Community Empowerment Strategy Through the Village Spirit of Horse Riding and Farming in an Effort to Improve the Well-Being of the Community at Leban Village Sub-District Boja and District Kendal Central Java Province

Cut Novisar Syahfitri
Institut Pemerintahan Dalam Negeri (IPDN), Indonesia
Email: cutnovi@ipdn.ac.id

Abstract

This research get focus on strategic empowerment of communities through tourist village spirit riding and agricultural in an effort to improve the condition of the Leban village. As for the purpose of this research is to draw up strategies community empowerment through tourist village the spirit of riding and agricultural in an effort to improve the welfare of the village community wide, to analyze the barricade factors and to know the efforts made to address the factors a barrier. The research is descriptive research with a qualitative approach to the source of the data from the results of interviews, review literature that analyzed using SWOT analysis to search for strategies that will be used. Based on the research done, produced 1 (one) of alternative strategy for implementation who recommended to the local government of district kendal as well as the government leban village, namely: A performance of traditional arts and culture the village community leban routinely; Based on the results of this research is recommended to the government district kendal to provide support to the rural community empowerment wide and immediately issue a decree regent kendal on the determination of wide villages into tourist village. For department of culture and tourism in order to strengthen the role of tourist group conscious (pokdarwis) and held an education and training that sustained to villagers wide community to empowerment more optimal in terms of conscious tourism.

Keyword: Strategy, Community Empowerment, Tourism Village.

A. INTRODUCTION

One of the supporters of national development is natural resources and wealth, in this case one of which is the tourism sector which is managed directly by the local government. Indonesia has enormous potential in terms of tourism, with the existence of Indonesian tourism it can increase foreign exchange or state income to realize people’s welfare. This is stated in Law Number 10 of 2009 concerning Tourism, which states that: "Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government and local governments".
Kendal Regency is one of the districts in Central Java Province which is a developing autonomous region, located on the North Coast Line (Pantura) and directly adjacent to the capital city of Central Java, namely Semarang City, making this location very strategic for the tourism sector, in this case, especially the tourist village. The Ministry of Tourism and Creative Economy allocated funds to the Central Java Provincial Government of Rp. 5.3 billion for the development of tourist villages. The support from the Ministry of Tourism and Creative Economy to the Central Java Provincial Government in the development of tourist villages, especially Kendal Regency, should be welcomed to increase domestic and international tourist visits.

One of the tourist villages in Kendal Regency is Sembrani Tourism Village or often referred to as Dewi Sembrani. Dewi Sembrani is an abbreviation of the Village for the Spirit of Horse Riding and Farming. It is located under the slopes of Mount Ungaran, to be precise in Lendoh hamlet, Lebanese village, Boja district, which offers tourism potential that features horse riding and farming activities as well as natural scenery. Dewi Sembrani’s management is managed by the Tourism Awareness Group (Pokdarwis). However, the management of this group is not well organized. The unclear duties and functions of each manager is one of the causes. Plus the lack of awareness, knowledge, and community participation in the management of Dewi and Dewi Sembrani’s knowledge to help community welfare.

Dewi Sembrani is still lacking in supporting facilities and infrastructure to advance the tourism village, the road infrastructure to tourist sites is still ugly and narrow. In addition, there is no adequate accommodation at Dewi Sembrani. The absence of adequate accommodation did not make the community discouraged, the local community offered visitors to stay at the local community’s house. Besides being able to increase the income of the local community, tourists can also get to know the culture of the local community by participating in the processing of making palm sugar, cultivating oyster mushrooms, learning gamelan, making batik, making bamboo mandarins, dance and culture.

B. LITERATURE REVIEW

1. SWOT analysis

The first strategy definition put forward by Chandler (in Rangkuti 2006: 4) "Strategy is a long-term goal and the utilization and allocation of all resources that are important to achieve these goals". Meanwhile, according to Bintoro Tjokroamidjojo (1998: 13) that "Strategy is a" calculation "regarding a series of policies and implementation steps.

