



Community-Based Tourism as a Strategy for Economic Empowerment of Suntenjaya Village

Darmawangsa¹

¹Akademi Pariwisata Bandung, Jawa Barat-Indonesia

ARTICLE INFO

Keywords:

Empowerment Strategy,
Community Economy,
Community Based Tourism

ABSTRACT

Tourism is one type of labor-intensive industry that is able to encourage all aspects of community problems, starting from economic, social, cultural, and other aspects that affect the community. One of the developments of tourism through the concept of community base tourism (community-based tourism) is tourism development where all tourist activities take place and mingle with rural communities. Management of this form of CBT, the community will have a sense of belonging to tourist attractions both in terms of planning, management, and development. It aims to help tourists achieve satisfaction in tourism. the management of the CBT model is also able to improve the welfare of local communities in tourist attractions from various sectors. This study uses a descriptive method with a qualitative approach and data triangulation analysis, the results of the study explain that Suntenjaya Village, also known as Batu Loceng Village, has a relatively original tradition and culture. This condition can be observed from the structure of people's houses, typical food, agricultural systems, arts, crafts, traditions, rituals, myths, religions, and other local wisdom. This tourist village prioritizes local wisdom and teaches its people ethics and moral values such as mutual cooperation, tolerance, protecting and preserving nature, and respecting their own culture by protecting nature and culture. This tourist village began to develop because of the idea of the *Batu Loceng kabuyutan* figure. In the tourism program, tourists are invited to enjoy a variety of arts, food, performances, farming patterns, games and even the structure of the traditional house of the local community that still maintains local wisdom

E-mail:
deausmedsss@gmail.com

Copyright © 2021 Enrichment : Journal of Management.
All rights reserved.

1. Introduction

The Republic of Indonesia is a unitary state that adheres to the principle of decentralization in the administration of government by giving the regions the freedom to carry out regional autonomy, this affirmation is then described in Law No. 32 of 2004 concerning Regional Government, where according to this law the principle of autonomy is adopted is to give real, broad, and accountable authority to the regions proportionally (Febriandhika & Kurniawan, 2019; PrawiraW et al., 2021). So that each region is required to compete competitively to improve its ability to manage and explore and develop the potential of the region, especially agriculture, marine, industry, and tourism in order to realize an increase in community welfare, and improve empowerment services and community participation. Specifically for tourism, management and improvement in this sector are indeed being sought to be able to provide more income to the country's economy, because it cannot be denied that tourism is the most dynamic sector in various countries. Especially in developing countries, tourism is one of the largest sectors that contribute to the country's foreign exchange. In the regulation of the Republic of Indonesia Law No. 10 of 2009 concerning Tourism Article 4 states that tourism aims to increase economic growth, community welfare, eradicate poverty, overcome unemployment, preserve nature and resources, and promote culture. The tourism sector is expected to produce a high multiplier effect

in the economy more than other leading sectors, according to Jamalina & Wardani (2017) stating that tourism development and management must be based on natural and human resources potential, in addition there are seven principles of sustainable tourism development so that there needs to be improvements from the tourism sector. In terms of attractions, uniqueness of tourism and human resources, Junaidi et al (2019) states that tourism management is like a business that must survive in the long term, so training and education are needed in the basic process of its formation. In addition, support from both institutions and the government is needed in assisting the process.

In addition, tourism is one form of industry that is being developed by the government in various regions. This is because tourism has a high prospect in increasing the income of a region. Through optimal community empowerment, the economic development of a region will also increase (Dadi, 2019; Achmad, 2021). One form of tourism that is currently developing is community-based tourism or often called Community Based Tourism (Maeanti et al., 2013; Kunyanti et al., 2021). Conceptually, the basic principle of community-based tourism development is to place the community as the main component through community empowerment in various tourism activities so that the benefits derived from tourism can all be allocated to the community. The main target of tourism development must be to improve the welfare of the community (Nugraha, 2020; Sidiq & Achmad, 2020).

