



Community Empowerment through the Development of the Cisaat Tourism Village, Subang Regency

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ABSTRACT: Cisaat Tourism Village's community empowerment is one way the village and government are helping locals make the most of their natural and human resources in order to better manage the tourism potential already present in the area. The purpose of this research is to detail how the growth of the Cisaat tourism village in Subang Regency, West Java, has facilitated a model of local community empowerment. This research uses a qualitative approach with descriptive methods. From the research, the community empowerment program in Cisaat village, Subang Regency, in general, has been going well, marked by the fulfillment of three aspects, namely the reach of access to empowerment, the level of community participation and supervision of tourist villages. This empowerment has been proven to provide benefits in improving the economy of rural communities, improving village development and increasing the human resources of local communities. There are obstacles faced in empowering the community, including the geographical condition of Cisaat Village which is prone to disasters, uneven human resource capacity and lack of concern for the surrounding environment.

Keywords: Community Empowerment, Tourism Village, Tourism



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INTRODUCTION

In recent years, the development of tourist travel trends has been marked by the emergence of new travel motivations and patterns by tourists, especially in the mature market segment, and those who are educated and have a high level of concern for current issues. such as environmental conservation, sustainable tourism, community-based tourism, and local culture ([Wiweka et al., 2019](#)). The change in question is the tendency of travel patterns from mass tourism to alternative tourism. Alternative tourism is a counterbalance to the rapid rise of mass tourism and is viewed as less environmentally friendly and less supportive of local communities ([Pribadi et al., 2021](#)).

Community Empowerment through the Development of the Cisaat Tourism Village, Subang Regency

Achmad, Chuang, Gunawan, Nadila, and Maulana

Changes in tourist travel patterns automatically influence tourist consumption patterns (customer behavior patterns) in the direction of tourism products or tourism destinations that no longer emphasize 3S (sun, sea, and sand) or popular tourist destinations, but instead develop a broader range of activities. Tourism that is oriented toward the introduction of nature or local culture for the purpose of enhancing insight, self-development, and self-actualization, including forms of adventure tourism such as hiking, trekking, special interest tours (bird watching, wildlife viewing), cultural tourism, and tourism villages (tourism village) ([Adiwilaga & Rusdia, 2020](#)). International tourist villages are known by different names, including village tourism, rural tourism, farm tourism, and agro tourism, and have been established in numerous nations, including Switzerland, Kenya, Senegal, Germany, Greece, and Thailand ([Kunaifi et al., 2021](#); [Ningsih et al., 2020](#)).

A tourism village is an area that is shown through the lives of its people who are still not very much influenced by urban life models and have the potential to attract aspects of people's lives and also the attractiveness of their natural environment ([Ciolac et al., 2022](#); [Saepudin et al., 2019](#); [Shofa, 2021](#)). The tourism village has the uniqueness of being a village that demands its people to be able to manage its resources ([Sudiarta & Nurjaya, 2021](#)). A tourist village is a form of implementing community-based and sustainable tourism development that can improve the standard of living and equal distribution of people's welfare. The development of tourism villages is driven by natural and cultural potential, traditions and harmonious topography and the original natural environment, with slow economic development ([An et al., 2022](#); [Chen et al., 2021](#); [Damanik, 2013](#)). The development of a tourist village through a community empowerment model is expected to be a solution to improve the standard of living of its people. The importance of developing a tourist village can be used as a format for the development of a region, so that it becomes the foundation for economic development in improving the welfare of its people ([Syarifuddin, 2018](#)).

The development of tourism villages is part of the implementation of tourism that is directly related to services, which requires collaboration with various components of tourism providers, namely government, private sector, and the community ([Raharjana, 2012](#)). Even so, there are still many people who doubt that tourism development can make a significant contribution to improving the quality of life of local communities ([Frasawi, 2018](#)). The tour packages offered to tourists also vary, in order to develop product/package diversification. Cultural tourism is one that tourists are interested in, because in addition to enjoying the beauty of natural panoramas, they can also witness the unique traditions of the people they visit ([Pantiyasa, 2011](#)).