According to Rangkuti (2008: 6) states that “SWOT analysis is a creative process in planning strategies, policies and work programs of an organization, or organizational unit, by taking into account the situation and conditions of the organization’s internal and external environment, both on the positive and the negative. In other words, SWOT is the systematic identification of various factors to formulate a company strategy by maximizing strengths and opportunities, but at the same time minimizing weaknesses and threats. Meanwhile, according to Musa Hubeis
and Mukhamad Najib (2008: 94-96) measuring strategy can be done using SWOT analysis (Strength, Weakness, Opportunities, Threats) where strength is strength, weakness is weakness, opportunities are opportunities and threats are threats. By using SWOT analysis from various perspectives in seeing the relationship implications of the relationship so that it is easy to determine a maneuver, namely by linking the analysis of the internal environment with the external environment to community empowerment strategies to improve community welfare through the Tourism Village. Related to the environmental analysis, as stated by Saleh (1999: 47) that: "These two types of environment (internal and external) impressively have a very strong influence on the survival of an organization. If an organization is not able to read and even master the environment, the existence of the organization can be threatened”.

### SWOT Matriks

<table>
<thead>
<tr>
<th>Internal Factors</th>
<th>STRENGTHS (S) / List of Internal Strengths</th>
<th>WEAKNESS (W) / List of Internal Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPPORTUNITIES (O) List of external opportunities</td>
<td>SO strategy Using strength to take advantage of opportunities</td>
<td>WO strategy Minimizing weaknesses to take advantage of opportunities</td>
</tr>
<tr>
<td>THREATS (T) List of external threats</td>
<td>ST strategy Use force to overcome threats</td>
<td>WT strategy Minimizing and avoiding threats.</td>
</tr>
</tbody>
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Source: Rangkuti (2014:83)

### C. METHOD

This study uses a descriptive method with a qualitative approach (Nazir, 2011: 54; Sugiyono, 2011:9). The purpose of this descriptive study is to make descriptions, descriptions or paintings systematically, factually and accurately regarding the facts, characteristics and the relationship between the phenomena being investigated This study seeks to provide an overview of the community empowerment strategy through Desa Wisata Sembrani in an effort to improve the welfare of the people of Desa Leban.

This research data collection using interview techniques, documentation, and observation and triangulation. While the number of informants in this study amounted to 44 people consisting of the Head of the Kendal Regency Culture and Tourism Office, the Head of the Lebanese Village, the Secretary of the Village of the Lebanese Village, the Chair of the Tourism, Community and Tourist Awareness Group. Data analysis techniques in this study, the authors use data analysis steps according to Miles & Hubermen, namely data reduction, data display, and conclusion drawing/verification (Sugiyono, 2011:246).
Based on the results of the research, it will be found that the determinants of both inhibiting factors or supporting factors will then be analyzed using Rangkuti's SWOT analysis (2006) so as to produce strategies to formulate possible efforts to overcome obstacles in community empowerment strategies through Sembrani Tourism Village in an effort to improve community welfare Village Leban.

D. RESULTS AND DISCUSSION

1. Community Empowerment Strategy through Tourism Village Spirit of Horse Riding and Farming in Efforts to Improve Community Welfare in Lebanon Village, Boja District, Central Java Province.

   Based on the empowerment theory mentioned by Suharto (2014:67), the implementation of the process and the achievement of empowerment goals is achieved through the application of the empowerment approach which can be shortened to 5P, namely:

   a. Possibility: creating an atmosphere or climate that allows the potential of the community to develop optimally. Empowerment must be able to free society from structural and cultural barriers that impede.

   b. Strengthening: strengthening the knowledge and abilities that people have in solving problems and meeting their needs. Empowerment must be able to develop all the abilities and self-confidence of the community that support their independence.

   c. Protection: protects the community, especially the weak groups so that they are not oppressed by strong groups, avoids unbalanced (especially unhealthy) competition between the strong and the weak, and prevents the exploitation of the strong against the weak. Empowerment must be directed at eliminating all types of discrimination and domination that do not benefit the poor.

   d. Support: providing guidance and support so that people are able to carry out their roles and duties in life. Empowerment must be able to support the community so that it does not fall into a state and position that is increasingly weak and marginalized.

   e. Maintenance: maintaining conducive conditions so that there is a balance of power distribution between various groups in society. Empowerment must be able to ensure harmony and balance that allows everyone to have the opportunity to do business.

