

DEVELOPMENT OF JATIREJO TOURISM VILLAGE BASED ON COMMUNITY BASED TOURISM (CBT) IN EFFORTS TO IMPROVE COMMUNITY ECONOMY

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Abstract. Jatirejo Tourism Village is located in the GunungPati District area, Semarang City which has various tourism potentials. However, the tourism potential in the Jatirejo Tourism Village has not been fully managed optimally. Supported by the emergence of phenomena in the field which show that the lack of management has an impact on the community's economy. This study aims to analyze how the tourism village of Jatirejo is developed and to provide recommendations for efforts to improve the community's economy through Community Based Tourism. The method used in this research is descriptive qualitative with the help of SWOT analysis and TOWS matrix to analyze data and to obtain alternative strategies in the development of the Jarejo tourism village. The results of this study indicate that the tourism development model that has been running in the Jatirejo tourist village is managed by Pokdarwis as a Community Based Tourism development model. As for other potentials that have not been optimally managed, it is deemed necessary to collaborate with a number of stakeholders to maximize the potential and improve the community's economy through regional tourism.

Keyword: *Jatirejo Tourism Village; Community Based Tourism; Community Economic Improvement*

INTRODUCTION

Tourism is a sector that is a necessity for human life, both for tourists and the community in a tourism destination, where tourism activities are expected to have a positive impact on community economic growth (Wiseza, 2017). Tourism development which is currently carried out by the government is about development that focuses on tourist villages. The development of this tourism village is a realization of the implementation of the Regional Autonomy Law (UU No. 22 of 1999). Local governments are given full authority in developing regional tourism potential. The implementation of this system offers excellent opportunities for local governments to develop and promote their regions, especially in the tourism sector. The increasingly positive development of tourism makes the tourism sector the most possible entry point for the region. Therefore, the Semarang City Government utilizes the tourism industry to improve the economy and people's welfare.

The development of a tourist village is related to the participation of the village community. Sunaryo (2013) states that society is one of the important sectors that play a role in tourism development. One form of tourism development, especially rural tourism, is community-based tourism (CBT). Community-based tourism is community-based tourism characterized by community participation starting from the process of planning, organizing or

implementing, and monitoring and utilizing the results obtained (Sunaryo, 2013). Furthermore, Sunaryo(2013) explained that it is local people who will build, own and directly manage tourism facilities and The government has established many community-based tourism villages, especially in the city of Semarang, including the Jatirejo Tourism Village. The location of Jatirejo Village is in the Jatirejo Village Area, Gunung Pati District, Semarang City. Jatirejo Tourism Village is one of the largest artisan villages in Semarang City. Implementation of the concept of community tourism in Jatirejo Tourism Village in the form of developing existing potential, as well as natural, cultural and human resources which emphasizes the concept of educational tourism. Jatirejo Tourism Village is a tourism village that is managed directly by the city government which is their services. The community is expected to be able to improve the economy and be able to preserve the surrounding environment.

Part of the Jati Langgeng tourism awareness group. But in reality, the development of Jatirejo tourism village is not yet optimal. This affects the development of several tours in the Jatirejo tourist village which can be said to be not optimal. Jatirejo tourism village basically has its own tourist destination, but it is necessary to mention the lack of attention and development funds from the state and external partners. Village management that is still not optimal also causes a decrease in the number of village visitors and a decline in the company's economy because the village is not visited by many tourists

To develop and increase the potential of the Jatirejo Tourism Village, the development of the Jatirejo Tourism Village requires various activities and support from various elements such as the village community, Pokdarwis, youth organizations, local government and external partners. So that the Jatirejo tourist village develops even more optimally and naturally attracts tourists to improve the economy of the local community.

Based on the explanation above, this is what underlies researchers to conduct research entitled: "Development of Jatirejo Tourism Village Based on Community Based Tourism (CBT) in Efforts to Improve the Community's Economy". Researchers want to see how village development in Jatirejo tourism village is based on community tourism and how the community's economy can be improved through the development of community tourism villages.

METHOD

The research conducted was descriptive research with a qualitative approach. The purpose of qualitative descriptive research is to describe, explain, clarify and answer the problem being studied in more detail by examining as many individuals, groups or events as possible. The process of collecting research data used direct observation at the research location and interviews or interviews with Jatirejo tourism village informants such as Pokdarwis, communities, visitors and village government involved in Jatirejo development. tourist village The data analysis used is SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) and the TOWS matrix. With the help of the SWOT analysis and the TOWS matrix, the data will be analyzed and alternative strategies will be identified for the future development of the Jatirejo tourism village, so that tourism is developed sustainably and improves the economy of the village community

RESULTS AND DISCUSSION

1. Development of Jatirejo Tourism Village Based on Community Based Tourism

Jatirejo Tourism Village was originally designated as a tourist village, because in 2015 there was a project by the President of the Republic of Indonesia in 2015 calling for the creation of a Family Planning Village. Jatirejo Village is included in the "Tourism Village" category because of the village's remote location in the region, the low quality of education, tourism potential and the uniqueness of tourism in the region. Based on the results of observations and interviews, the Jatirejo Tourism Village was born because the villagers worked as floss processors. The village community is responsible for implementing village development. The role of the Jatirejo village community is very large in the development of the Jatirejo tourist village. Based on the following findings, Community Based Tourism Development in Jatirejo Tourism Village:

a. Management of Pokdarwis Jati Langgeng

Development of tourist villages, especially Jatirejo tourism village. One of the parties involved in the development of the Jatirejo Tourism Village. Jati Langgeng de Pokdarwis was founded in 2017. During the management of Pokdarwis, they faced several problems, especially in the area of management of the Pokdarwis organization. According to an interview with the secretary of the Pokdarwis, he said that the Pokdarwis Jati Langgeng experienced communication problems because the communication created within the Pokdarwis was not controlled and coordinated so that it affected the management of the Pokdarwis. Tourism villages are not yet optimal. Of course, a restructuring is needed to improve the Pokdarwis Jati Langgeng system, so that later the management, implementation and evaluation of the development of the Jatirejo Tourism Village is on target and optimal. So that later Pokdarwis can also involve the community in Jatirejo tourism village development activities.