Community-based tourism destinations emphasize biodiversity conservation efforts by creating close cooperation between the people living around the tourist area and the tourism industry. The fundamental thing in developing community-based tourism based on the concept of tourist destinations is improving the quality of human resources and skills of local communities around tourist areas. The concept of CBT is used by tourism development designers as a strategy to direct the community to participate more actively in development as partners in the tourism industry. Live lihoods and new sources of income for the community (Rohimah et al., 2019; Dadi, 2021; Sidiq & Jalil, 2021).

One of the regions in Indonesia that has helped develop the concept of tourism management with the Community Based Tourism system is Suntenjaya village in the Bandung Regency area, the village is located upstream of the Cikapundung River, in general, the economic condition of the people is classified as lower middle class. The average population of this village has a livelihood as farmers with a percentage of 40%, traders by 30%, and farmers by 30%. The number of unemployed is still high in this village where the condition of the community still needs assistance to improve their welfare. The potential in this village comes from natural resources, both livestock and agriculture, which are quite promising, especially dairy farming, there are 732 breeders in Suntenjaya Village where livestock business activities carried out by the residents produce residual waste or livestock waste. Most of the farmers in the village dump their waste into the Cikapundung River. The impact of waste and waste materials from human activities results in a decrease in environmental quality. Therefore, environmental regulation is an important concept related to human health in the long term.

In 2010, several farmers in Suntenjaya Village began to process the livestock waste into biogas. West Java is an area that continues to develop biogas installations. The biogas installation aims to control and reduce livestock waste problems for the community (Herawati, 2012). Several biogas installations that have been built include in the areas of Pandeglang, Cijeruk, Bogor, and Bandung. Biogas installations in West Java generally use dairy cattle waste, this is because dairy farming centers are widely spread in the area. This biogas business is carried out by farmers in Suntenjaya Village who are supported by the Agency for the Assessment and Application of Technology (BPPT) through the Research and Technology Research and Technological Development Program (PKPP Ristek). The program is in the form of dissemination of biogas technology by constructing a pilot unit for processing animal waste into biogas. Through the aid in the form of a digester, the gas can be used as fuel for stoves for cooking. Meanwhile, at night, biogas gas can be used to generate electricity (Krisnani & Darwis, 2015; Dadi, 2021).

Besides being famous for its squeezed milk production, Suntenjaya village also has several other tourism potentials such as superior plant plantations, Curug Cibodas, Batu Ngampar Tourism Object, Curug Luhur, Batu Loceng and heirloom types of Kujang heritage from the Kingdom of Pajajaran. Suntenjaya Village, especially in Batu Loceng Village, the majority of the people are dairy farmers. Currently 80 percent of dairy and coffee farmers. The milk products from dairy cows are sent to

KPSBU, the number of cattle is 100 dairy cows. Suntenjaya Village, Lembang District is one of the Arabica coffee producing areas in West Bandung Regency but there are obstacles in the development of Arabica coffee farming in Suntenjaya Lembang including the limited data and information regarding the accuracy of business feasibility that can be used as a reference in optimal utilization of these resources. West Bandung Regency is one of the regencies in West Java Province which has considerable potential for the development of Arabica coffee commodities, precisely in Suntenjaya Village, Lembang District (Sjafirah et al., 2017; Suhandi et al., 2020).

2. Method

This study uses descriptive analysis research with a qualitative approach. Researchers also want to examine a phenomenon that discusses the Development of Community Based Tourism as a Strategy for Economic Empowerment of the Suntenjaya Village Community. Lincoln and Guba argue that in a qualitative approach, researchers should use themselves as instruments, because non-human instruments are difficult to use flexibly to capture various realities and interactions that occur (Mulyadi, 2011). Researchers must be able to reveal social phenomena in the field by mobilizing all functions and findings data, thus, researchers must be accepted by informants and their environment in order to be able to reveal hidden data through speech language, body language, behavior and expressions that develop in the world and environment of informants, in the qualitative tradition, researchers must use themselves as instruments, following cultural assumptions as well as following data. There are two sources of data used in this study, where the data includes primary data and also secondary data, then the facts of the findings are described in a very easy form of discussion so that researchers can find a complex and structured understanding in a directed manner.