   Based on these 5 (five) approaches, the authors conducted interviews to determine the extent of the efforts that have been made in an effort to improve community welfare through Sembrani tourism village.

   a. Possibility

   Enabling is a stage in creating an atmosphere or climate that allows the potential of the community to develop optimally so that the community is free from structural and cultural barriers that impede efforts to improve community welfare through Sembrani Tourism Village. The people of Desa Lebanon have been running for about 2 years where people have started to use their expertise
and skills to sell at Santosa Stable and hawkers in the form of souvenirs, handicrafts and special foods. This has increased the enthusiasm of the Lebanese Village community to engage in the tourism business because the location of the village has been made a Tourism Village and has been inaugurated directly by the Regent of Kendal Regency. In the end an institution was formed from the Kendal Regency Culture and Tourism Office, namely the Tourism Awareness Group (POKDARWIS), this group was responsible for the progress of the Sembrani Tourism Village, and also the issuance of the Wisatapun Village Decree depending on Pokdarwis.

b. Strengthening

Strengthening is an effort to strengthen the knowledge and abilities possessed by the community in solving problems and meeting their needs as well as developing all the abilities and self-confidence of the community that support independence in doing tourism. There have been efforts to strengthen community knowledge and abilities in order to improve community welfare through the Sembrani Tourism Village by the local government, namely the Culture and Tourism Office. However, in every counseling organized by the relevant agencies regarding the tourism village, in the end it was not sustainable and did not carry out optimally because these agencies did not optimally assist the community. Even had time to bring in students from the School of Tourism to do internships in the Tourism Village, but the results were not optimal.

c. Protection

Protection in this case is an effort to protect the community, especially weak groups, so that they are not oppressed by strong groups or in other words, an effort to eliminate all kinds of discrimination and domination that do not benefit the poor. The Department of Culture and Tourism of Kendal Regency has formed a Tourism Awareness Group (Pokdarwis) which is expected to become a forum where one of its functions is as a protection function as described above, but there is no common perception between Pokdarwis and the community in managing the Leban Village. this function of Pokdarwis has not been implemented optimally. It is hoped that Pokdarwis will become a forum for the community of tourism business actors to improve the welfare of the community through the Sembrani tourism village, but the absence of an understanding between the village and the community has made the Pokdarwis function not maximized because people think that Pokdarwis will only reduce the amount of income.

d. Endorsements

Support is an effort to provide guidance and support so that people are able to carry out their roles and duties in their respective roles. Disbudpar in efforts to develop tourism villages, especially Leban Village, has established POKDARWIS and has provided training and coaching to POKDARWIS members to support the improvement of community welfare through
Sembrani Tourism Village, including homestay training, batik skills training and website creation training.

e. Maintenance
Maintenance in this case is an effort to maintain conditions so that there is balance and harmony that allows everyone to have the opportunity to do business. The low implementation of Pokdarwis and the absence of common perceptions between Pokdarwis and the community in managing Dewi Sembrani has resulted in the tourism village not being well maintained.

2. Inhibiting Factors for Community Empowerment Strategies through Sembrani Tourism Village in Efforts to Improve Community Welfare.

Based on the results of the study, there were several obstacles in the implementation of efforts to improve community welfare through Sembrani Tourism Village, among others:

a. Lack of attention from local governments
Even though tourism is one of the priorities in the regional medium development plan, the realization that is felt, especially in improving the welfare of the community through Sembrani Tourism Village, has not been felt particularly in relation to financial assistance. The Regional Government of Disbudpar in this case is still a little bit in helping with funding issues, the new Disbudpar can help with funding if in the Cultural Title event which is held on the birthday of Kendal Regency. Meanwhile, in other events or other activities, we are trying to find funding assistance from other parties. Like a school entrepreneur riding a horse from Semarang.

