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## COMMUNITY EMPOWERMENT THROUGH THE DEVELOPMENT OF GHANJARAN PARK TOURISM BASED ON LOCAL POTENTIAL

Susi Ratnawati<sup>1</sup>, Tri Prasetyowati<sup>2</sup>, & Nur Melin Febrianti<sup>3</sup>

<sup>1, 2, & 3</sup> Public Administration Study Program, Faculty of Social and Political Sciences,  
Bhayangkara University, Surabaya Indonesia.

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\*Corresponding Author: Susi Ratnawati

Corresponding Author Email: [susiratna11@gmail.com](mailto:susiratna11@gmail.com)

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### ABSTRACT

Community empowerment is an effort to enable and empower communities from poverty, underdevelopment, and inequality in community empowerment efforts through the development of ghanjaran park tourism with local potential. The purpose of this study was to analyze community empowerment in Ketapanrame Village because it has local potential such as vegetables and fruits and other agricultural products. The method used in this research is descriptive qualitative approach with observation, interviews, and documentation. The results of this study indicate that: first, the efforts that can be made to make community empowerment successful are Enabling, namely utilizing the potential of the village and its resources to later build Ghanjaran Park tourism, Empowering, namely managing and caring for Ghanjaran Park tourism by providing security and comfort facilities to visitors. and employment opportunities for residents, Protecting, namely making competent efforts to encourage the development of Ghanjaran Park tourism through BUMDES. Second, the inhibiting factors in tourism development are the absence of public transportation, lack of promotion, and limited human resources. Third, efforts to overcome obstacles in tourism development are by coordinating

with local governments related to public transportation, conducting digital promotions through social media and optimizing or socializing to improve skills.

**Keywords:** Empowerment, Community, BUMDES, Potential, Local.

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## INTRODUCTION

Community empowerment program by increasing economic income based on the existence of the business being run. This facility is very useful for government facilities and helps the city to become a very independent city. Human resources are very influential in managing village natural resources, because they provide opportunities for the community to manage the village economy and help the community achieve prosperity. To improve the economy, it can be started with an advanced village. Villages according to Law Number 6 of 2014, known as traditional villages and villages, or pseudonyms, and hereinafter referred to as villages, are areas that have power and control over the administration and interests of the government. A legal community unit with a scope. Community Initiatives of local communities according to the rights of origin, and/or traditional rights that are recognized and respected by the collective government system of the Unitary State of the Republic of Indonesia (Harding, 2017)

According to Law 6 of 2014 concerning Article 1 Paragraph 12 of the Village General Regulations, empowerment of rural communities increases the independence and welfare of the community through increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilization. Efforts to utilize resources through stipulations, policies, programs, activities and support in accordance with the nature of the problems and priorities of the village community. The concept of a tourist village is a concept that is considered as one way to improve the welfare of the community. Tourist villages were formed, in addition to reducing the level of urbanization from rural to urban areas, as well as providing new jobs to the community. The management of the tourist village adheres to a profit-sharing system which is very different from the business-oriented system. So the benchmark for the success of a tourist village is not only an increase in income, but also community participation to get prosperity. In a tourist village, various parties benefit while making the village sustainable (Suswanto, 2018) According to Antara & Arida (2015), villages can become tourist villages. There are special criteria needed, namely: 1). Tourist attraction is everything, including nature, culture, and human creation. The selected attractions are the most attractive and enchanting in the village. 2). Distance, namely the distance from a tourist attraction. especially the place of residence of tourists and the distance from the provincial capital and the distance from the district capital. 3). The area of the village is seen from the number of houses, the number of residents, the nature and area of the village. This standard relates to village tourism support. 4). Belief system and community are important. Because there are special rules in the village community. What must be considered is the religious majority and the existing social system. 5). Availability of infrastructure Includes transportation and services, electrical equipment, clean water, sewerage, telephone network, and others (Antara, 2015).

Tourist villages must respect and maintain local culture. The result of the existence of a tourist attraction is the presence of tourists from outside the village with different cultures. Therefore, the tourist village must be able to maintain the local wisdom of the village so that it is not influenced by outside influences. Tourists should be encouraged to understand these differences

and follow local customs. Proper access to and within tourist villages also requires oversight. Because safety is an important aspect in tourism activities, tourist villages must be able to provide special services to prevent/resolve accidents and accidents (Surya, 2021). The development of tourist villages must be supported by the participation of stakeholders in the tourism sector above the village level. By increasing tourism awareness, we can deepen support for the community according to (Nadia, 2021).