3. Results And Discussion

3.1 Dairy Cattle Farming Business and Biogas Development in Suntenjaya Village

The series of PTL BPPT activities carried out through the Research and Technology PKPP program, namely the dissemination of biogas technology was carried out through the construction of a pilot unit for processing animal waste into biogas. The dairy farming business in Suntenjaya Village, Lembang District received assistance from BPPT which aims to reduce the disposal of livestock waste into the river. With this assistance, the dairy farming business also has additional benefits and new investment costs incurred. For this reason, it is necessary to further analyze the feasibility of a dairy farming business that utilizes livestock waste to produce biogas. The processing of livestock waste, although it requires large costs, provides benefits in the form of biogas produced and fuel savings, so that people in Suntenjaya Village no longer need to use gas fuel or firewood for cooking (Permadi et al., 2019). The components of costs and benefits in livestock business with the use of waste are mostly the same as the components of costs and benefits in livestock business without the use of waste, but there are some differences, namely there is an addition to the investment cost component, namely costs for biogas reactors, biogas stoves, and paralon pipes. In running their business, farmers receive assistance in the form of biogas reactors and biogas stoves.

In running a dairy cattle business with biogas development, farmers need biogas reactors, biogas stoves, and paralon pipes. The biogas reactor used in Suntenjaya Village has a capacity of 6m³. In addition to the biogas reactor, a biogas stove is also needed in the integration of the dairy farming business and the biogas development business, while for the flow of biogas manure to the stove, a paralon pipe is needed. The revenue from the biogas production is not commercialized, but is used by the farmers themselves, either for household purposes or for livestock business purposes. In Suntenjaya Village, biogas is used for gas fuel as well as for electricity generators. However, the electricity generator is currently only used to generate electricity on the main road of Suntenjaya Village and is used at night. Thus, in this study gas fuel is the most dominant positive impact. Therefore, the revenue from biogas production is calculated by converting the amount of biogas produced with LPG gas. Prior to the development of biogas in Suntenjaya Village, every month the

villagers spent Rp119,520 to buy LPG, or Rp1,434,240 annually. After the biogas development introduced by BPPT, the people in Suntenjaya Village can save Rp 1,406,160 per year.

After performing calculations with a scale Likert, it can be seen that the public The community agrees that efforts to develop biogas has a positive impact on the surrounding environment. In assessing the public's perception of to the development of biogas, enhance see that the perception of river water that so clean, the output of biogas that does not generate smoke, and the presence of biogas is important for environment has a higher perceived value higher, where there is no society that said they disagreed with the statement the seption. As for the perception of only the development of biogas makes river water becomes odorless and utilization river water is increasing, there are people who stated that they did not agree with the the taan. The livestock population in Suntenjaya Village produces a large amount of dairy cow dung waste. The utilization of dairy cattle waste in Suntenjaya Village has an economic impact on the community in the area, namely the potential of dairy cattle waste into biogas can have a positive impact. So that farmers can save energy expenditure after using biogas. In employment, it can be seen how many workers are absorbed after the utilization of biogas from livestock waste. Some of the existing dairy cattle businesses are managed by their respective owners without any additional labor.

3.2 Suntenjaya Village Bellstone Tourism

The development of Suntenjaya Village as a tourist village has been carried out since 2013, but in fact the current potential of the village has not been fully optimized to support tourism villages and has not been developed properly. In fact, Suntenjaya village is integrated with well-known tourist sites in the Lembang area, such as Maribaya Resort. In addition, the potential of Suntenjaya Village which can be seeded in terms of folklore is very diverse, especially those circulating in the Batuloceng Village community, the existence of folklore related to life and places should be used as the uniqueness of Suntenjaya Village itself attraction for tourists to visit.

Geologically, Batu Loceng is part of the ancient area of Bandung. If you look closely at Suntenjaya Village, there are several large stones that seem to be arranged. Based on the observations of geologists, Batu Loceng is in the Lembang fault. Geographically, Suntenjaya Village is directly adjacent to Suka Negara Village, Cisalak, Subang in the north, Cimenyan Village, Bandung in the south, Cipanjalu Village, Cilengkrang, Bandung in the east and Cibodas Lembang village in the west. The area of the village is 357.1 ha consisting of paddy fields, dry land, forest land, garden land, and land for public facilities. The climate in Suntenjaya Village with an average temperature of 20 degrees Celsius Batu Loceng is only an icon, in the village area there is a bell-shaped stone that has many myths and is believed by the local community to be a sacred stone and is visited by local people and visitors alike.