According to ([Tata, 2015](#)), community empowerment is an effort to use and manage rural community resources more effectively and efficiently, whereas according to ([Deswimar, 2014](#)), community empowerment is an effort to increase the community's capabilities and potential so that the community can fully realize its identity, dignity, and status. independent development in the economic, social, religious, and cultural spheres. Community empowerment, according to ([Mustanir, 2019](#)), consists of three stages: the awareness stage and behavior formation towards conscious and caring behavior so that they feel the need to increase self-capacity, the ability transformation stage in the form of insight into knowledge, skills skills, and the stage of

Community Empowerment through the Development of the Cisaat Tourism Village, Subang Regency

Achmad, Chuang, Gunawan, Nadila, and Maulana

increasing intellectual abilities, skills so that initiatives and innovative capabilities are formed to lead to independence.

The presence of community empowerment in tourist villages increases opportunities for local community participation in the decision-making process and in enjoying the advantages of the expansion of the tourism industry, thereby empowering the community (Wahyuni, 2018). The most crucial aspect of developing Tourism Villages through community empowerment is maximizing community engagement in the tourism development process itself. The community is positioned as a determinant, not only a bystander; hence, community participation is required from the design stage to execution (Istiyanti, 2020; Mert-Cakal & Miele, 2022).

Cisaat Village, Ciater District, Subang Regency is the author's research location which is geographically located in the highlands, to be precise, on the slopes of Mount Tangkuban Perahu. The slopes of Mount Tangkuban Perahu have various natural and cultural tourism objects which are also supported by the richness of local customs and cultural culture which synergizes with the local wisdom of fruit, vegetable and agriculture farmers which are the livelihoods of the majority of the people. This is an efficient and effective step to make the Cisaat Village a Tourism Village. In 2016 Cisaat Village was designated as an educational tourism village which was visited by 1,254 tourists in 2016 and increased to 1,850 in 2019 before the co-19 pandemic (Sibi et al., 2020).

In Cisaat Village, farming is an attraction because this village is a cool area with temperatures ranging from 9-18 degrees Celsius. Pineapple, strawberry, grapes, cabbage, mustard greens and tomatoes are suitable for planting in this area. Cisaat Village is also a place for goat, sheep and dairy cattle farms. Here tourists can participate in milking their own cows using traditional methods. Sports lovers can also take a walk in the tea garden, ride a bicycle around the expanse of plantations to ride a paragliding. Currently Cisaat village is included in JADESTA or a network of tourist villages along with 100 other tourist villages.

Cisaat Village has not been a Tourism Village for so long, but Cisaat Tourism Village has now become a Tourism Village that deserves to be reckoned with and is worth visiting, so that it can become an example for other Tourism Villages. All of this cannot be separated from community participation in community empowerment carried out in the Cisaat Tourism Village. Community participation is one of the supporting factors for community empowerment in Cisaat Tourism Village, apart from the support from the government and the potential that exists in Cisaat Tourism Village without community participation, community empowerment will not work.

METHODS

This research is a qualitative descriptive study describing community empowerment in the Cisaat Tourism Village. According to (Sugiyono, 2017), descriptive research is undertaken to discover the value of an independent variable, one or more (independent) variables, without making comparisons or establishing a connection between variables. In this study, qualitative data

(primary and secondary data) are employed, and the data sources consist of both primary and secondary data sources. The primary data sources for Cisaat Village are informants and the secondary data sources are documents and monographs. This study's informants included the head of the Tourism Office for the Subang Regency, Tourism Village Managers, the local community, and visitors or tourists.

As part of an effort to raise the degree of confidence in the data collected for this qualitative study, the triangulation technique was utilized to test the data's validity. The triangulation method verifies the authenticity of data using anything other than the data for comparison or verification purposes (Sugiyono, 2017). In this study, researchers employed the triangulation technique of examining additional sources, comparing and contrasting the degree of reliability of information gathered from multiple sources.

RESULTS AND DISCUSSION

Tourism Village

A tourism village is a rural area with an overall atmosphere that reflects the authenticity of the "village," both from the spatial structure, building architecture, and the socio-cultural life patterns of the people, and is able to provide the components of the basic needs of tourists such as accommodations, food and drinks, souvenirs, and tourist attractions. Tourism villages are typically located in more remote parts of the country (Murdiyanto, 2011; PrawiraW et al., 2021). As a result of the explanation presented above, one may draw the conclusion that the tourism village component is comprised of two primary ideas. The first component is called "accommodation," and it can refer to either the homes of local inhabitants or the units that are based on the idea of residential neighborhoods. While the second component is attractions, which in this instance cover all of the daily lives of local residents along with the physical setting of the village location that allows the integration of tourists with active participation such as learning the local language, making carvings, using batik, weaving, and other such activities.