b. Unsustainable Education and Training Activities
Assistance in the form of education and training that supports the improvement of community welfare through the Sembrani Tourism Village has not been able to be provided by the Regional Government in a sustainable manner. Education and training have been held several times, but never monitored the extent of the influence of the outputs and outcomes of these training activities and are not held regularly so that there is no equal distribution of the quality of existing human resources and there tends to be no perceived benefit. In every education and training that is held either by Disbudpar, we always send community representatives to attend the training, but the training that is held is not sustainable and tends to be incidental.

c. Different perceptions of the purpose of forming Pokdarwis
It is hoped that the formation of the Tourism Awareness Group (Pokdarwis) is expected to be able to manage tourism businesses in order to improve community welfare through Sembrani Tourism Village, but there is no similarity in perception between Pokdarwis and the community in managing Sembrani Tourism Village causing tourism business in the Sembrani Tourism Village to be still running independently without any intervention from Pokdarwis, because the community thinks that with the formation of
Pokdarwis the community's income from tourism businesses will decrease because they have to share the results with the Village Government so that the Leban Village has not been able to develop into a complete Tourism Village.

d. The number of investors who control the land
The absence of regulations governing the mechanism of investors in buying or using land in the Wanurejo Village area has resulted in many community members selling independently to investors, it is feared that more and more outsiders will open tourism businesses and community members will only become laborers or employees at the venue.

3. Steps Taken in Dealing with Inhibiting Factors for Community Empowerment Strategies through Wisata Sembrani Village in Efforts to Improve Community Welfare in Desa Leban.
Based on the constraints described above and the results of the author's research, the Lebanese Village Government was able to survive and face all the existing obstacles with the following steps:

a. Lack of Local Government Attention
Even though the support from the local government is still minimal, Desa Leban continues to seek support from third parties, namely Horse Riding School Entrepreneurs as providers of capital loans to promote and realize Sembrani Tourism Village.

b. Unsustainable Education and Training Activities
The implementation of education and training is still minimal and not yet sustainable, but Desa Leban always sends representatives of its community to improve the competence of human resources in an effort to improve community welfare through Sembrani Tourism Village.

c. Differences in perception in the formation of Pokdarwis
In order to convince the tourism business community, Pokdarwis started its steps by recording the number of tourists visiting each tourism business actor in Leban Village to find out the development of the attractiveness of Sembrani Tourism Village and to start developing village-owned land into a tourism business, namely the development of rice fields and spring water, strategic mountains to enjoy the rural atmosphere.

d. The number of investors who control the land
The problem of investors who are free to enter and buy land in Desa Leban can be resolved by issuing a village regulation regarding the mechanism of buying and selling land or the entry of investors in Desa Leban, however this has not been implemented because there has been no initiation from the Village Government itself. Therefore, to reduce investors entering the village, the Village Government of Leban is still limited to appealing to the community to maximize existing natural resources to be used as the main capital for tourism.
D. CONCLUSION

The community empowerment strategy that can be carried out at this time is through Sembrani Tourism Village in an effort to improve the welfare of the Lebanese Village community based on the results of the SWOT analysis and the results of the Litmust Test, namely the appearance of arts and culture of the Lebanese Village community.

The factors inhibiting the community empowerment strategy through Sembrani Tourism Village in an effort to improve community welfare are the lack of attention from the Regional Government, unsustainable Education and Training activities, differences in perceptions of the purpose of establishing Pokdarwis, and the large number of investors who control the land.

Efforts made in dealing with the inhibiting factors of community empowerment strategies through Sembrani Tourism Village in an effort to improve community welfare are seeking support from third parties, namely Horse Riding School Entrepreneurs and from the Agriculture Office as providers of capital loans, sending community representatives at every opportunity for education and training, in order to improve the competence of human resources in an effort to improve community welfare through Sembrani Tourism Village, and appeal to the community to maximize existing natural resources and take advantage of the Sembrani Tourism Village as a forum to improve the welfare of the people of the Lebanese Village itself and to be used as the main capital for business. travel.

REFERENCES