The naming is not intended to make visitors come to visit the Batu Loceng site. Encang as head of the Batu Loceng kabuyutan actually feels worried that this pilgrimage pattern can bring him closer to polytheism. In Suntenjaya, two tourism options were developed for visitors, namely to the Batu Loceng site/tomb or to Kabuyutan. Kabuyutan is a trace of descendants who inhabit Batu Loceng. According to Nugroho (2017) local community leaders, the first to inhabit this area was Kyai Madhapi or called Lebe Madhapi (a cleric) who was assigned the task of Padjadjaran here since 1901. The house, which is now the secretariat of the kabuyutan, is a hereditary house for the Lebe Madhapi family. big family deal. Since the 1980s the main building has changed (renovated by Mr. Encang's father). Encang is a descendant of Kyai Madhapi who was given the mandate to lead the Kabuyutan. Encang said his job was to unite Kyai Madhapi's great-grandfather. This Kabuyutan actually originated from Ciseureuh Garut, partly towards the old Cisitu, Kyai Madhapi to Batu Loceng. This land was originally Perhutani land in the Dutch era, in 1916 there was an application to the Dutch government to distribute it to the residents as a residential and agricultural area with the status of owned land.

Batu Loceng is often visited by foreign tourists thanks to its cultural tourism offers. A number of cultural tour packages such as Kaulinan urang overtime and homestay facilities had attracted the attention of local and foreign tourists. Batu Loceng had become a tourist spot for the family of Bank Mandiri, as many as 200 employees of Bank Mandiri Jakarta enjoyed the overtime pay package in their garden. Encang said, A foreign tourist who came from Japan, came with a guide and translator to learn about various types of springs. The Japanese tourist was very impressed, even reluctant to go home after 2 weeks living in Batu Loceng. After his visit, there was a resident of Batu Loceng who was invited

to work by the tourist as a nurse in Japan. For foreigners, Batu Loceng has a unique and memorable natural and cultural wealth. It is a pity if there are still local people who are not interested in preserving Sundanese culture.

Sunten Jaya Village, Lembang District, West Bandung Regency, is a village that is indeed rich in tourism potential, in addition to plantations, livestock, several businesses in the field of small and medium industries are one of the income sectors for the residents of Suntenjaya village, however, with so much potential owned, has not been supported by the guidance and direction to maximize this potential (Novaria & Rohimah, 2017). Meanwhile, for the results of the small-medium business industry in the form of flower crafts from leaf and plastic waste, as well as puppet show work. These industrial products do not include the snack food industry, such as wajit, chips, cakes, and pastries. However, the food processing industry has not had a very good production process, because it is only sold at the time of the holiday, and is not marketed in cake shops, but the consumers themselves who come to the seller's house. the potential of the Natural Tourism Area of Curug Luhur Cibodas. The potential development of tourist areas that will be carried out includes area expansion, making access roads to tourist sites, making water turbines, and renovating game facilities for visitors, as well as developing tourist areas around Suntenjaya village.

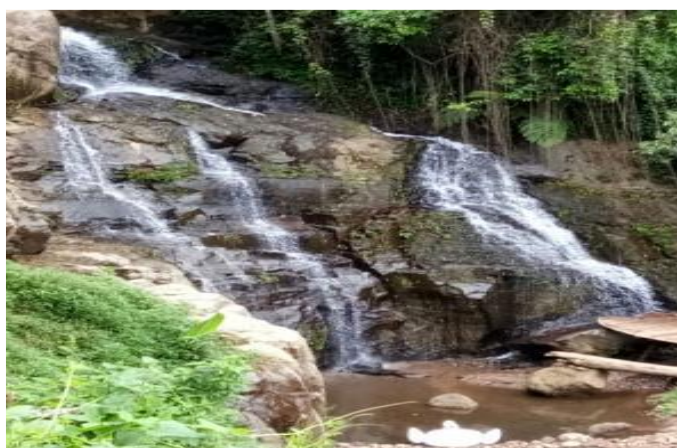


Figure 1. Location of Suntenjaya village waterfall



Image 2. Location of the Great Waterfall of Suntenjaya Village

Suntenjaya Village has the potential to realize the concept of a tourism village based on community potential. In relation to community empowerment in Suntenjaya Village (Batu Loceng) as explained by the village head and Kabuyutan Batu Loceng figures, the community already has the