The tourist village provides a genuine representation of the local community's way of life, including its traditions, customs, building architecture, and spatial organization (Sudibya, 2018). The present motive of tourists, who are more interested in natural and cultural tourism, as well as community activities that grow and develop in rural regions, is consistent with the situation of a tourist village, which is in line with the current motivation of tourists (Istiyanti, 2020). The quality of the surrounding natural environment, the originality of the community setting, the one-of-a-kindness and distinctiveness of the village's social relations, and the fact that it is the pride of the surrounding region are the values that are contained in a tourist village (Sastrayuda, 2010). This demonstrates that a tourism village is a village that possesses the uniqueness of an area both from the social and cultural aspects contained therein, as well as the natural environment that still demonstrates its authenticity and uniqueness, and that can be used as a tourism object development through the empowerment of village communities.

Community Empowerment through the Development of the Cisaat Tourism Village, Subang Regency

Achmad, Chuang, Gunawan, Nadila, and Maulana

If you wish to develop an area (village) to become a Tourism Village, it is vital to analyze whether or not the location fulfills the existing requirements for a tourist village. If it does, then you can move forward with developing the area. These elements include the village having distinctive tourism and cultural potential, the location of the village being included in the scope of the tourism development area or at least being in the route of tour packages that have been sold, prioritizing the availability of workforce managers, trainers, and actors of tourism, arts, and culture, and the existence of accessibility and supporting infrastructure in terms of the Tourism Village Program, as well as ensuring security, order, and clean environments ([Zakaria & Suprihardjo, 2014](#)).

The concept of community-based tourism serves as the conceptual foundation for the establishment of tourist communities. The idea of community-based tourism development places an emphasis on boosting members of the local community's level of participation. The community, which is considered to be one of the stakeholders in the process of tourist development together with the government and the commercial sector, plays a very significant role in the growth of tourism. The local community acts as the host and is the subject and executor in the process of tourist development. This community is familiar with the ins and outs of their region. Additionally, the community benefits from the growth of tourism in a number of other ways.

Community development

Empowerment is very close to the concept of poverty. Poverty is usually identified by the inability of a family to meet basic needs and various associations that image the person as being poor. The concept of community empowerment refers to how the local community has great influence socially and socially, so that they are able to improve their environment ([Sururi, 2015](#)). The environment consists of a combination of the utilization of existing resources and social capital, as well as community activities geared toward the utilization of these resources. The concept of empowerment requires the presence of three components ([Harahap, 2012](#)):

- a) Enabling setting, or the improvement of conditions at the local level, so that local residents can be creative. It is comparable to building a good "stage" so that locals may "dance" on it.
- b) Empowering neighborhood communities. After a suitable "stage" for dancing has been established, the local community must develop its ability to "dance." In other words, after the local setting has been established, the local community must develop their knowledge and abilities in order to effectively utilize the setting. This is accomplished through education, training, and other types of human resource development, among others.
- c) Socio-political backing. If the stage is good, locals can "dance"; other supporting devices, such as equipment, audience, etc., which are merely social support, political support, networking, etc., are then required. Without enough sociopolitical backing, locals will not be able to "dance" effectively on the "stage," despite the fact that they are skilled "dancers."

This theory is used when dissecting the first problem, namely how community empowerment activities through the development of a tourist village in Cisaat Village have been carried out by the management so far to provide an increase in the community's economy. Community empowerment activities are identified through what activities are carried out by village

Community Empowerment through the Development of the Cisaat Tourism Village, Subang Regency

Achmad, Chuang, Gunawan, Nadila, and Maulana

communities related to village tourism activities. Empowerment activities should not conflict with the norms trusted by villagers and there have been no significant conflicts since implementation.

Community empowerment is not only about increasing the ability of human resources, but also how the community manages natural wealth and other social capital. For example, how can people make handicrafts or traditional food that can be sold, so that there is added value to the land/plantation they own ([Subekti et al., 2018](#)).