b. Human Resource Development

The development of human resources in a tourist village will certainly have a significant impact on resort management. The observation results concluded that the human resources of the Jatirejo Tourism Village were still lacking to raise awareness of the surrounding community of the tourism potential in the Jatirejo Tourism Village. This is certainly a problem that must be addressed immediately, because in the concept of community-based tourism, the community is the main player in the development of CBT-based tourism villages (Community Based Tourism). Based on the existing phenomena, it is necessary to develop village human resources, especially in relation to social participation and awareness of tourism opportunities. For example, various activities are carried out, such as B. socialization of tourist objects, training in the management of tourist villages from experts in their respective fields. This must be done so that the HR of the Jatirejo Tourism Village become competent HR who can assist in the management of the Jatirejo Tourism Village.

2. Efforts to Improve the Community's Economy Through the Development of Tourism Villages based on Community Based Tourism

The application of community-based tourism must be compatible with the goals of sustainable tourism. Gortazar, et al (1999) said that sustainable tourism has a special emphasis

on three things. One of them is empowering local communities to enhance social and cultural life in order to improve the quality and standard of living of local communities. The main aspect in the development of community-based tourism is the economic dimension which states that the local community's income arises from the tourism sector (Suansri, 2003). Based on this, it also applies to the management of the Jatirejo Tourism Village. There are several ways to improve the community's economy in accordance with the concept of Community Based Tourism, including the following:

a. Major Activities

Participation in an important activity is an optimal step towards improving the community's economy. Jatirejo Tourism Village has carried out several important community activities while promoting the culture, potential and special food of Jatirejo Tourism Village.

b. Selling Typical Food of Jatirejo Tourism Village

Jatirejo Village, which is still beautiful, has abundant natural resources, including tourism. Seeing this potential, the people of Jatirejo village use kolang-kaling as a different way of serving, namely sego gulling (sego Gudangan and fro), crackers and fro, jam and fro, sweets and fro, rending and fro, and tofu fill fro. Here, business owners in the tourist village of Jatirejo offer their goods and accept orders from outside. Given this, it can be said that the Jatirejo Tourism Village also earns income from selling the typical food of the Jatirejo Tourism Village.

c. Tourism Village Potential

The potential that exists in the Jatirejo tourist village has its own potential, attractiveness, uniqueness and characteristics. Through these various possibilities, Jatirejo Tourism Village is divided into several tourism potentials.

1. Natural Tourism Potential

The natural potential in Jatirejo Tourism Village consists of:

a. River Tubing

River tubing is a water tourism vehicle that flows from the Tlogo River and Jatibarang Reservoir. River tubing tourism offers services that can attract tourists such as river tubing packages, culinary, scenic spots and photo spots. However, this riverbank has a weakness, namely the river water is brownish in color.

b. Kambera (Chilli Rawit Village)

Kampung Cabe Rawit is an agricultural tour where the community takes advantage of village land to attract tourists by offering educational tour packages where visitors can see and participate directly in the process of cayenne pepper cultivation. However, this tour has problems related to the weather, because if the weather is unstable, the plants may not grow optimally

2. Social Potential

The social potential in the Jatirejo Tourism Village is:

a. Kokolaka Tour

Kokolaka Tourism is a leading tour in Jatirejo Village, where the majority of the people have the expertise to produce food made from fro and fro. The types of preparations made from fro and

fro basic ingredients include sego gulling, crackers and fro, fro and fro jam, sweets and fro, rending and fro, and tofu filled to and fro. For the promotion of products from fro and fro, the basic ingredients are not optimal, so many don't know about it.

b. GFF (Green Fresh Farm)

GFF or Green Fresh Farm is an educational tour package regarding raising cows to milking cows. Visitors will be guided by the manager to be able to see the cow rearing process starting from feeding, bathing, milking the cows to processing cow's milk into products such as yogurt, fresh milk, ice cream, silky pudding.

CONCLUSION

Based on the phenomenon that occurred in the Jatirejo Tourism Village, the following conclusions can be drawn:

1. The development of Community Based Tourism in Jatirejo Village has been carried out in the village although it has not been optimal in its management. Tourism village managers from Pokdarwis, Karang Taruna, local village government and village communities work together to carry out the development of a tourist village starting with raising the village's cultural potential and then developing tourism potential that stems from the habits of the surrounding community such as from processing kolang kaling and then being used as a place for tourism education about making kolang kaling to the packaging process.
2. Efforts to improve the community's economy in the Jatirejo Tourism Village have been quite optimal with several events involving the community such as participating in activities in the form of competitions, festivals and other major activities. Also the Jatirejo Tourism Village community sells various kinds of typical Jatirejo Tourism Village food as an effort to increase the economy.

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