariwisata
- [2]. Pakurar, M. 2008. Definition of Rural Tourism and Its Characteristics. Debrecen. Hongaria.
- [3]. Suharto, Edi (2006), Membangun Masyarakat Membangun Rakyat. Kajian Strategis Pembangunan Sosial dan Pekerja Sosial. Rafika Aditama. Bandung
- [4]. Sugandhy, Aca dan Rustam Hakim. 2007. Prinsip Dasar Kebijakan Pembangunan Berkelanjutan Berwawasan Lingkungan. Jakarta : Bumi Aksara
- [5]. Sumodiningrat Gunawan, 1999. Pembangunan Daerah dan Pemberdayaan Masyarakat. Bina Rena Pariwara. Jakarta