potential to be creative and develop themselves, through art groups, skills and local wisdom they have related to people's houses and systems. farming. Moreover, in the beginning the Suntenjaya tourism village had previously run under the name Batu Loceng tourist village. Tourism Village development is in line with the concept of sustainable tourism development. Sustainable tourism development has four main pillars that must be adhered to, namely 1) environmentally friendly, 2) there is an element of empowerment, 3) increasing community income and 4) preserving local cultural values including local wisdom.

4. Conclusion

Tourism in Indonesia is one sector that plays a role in the regional development process. The role of tourism in the development process is to contribute to increasing regional income. Tourism is one sector that plays a role in regional development. Through the concept of Community Based Tourism or village community-based tourism, it is hoped that the sustainability of cultural, social and environmental values can synergize with forms of tourism that are managed and owned by rural communities to help tourists increase their awareness and learn about the local community's way of life. Community Based Tourism (CBT) is the concept of developing a tourist destination through empowering local communities, where the community takes part in planning, managing, and voting in the form of decisions in its development. The development of the Suntenjaya tourist village aims to maintain the local wisdom of the community and the preservation of nature in the village. This tourist village prioritizes local wisdom and teaches its people ethics and moral values such as mutual cooperation, tolerance, protecting and preserving nature, and respecting one's own culture by protecting nature and culture and the income of the Suntenjaya community. In the end, the tourist village will make a big contribution to the economic development of the village and its community.

5. References

- Achmad, w. Rw (2021). Conflict resolution of remote indigenous communities (overview of the sociology communication). *Legal brief*, 10(2), 280-286.
- Dadi, d. (2019). Local ecology-based agroforestry management: building effectiveness of knowledge-based wetland management. *Jurnal mantik*, 3(3), 170-176.
- Dadi, d. (2021). Oil palm plantation expansion: an overview of social and ecological impacts in indonesia. *Budapest international research and critics institute (birci-journal): humanities and social sciences*, 4(3), 6550-6562.
- Dadi, d. (2021). Pembangunan pertaniandansistem pertanian organik: bagaimana proses serta strategi demi ketahanan pangan berkelanjutan di indonesia. *Jurnal education and development*, 9(3), 566-572.
- Febriandhika, i., & kurniawan, t. (2019). Membingkai konsep pariwisata yang berkelanjutan melalui community-based tourism: sebuah review literatur. *Jpsi (journal of public sector innovations)*, 3(2), 50-56.
- Jamalina, i. A., & wardani, d. T. K. (2017). Strategi pengembangan ekowisata melalui konsep community based tourism (cbt) dan manfaat sosial dan ekonomi bagi masyarakat di desa wisata nglanggeran, patuk, gunung kidul. *Jurnal ekonomi & studi pembangunan*, 18(1), 71-85.
- Junaidi, j., amril, a., edi, j. K., ridwansyah, m., hastuti, d., & aminah, s. (2019). Arahan zonasi pada pengembangan agrowisata berbasis community based tourism desa renah alai. *Jurnal inovasi, teknologi dan dharma bagi masyarakat*, 1(1), 29-36.
- Krisnani, h., & darwis, r. S. (2015). Pengembangan desa wisata melalui konsep community based tourism. *Prosiding penelitian dan pengabdian kepada masyarakat*, 2(3).
- Kunyanti, s. A., & mujiono, m. (2021). Community empowerment-based corporate social responsibility program in panglima raja village. *International journal on social science, economics and art*, 11(1), 12-19.
- Maeanti, r. F., fauzi, a., & istiqomah, a. (2013). Evaluasi kelayakan finansial usaha peternakan dan pengembangan biogas: studi kasus desa suntenjaya, bandung. *Jurnal ekonomi dan pembangunan indonesia*, 14(1), 27-42.
- Mulyadi, m. (2011). Penelitian kuantitatif dan kualitatif serta pemikiran dasar menggabungkannya. *Jurnal studi komunikasi dan media*, 15(1), 128-137.
- Muzha, v. K. (2013). Pengembangan agrowisata dengan pendekatan community based tourism (studi pada dinas pariwisata kota batu dan kusuma agrowisata batu). *Jurnal administrasi publik*, 1(3), 135-141.
- Novaria, r., & rohimah, a. (2017, october). Pengembangan community based tourism sebagai strategi pemberdayaan masyarakat dan pemasaran pariwisata di wonosalam kabupaten jombang. In *prosiding seminar dan call for paper* (vol. 20, p. 21).