The tourism potential in East Java, including in Mojokerto City, is quite diverse and has the potential to be developed. Starting from natural attractions such as waterfalls, hot springs, mountains, places for camping or outbound, villas and homestays etc., arts, and culture as well as culinary tours. One of the villages in Mojokerto Regency, namely Ketapanrame Village, is the farthest village in Mojokerto Regency which borders Prigen District, Pasuruan Regency (Sulistiyono, 2016). Ketapanrame Village has a tour managed by a Village-Owned Enterprise (BUMDES), namely Ghanjaran Park. Ghanjaran Park is a tour with swimming pool facilities, rides, parks, food courts and also a people's market. Ghanjaran Park was inaugurated on December 8, 2018 by the Regent of Mojokerto (Arifah, 2018). Tourists who come are not charged an entrance fee, but they only need to pay a parking fee. It is known that the problems that often arise related to the livelihoods of the population are the availability of inadequate employment opportunities with the development of the population. With the situation of the village being surrounded by villas, both family villas and outbound and other tours, the construction of Ghanjaran Park is arguably very effective in improving the economy of the local village community (Bono, 2010).

### **RESEARCH METHOD**

This study uses a qualitative research method with a descriptive analysis approach (Sugiono, 2016). Descriptive is one type of research that aims to present a complete picture for exploration and clarification of a phenomenon or social reality by describing several research variables that are the subject of the problem according to the reality in the field, namely describing how the on going process in village development tourism in empowering the community in Ghanjaran Park Tourism. According to (Miles & Huberman & Saldana: 2014) in qualitative research, data were obtained from various sources using observation, interview, and documentation data collection techniques by organizing data into categories, breaking down into units, arranging in patterns, choosing which ones to use. important and which will be studied and make conclusions so that they are easily understood by themselves and others. The author uses the data analysis technique of the Miles and Huberman model which is divided into 4 steps, namely: 1). Data Collection. The most important activity in research is collecting data. In qualitative research data collection through interviews, observation, and documentation. 2). Data Condensation Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and/or changing data that appears in written field notes, interview transcripts, documents, and other empirical materials. 3). Data Display, After the data is reduced, the next step is to present the data. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. The most frequently used to present data in qualitative research is narrative text. 4). Drawing and Verification Conclusions The third step in the analysis of qualitative data according to Miles and Huberman is drawing conclusions and verification. The initial conclusions put forward are

still tentative, and will change if there is no strong evidence to support the next stage of data collection (Miles, 2014).

## RESULTS AND DISCUSSION

Community empowerment is a separate problem related to the nature of power. Basically the power or power is owned by each individual and group, but the level of power is different from one another. This condition is influenced by various interrelated factors such as knowledge, ability, status, property, position and gender. These interrelated factors ultimately create a relationship between individuals with the dichotomy of subject (ruler) and object (controlled). The form of social relations which is characterized by the dichotomy of subject and object is a relationship that wants to be "improved" through a process of empowerment. Based on the description above, empowerment in this study is an effort (can be in the form of a process, strategy, program or method) aimed at helping local communities lead to better social conditions through redistributing the required power, and setting it up. become symbols of their welfare (Imron, 2020).

The process of community empowerment through the development of Ghanjaran Park tourism is by utilizing local potential in terms of climate, temperature, and other potentials with several stages, namely: a). The preparatory stage, which must be done is to prepare for community empowerment personnel, namely the village apparatus and the BUMDes of Ketapanrame. b). The assessment stage is carried out individually through groups in the community. In this case, it is necessary to identify the problem of felt needs and the available resources (Bambang, 2020). The basic need problem is funding. Funds for tourism development are the result of residents' investment in addition to the local government's assistance of 5 billion. c). The planning stage of the program or activity, in a participatory manner, involves the residents to think about the problems they face and how to overcome them. It is hoped that the community can think of several alternative programs or activities that can be carried out (Afgianto, 2020). Organizing program socialization to residents of Ketapanrame Village to provide direction that the potential of Ketapanrame Village can be utilized as well as possible by establishing Ghanjaran Park tourism which consists of rides, swimming pools, parks, food courts. d). At the program implementation stage, the role of the community can be expected to be able to maintain the sustainability of the programs that have been developed (Darwis, 2012). Cooperation between village officials and the community is important. e). In the evaluation stage, the monitoring process from residents and village officials is expected in the long term to build community communication by utilizing existing resources. Thus these symbols can be used as tools used to bridge social issues with alternative solutions, their needs and potentials. Through this empowerment, it is hoped that it will become a social transformation for families and local communities. According to Fahrudin, empowerment is an effort to enable and empower the community. Efforts made in community empowerment include: (Getz, 2016).