Community empowerment in the Cisaat Tourism village, Subang Regency

Based on the results of the research, it can be concluded that community empowerment in the management of Cisaat Tourism Village, Ciater sub-district, Subang Regency, West Java, in general, is running optimally, but there are still many improvements. The process of empowering the Cisaat Tourism Village stems from the spirit of mutual cooperation to turn into an independent Tourism Village. The community empowerment of the Cisaat Tourism Village is described in three variables, namely:

- a) Empowerment Access Range. Access in this indicator has been fulfilled in 3 aspects, namely access to natural resources, human resources and the establishment of cooperation. Access to natural resources which can be described through several tourist objects that are still natural or natural. Access to human resources is realized in the management of the Cisaat Tourism Village which involves all levels of society. Access to cooperation is seen in the cooperation that is forged by the tourism village manager, the village government and local government and the private sector who participate in developing the Cisaat Tourism Village.
- b) Level of Community Participation. In empowering the Cisaat Tourism Village, indicators of participation can be seen in the participation of all levels of society in empowering the Cisaat Tourism Village community. Community participation that participates and is actively involved in the provision of culinary arts and culture for tourists. The involvement of youth and children is accommodated in the outbound implementation which is also a tourist choice for visitors.
- c) Control/Supervision of Cisaat Tourism Village. Control is an effort in supervision. Control aims to maintain natural resources and prevent exploitation. The role of control or supervision has been carried out by the local government in this case the tourism office, the management and the community and the community. One of the supervision or control efforts from the tourism office is the grouping of Tourism Villages and through festivals or competitions that are motivating so that Tourism Villages become better

The benefits of the results of the Cisaat Tourism Village are enough to be felt by the community at large. These benefits can be grouped into two, namely material and non-material benefits. Materially, the existence of the Cisaat Tourism Village can increase the income or economy of the residents, additional income in the form of honorariums, village development is growing, cleaner and neater, coordination between residents is more solid, and to reduce village unemployment. In non-material terms, village communities get capacity building regarding tourism village management, excellent service training, service to visitors, organizational management, financial management and also improve group work or solid teamwork.

The obstacles faced in the process of empowering the Cisaat Tourism Village community include: First, Cisaat Tourism Village is a Natural Disaster-Prone Area. The occurrence of the Tangkuban Perahu Eruption disaster had a significant effect. In addition to the damage to several tourist objects, but also to restore the confidence of tourists to return to visit or travel comfortably. Management had stopped and actually experienced a drastic decline in terms of visits and income, namely during the Tangkuban Perahu eruption in 2019. The community was afraid to visit Cisaat Village. It was only after the recovery process that the Cisaat Tourism Village was started again.

Second, the uneven capacity of human resources. The capacity of managers and the community is experiencing gaps, so that the results obtained are not all evenly distributed to all members of the Cisaat Tourism Village community. The difficulty faced is how to distribute the results fairly, because the results cannot be evenly distributed, but fairness is according to contribution. In addition, there is a language problem when receiving foreign guests. The number of volunteers is sometimes felt to be lacking, when it is crowded with visitors. If it's quiet, then the administrators are not on duty. The marketing capability of Cisaat Tourism Village needs to be improved so that it is more optimal. Third, the lack of a sense of belonging. The lack of a sense of belonging to the Tourism Village results in a lack of concern for the natural resources they have, so that tourism objects are left not well maintained, freedom in managing homestays, there are still some community relations that are less harmonious, there are still people who still do not have self-awareness by renting out houses herbs to external parties, coordination meetings and evaluations which are felt to be less intensive.

CONCLUSION

Based on the findings from interviews and analysis of qualitative research data on the Analysis of Community Empowerment in Cisaat Village, it can be concluded that community empowerment in Cisaat Village has been going well. The community is aware of the importance of self-capacity development because it can form attitudes, behaviors and mindsets that will foster confidence, enthusiasm, motivation as the basic capital in building a tourism village. The development of a tourist village is based on its potential such as the potential for agriculture, nature, tourism, including the potential for the development of dairy bee livestock which can be used as a source of life in the welfare of its people. However, there have been a number of improvements and improvements in community empowerment, such as the capacity of the human resource managers of tourism villages and the community is still relatively weak in terms of tourism management and service capabilities. Then from the aspect of community participation in village tourism activities in general it is good, but coordination is still not carried out intensely. In addition, the management of Cisaat Tourism Village is currently not well-coordinated within the scope of organizational management that is more established and has a strong legal basis.

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Community Empowerment through the Development of the Cisaat Tourism Village, Subang Regency

Achmad, Chuang, Gunawan, Nadila, and Maulana

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Community Empowerment through the Development of the Cisaat Tourism Village, Subang Regency

Achmad, Chuang, Gunawan, Nadila, and Maulana

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