- Nugraha, a. (2020). Interpretasi kebijakan pembangunan kepariwisataan indonesia. *Tornare: journal of sustainable and research*, 2(2), 26.
- Nugroho, d. S. (2017). Desa wisata sebagai community based tourism. *Upajiwa dewantara: jurnal ekonomi, bisnis dan manajemen daulat rakyat*, 1(2), 68-82.
- Permadi, d., armiati, s., & supono, s. (2019). Pemetaan potensi desa swasembada berbasis pengembangan sumber daya manusia di desa suntenjaya dan desa wangunharja kabupaten bandung barat. *Merpati*, 1(1), 14-18.
- Prawiraw, r., maulida, h., & achmad, w. (2021). Narrating the implementation of social welfare community program. *Review of international geographical education online*, 11(5), 228-235.
- Rizkianto, n., & topowijono, t. (2018). Penerapan konsep community based tourism dalam pengelolaan daya tarik wisata berkelanjutan (studi pada desa wisata bangun, kecamatan munjungan, kabupaten trenggalek). *Jurnal administrasi bisnis*, 58(1), 20-26.
- Rochman, n. (2016). Model pengembangan desa wisata berbasis pemberdayaan masyarakat. *Jurnal equilibria pendidikan*, 1(1).
- Rohimah, a., hariyoko, y., & ayodya, b. P. (2019). Strategi pengembangan potensi pariwisata melalui pendekatan community based tourism (cbt) desa carang wulung kecamatan wonosalam kabupaten jombang. *Jurnal ilmiah administrasi publik*, 4(4), 363-368.
- Sidiq, r. S. S. (2019). Environmental protection to mitigate the annual forest and land fires crisis in riau province indonesia. *International journal on social science, economics and art*, 9(3), 164-172.
- Sidiq, r. S. S., & achmad, r. W. W. (2020). Gender aspects in remote indigenous community empowerment program in indonesia. *Journal of advanced research in dynamical and control systems*, 12(6), 2104-2109. <https://doi.org/10.5373/jardcs/v12i6/s20201172>
- Sidiq, r. S. S., & jalil, a. (2021). Virtual world solidarity: how social solidarity is built on the crowdfunding platform kitabisa.com. *Webology*, 18(1).
- Sjafirah, n. A., sjuchro, d. W., & budiana, h. R. (2017). Sinergi pemerintah dan masyarakat dalam pengembangan desa wisata suntenjaya sebagai community based tourism. *Prosiding konferensi nasional komunikasi*, 1(01).
- Sugi rahayu, u. D., & fitriana, k. N. (2016). Pengembangan community based tourism sebagai strategi pemberdayaan ekonomi masyarakat di kabupaten kulon progo, daerah istimewa yogyakarta. *Jurnal penelitian humaniora*, 21(1), 1-13.
- Suhanda, s., komara, e., kurdian, r. D., pandjaitan, b., djogo, o., nugraha, a. D & hendajany, n. (2020). Pengembangan dan pemekaran usaha pertanian, industri kecil-menengah, ekonomi, komunikasi, serta daya wisata dan budaya daerah jawa barat di era globalisasi. *Jurnal abdimas sang buana*, 1(1).