**Enabling**, namely creating a supportive climate for potential to develop. The existing climate can encourage, motivate, and raise awareness of the resources they have in order to be able to develop them (Bachrein, 2020). Empowerment is an effort to build that power by encouraging, motivating and raising awareness of its potential and trying to develop it. The beginning of the formation of the Ghanjaran Park by the Chairman of the BUMDesa that used to be a lot of Ketapanrame residents who traded on the roadside then the village apparatus provided a place on a land which is now a Ghanjaran Park tour. At first, there were only a few who moved to

the food court and some still chose to trade on the roadside. Seeing the potential that the tour was crowded and their turnover increased, other people wanted to trade too and were given a place in the food court in Ghanjaran Park Tour (Cunha, 2020).

**Empowering**, namely increasing capacity by strengthening the potential or power possessed by the community. This strengthening includes concrete steps such as providing various inputs and opening access to various opportunities that can make the community more empowered (Herdiana, 2019). With the existence of Ghanjaran Park tourism, things that can be given to the community and residents of Ketapanrame are that Ghanjaran Park tourism has facilities provided to visitors, namely rides, swimming pools, toilets, prayer rooms, large parking lots, well-maintained gardens, and various other things. choices of food and plantation produce are available at the food court. In addition, this tour can provide benefits to the residents of Ketapanrame by providing employment where it will reduce the unemployment rate so as to obtain the welfare of the citizens of Ketapanrame. With the existence of Ghanjaran Park tourism, it can provide benefits to local residents by providing employment so as to reduce the unemployment rate. Besides that, they agree that with Ghanjaran Park tourism, they have succeeded in becoming a bridge to empower the community by increasing the welfare of Ketapanrame Village (Endah, 2018).

**Protecting**, namely protecting interests by developing a protection system for the people who are the subject of development. In the empowerment process there must be prevention of the weak becoming weaker due to lack of power in dealing with the strong. Protecting in this case is seen as an effort to prevent unequal competition and exploitation of the strong over the weak. Mojokerto city has a variety of tours ranging from natural attractions such as waterfalls, hot springs, mountains, places for camping or outbound, villas and homestays etc., arts, and culture as well as culinary tours. Ghanjaran Park tourism is one of the most popular tours because it provides facilities for games, ponds, parks, food courts with natural potential such as mountain views, cold weather, abundant water, and disposal that has been provided by BUMDes (Endah, 2020).

In the past, many people did not know what the role of BUMDes was and over time by conducting socialization, now more and more people have understood the role of BUMDes and how the village apparatus has succeeded in becoming a bridge to empower the community through the development of Ghanjaran Park tourism so that residents also begin to recognize that the existence of BUMDes is very important. assist in managing the local potential of the village of Ketapanrame. To develop the BUMDES of Ketapanrame Village, of course, it cannot be separated from community assistance, but the community is also not independent in determining something without permission from the village government (Hashim, 2019). The community and the village government must work together to realize the desired strategy to achieve prosperity. The role of the government is to control and provide socialization to the community in good BUMDES management. The development from the beginning of the formation of Ghanjaran Park tourism in 2018 to 2021 has not experienced a significant increase in terms of the number of additional visitors and income due to the COVID-19 pandemic which requires a lockdown policy in almost several cities in Indonesia and even the closure of tourism in Indonesia. In 2022, it is hoped that Ghanjaran Park tourism will progress and increase in terms of visitors and income (Latianingsih, 2019).

● **Inhibiting Factors in the Development Of Ghanjaran Park Based on Local Potential.**

Inhibiting Factors Community empowerment in various fields cannot be separated from the various obstacles that accompany it. The obstacle that often arises is the role of the community. Community roles are actions taken by a group of people that reflect the similarity of behavior as a communal entity related to the social structure. Inhibiting factors in the development of Ghanjaran Park tourism include internal factors and external factors, including: (Indrianti, 2019).

- 1). Public Transportation, Not yet complete supporting facilities for tourism activities, what is meant here is public transportation. Although there are many tours in Trawas District, only public transportation such as motorcycle taxis are available so that this is an obstacle factor because access to Ghanjaran Park is through an uphill road route, especially entering areas where public transportation is rarely available such as public transportation and there is no public transportation base in the area. there. that there is public transportation, namely ojek which is 1 km from Ghanjaran Park tourism. Even though there is public transportation, motorcycle taxis are still difficult to reach areas outside Trawas Village, especially with access roads that are uphill and winding (Iryana, 2018). Apart from that, during the trip, the views from right to left are trees and gardens. So tourists who visit mostly bring private vehicles such as cars and motor bikes.
- 2). Lack of promotion, promotions to increase the number of tourists must be further improved this is because the tourist route to Ketapanrame Village is an uphill path so it is less desirable especially with erratic weather. The lack of promotion causes many tourists not to know of any other tourist attractions besides seeing the view of the mountain scenery in Ghanjarankan Park. Indeed, the tourism manager, namely BUMDes, is less than optimal in carrying out promotions, especially during the covid-19 pandemic. However, this can be overcome by utilizing increasingly sophisticated technology such as social media (Ram, 2016).
- 3). Limited Human Resources Human resources are understood as people who have the potential and are able and willing to play or play themselves to improve the welfare of the community. In the wider community, they are commonly referred to as community leaders, both religious leaders, cultural leaders, educational leaders, youth leaders and others, both in organizations and individuals. The definition of human resources is the potential contained in humans to realize their role as adaptive and transformative social beings who are able to manage themselves and all the potential contained in nature towards achieving the welfare of life in a balanced and sustainable order. Human resources in the village of Ketapanrame are still limited in terms of the level of education, knowledge, and skills which are relatively low and customary institutions are not yet developed. that the resources needed are entrepreneurial spirits who are willing to learn and appreciate new things, dare to take initiatives and are able to realize new ideas in accordance with existing conditions (Muhrofi, 2017). However, these obstacles are not an obstacle to being more advanced and rising because the residents, the BUMDes and the village apparatus will continue to learn to follow increasingly sophisticated technological developments and the development of an increasingly advanced era and to overcome the obstacles that occur by overcoming them and so as to be able to provide the best results for the welfare of the people of Ketapanrame Village (Monika, 2019).

● **Efforts to Overcome Obstacles to Community Empowerment in the Development of Ghanjaran Park**

Community empowerment in various fields cannot be separated from the various obstacles that accompany it. The obstacle that often arises is the difficulty of synergizing the various empowerments in an integrated program. By focusing on one dimension, development ignores the richness and complexity of human life and the experience of society. There is no reason to say that various actions to empower communities cannot be synergized (Nugroho, 2018). The definition of integrated does not mean that all types of empowerment activities are carried out simultaneously. Integrated community development can be described as a series of empowerment activities that are carried out systematically and complement each other (Prafitri, 2016).

Empowerment is not a program that can be implemented in a short period of time or is temporary. Empowerment must be carried out continuously by continuing to develop the types of activities that are most appropriate for the community. Although studies of empowerment programs reveal many weaknesses in program implementation and the inability of the target groups to achieve their goals, it must also be acknowledged that there are many successful empowerment programs and achieve the stated goals (Ristarnado, 2019). Constraints that occur in the implementation of empowerment programs can come from the personality of the individual in the community and can also come from the social system.

**Public Transportation**, Public transportation affects developments in tourism development because it is the availability of transportation services for tourists to tourist destinations. A tourism object is less attractive if it is not supported by transportation to reach it. Elements that need to be fulfilled in the field of transportation, especially public transportation to get to tourist destinations, are through public transportation modes, transportation routes can integrate tourism objects, the schedule is right, the rates are relative, and not too expensive. In Ketapanrame Village itself, there is no public transportation that reaches the Ghanjaran Park tourist destination. When using public transportation, there are only motorcycle taxis at the T-junction when entering the village of Ketapanrame (Ramdhan, 2017). This is quite difficult for tourists who do not use private vehicles to be able to reach the Ghanjaran Park tourist destination. Because the Ghanjaran Park tourism manager is BUMDes and village officials not from the central or regional government and because the purpose of BUMDes and its budget is only to manage tourism, especially there is no entrance ticket, to provide public transportation such as public transportation (bemo) will require more budget. This needs to be coordinated with the local government.

**Lack of Promotion**, BUMDes and village parties offer tourist attractions as long as the tourist attractions offered have good and comfortable access, infrastructure, and facilities, then the next task is to promote them. The management of Ghanjaran Park carries out promotions to increase visitors by holding local music performances such as dangdut and jaranan/reog dance performances which are usually held on weekends to show visitors so they can enjoy it and be entertained. In addition, there are many ways to make an effective tourism promotion. In today's digital era, an effective way to attract people to come to tourist attractions is by digital promotion. One of them utilizes social media such as Facebook, Instagram, Twitter, and others.

However, one method that is often overlooked by tourism business actors in marketing is to take advantage of Google features, especially GMaps (Google Maps) (Ridderstaat, 2020).

**Limited Human Resources**, The success of tourism development is very dependent on the availability and quality of human resources that support it. Starting from information providers to tour operators. This can be due to a lack of insight from the local community or jobs that provide instant results that can still be obtained by the community easily. that creating a tourism industry is not as easy as turning the palm of the hand compared to jobs in other industries such as mining or the plantation sector (Thompson, 2020). Creating a tourism industry requires a long process whose results will be obtained in a sustainable manner provided that it does not over-exploit the environment and culture. Efforts that can be made are to place human resources who have enthusiasm, work ethic and high coordination ability, determine the qualifications for fulfillment and development of the workforce at the career level. In addition, human resources still have to be optimized and explored with the skills possessed by the residents. Of course, the knowledge and skills of the community in this regard must be considered (Sibbritt, 2019). All communities involved in the development of Ghanjaran Park tourism such as rides officers, parking attendants, traders, and even village officials can learn how they should be able to improve their intellect, skills and insight so that they can think ahead and find ideas or discover other programs/activities that can increasing the presence of Ghanjaran Park tourism so that it is more widely known. In addition, the BUMDes and village parties are also still continuing to update and learn how to increase visitors, especially by utilizing increasingly sophisticated technology, still in a pandemic, wanting to provide a comfortable and safe vacation spot. All residents, BUMDes and village parties continue to coordinate and continue to explore, learn together and try to be able to provide the best for Ghanjaran Park Tourism and also Ketapanrame residents.

### CONCLUSION

Community empowerment through BUMDES in the development of Ghanjaran Park tourism based on local potential in Ketapanrame Village, Trawas Mojokerto District is in accordance with what is expected, namely being able to independently manage Ghanjaran Park tourism starting from the first stage, namely the enabling stage, which is to utilize the village's potential and resources to be built later. Ghanjaran Park tour. Second, the empowering stage is managing and caring for Ghanjaran Park tourism by providing security and comfort facilities for visitors and employment opportunities for residents. Third, the protecting stage, namely making competent efforts to encourage the development of Ghanjaran Park tourism through BUMDES. This stage shows that each indicator in community empowerment in Ketapanrame Village has been carried out. The results of empowering the Ketapanrame village community through the development of Ghanjaran Park tourism are increasing and developing the independence and creativity of the Ketapanrame village community, the management of Ghanjaran Park tourist attractions is increasing, and the existing natural resources have been utilized as well as possible.

Obstacles in the development of Ghanjaran Park tourism include the absence of public transportation, because the manager is BUMDES and the budget required for public transportation will be large in addition to access roads that are uphill and winding. Second, lack of promotion due to the effects of the Covid-19 pandemic and access to roads that are uphill and winding plus sometimes erratic weather. Third, limited Human Resources in terms of the

level of education, knowledge, insight which is still relatively low. Efforts that can be made to overcome these obstacles are by coordinating with local governments because the Ghanjaran Park tourism budget is still not sufficient to provide public transportation, carry out digital promotions by utilizing social media such as Facebook, Instagram, Twitter, Youtube and Google Maps as well as holding shows. local music such as dangdut or entertainment such as jaranan or reog on weekends to attract visitors, optimize or socialize to improve the skills of residents so that they are more productive and actively participate.

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