

# *Women Empowerment In The Development Of Agro Tourism Village*

**Neneng Komariah<sup>1</sup>**

Universitas Padjajaran  
Departement of Library Science  
Faculty of Communication Science  
[neneng.komariah@unpad.ac.id](mailto:neneng.komariah@unpad.ac.id)

**Saleha Rodiah<sup>3</sup>**

Universitas Padjajaran  
Departement of Library Science  
Faculty of Communication Science  
[saleha.rodiah@unpad.ac.id](mailto:saleha.rodiah@unpad.ac.id)

**Encang Saepudin<sup>2</sup>**

Universitas Padjajaran  
Departement of Library Science  
Faculty of Communication Science  
[encang@unpad.ac.id](mailto:encang@unpad.ac.id)

**Abstract**— Women's empowerment is ideally implemented by exploring, maintaining, and developing social capital, including local wisdom. The socio-cultural values owned and developed in society must be optimized as the basic capital in creating social responsibility. This can be done by increasing the active role, concern and ability of women in an institutional and sustainable manner. This study aims to determine the strategy of women's empowerment as part of the development of agro tourism village in Paledah Village, Padoherang District, Pangandaran Regency, and West Java. The research uses descriptive method with case study approach. Data collection is done through participative observation, in-depth interviews, and literature study. The number of respondents is 9 person. They were the managers of Kampoeng Wisata Agro, community leaders, tourism businessmen, housewife and government staff. The process of data analysis consists of reduction, display, and conclusion. The results showed that the empowerment of women in the area of Paledah Agro Tourism Village through development various productive enterprises where the housewives engaged in processing and creating various agricultural products that will be marketed at the location of agro tourism. In the development of productive enterprises, the process of women empowerment consists of three stages those are the process of awareness, organizing, and delivery of resources. The conclusion is the empowerment strategy undertaken has built the independence of women in terms of economic, social, and culture.

**Keywords**— *tourism village; agro tourism; women empowerment*

## I. INTRODUCTION

Agro tourism is a series of tourism activities that utilize the potential of nature and agriculture as the object. In this case, the object of tourism that is highlighted is the landscape, the agricultural area and the uniqueness and diversity of agricultural production activities and agricultural technology and culture of

farmers. The agro-tourism activity aims to broaden the knowledge, recreational experiences, and business relationships in agriculture which include food crops, horticulture, plantations, fisheries, and livestock [1]. In addition, those included in agro tourism are forestry and agricultural resources.

The village of agro tourism is a form of integration between attractions, accommodation and supporting facilities. All components are presented in a community life structure that integrates with the prevailing rules and traditions [2]. In addition, tourist villages can be interpreted as a rural area that has a unique and unique charm that is managed and packed naturally and appealing. Tourism Village in the context of rural tourism can be referred to as tourism assets based on rural potential with all its uniqueness and attractiveness. The tourist village can be empowered and developed as a tourist product to attract tourist visits to the village location.

The development of tourism village based on the development of local natural, agricultural, social and cultural potentials can be a potential development of tourism-based communities. The development of agro-based tourism communities may involve roles and participation of rural communities. [3]. This is in line with the development of natural resources and human resources it has. It should be an attention in the development of the tourism village that is how society can be encouraged and developed on an ongoing basis. Thus the potential of the village and community can be developed optimally. By exploring the potential of villages and communities on an ongoing basis, the development of tourism villages can have the maximum impact on the welfare of farmers and villagers. One of the great potentials in developing a tourist village is housewives (women) who have a great interest in nature and agriculture.

Women are potential development resources, because they have the potential to increase people's incomes. The position of women who have only served as housewives can be improved as income generating. Therefore, it is necessary to provide empowerment for farmers' wives in the tourist village area. Optimizing the role of women farmers in rural development can only be done through the integration of development policies and women's empowerment into government policies in the areas of planning, implementation, monitoring, and development evaluation [4].

Women empowerment is an effort to empower women to gain access and control over economic, political, social, and cultural resources in order to be self-regulating and to increase their self-esteem to be able to actively participate in solving various problems arising in their environment [5]. In line with the statement concerning the concept of empowerment of women Hikmat states as follows: "... The concept of empowerment in the discourse of community development is always connected with the concept of self-reliance, participation, networking and justice. Essentially, empowerment is placed on individual and social level forces. Participation is an important component in generating independence and the process of empowerment. People should be involved in the process so they can pay more attention to their lives to gain confidence, have pride and knowledge to develop new skills. The process is done cumulatively, so the more skills a person has, the better the ability to participate. ... "[6].

One area that has great potential to be an agro tourism village is Paledah Village in Padaherang District, Pangandaran Regency, West Java. In the village of Paledah has developed agro tourism area called Kampoeng Wisata Agro. In this village has been developed various tourist sites related to the conservation of nature and agriculture. Nature conservation tours include forest tours and Citanduy river tours. While agricultural tourism has been developed tourism agricultural crops cocoa, coconut, organic rice, and papaya Al-Qoryah.

This paper will discuss the research results on how to empower women as part of the development of agro tourism village in Paledah Village, Padaherang District, Pangandaran Regency. Researchers believe that the empowerment of women in the development of agro tourism village needs to be described and detailed more deeply. The empowerment of women as part of the development of agro tourism village is needed as a basis for developing empowerment of society as a whole. With the empowerment of women will build a strong society economically, socially, and culturally.

## II. RESEARCH METHODS

This research uses descriptive method with case study approach. Through a descriptive approach the researcher will illustrate the specific details of the situation, location, and social relations that took place in the research subjects. Through case studies researchers will describe and illustrate comprehensively the picture of individuals, groups, and communities [7]. The choice of case approach with the consideration that the nature of the data from the case study able to maintain the integrity of the object means that various data related to case study research

is understood as an integrated entity. Discussion of the research result conducted descriptively based on qualitative data with data collection techniques interview, observation, and literature study. Respondents in this study are the government staff, tourism village managers, housewife and business travelers with a total of 9 people. They act as informants who act directly as a manager of agro tourism village development.

## III. RESULT AND DISCUSSION

Women empowerment is an important aspect in the development of agro tourism village, because the development utilizes many resources owned by women. Women have an important role to support the successful development of agro tourism village so that powerless women need to be empowered to create independence and increase economic prosperity. The empowerment of women as part of the development of agro tourism village conducted by the manager of the Tourism Village is applied in the areas of attraction, accommodation and preparation of human resources through a) meetings, b) mentoring, c) capital assistance, d) establishment of village tourist organization, e) community service.

The empowerment activities are expected to give socio-cultural, and economic impacts for women in the agro tourism village environment. Community empowerment is often the first alternative chosen in a development approach involving women's participation. In the development of tourism, women's empowerment is also seen as a highly effective approach to stimulate the active participation of all stakeholders, particularly local women. The importance of women's empowerment in tourism village development is underlined by Murphy (1988) who views that the development of tourism activities is a "community-based activity". It means that the resources and uniqueness of the local community are both physical and non-physical attached to the community is the main driving element of tourism activity itself. On the other hand the local community that grows and lives side by side with a tourist attraction has actually become part of an interconnected ecological system.

The process of women empowerment that occurred in Paledah village can be seen from the process of establishment of agro tourism village which was initiated by the members of the Tani Sejahtera group. Establishment of agro tourism village as a first step in the effort of raising economic power of society. The tourism village is engaged in agribusiness Sikepis (integration system of cocoa-coconut-goat-rice-duck-cow). Generally, in a community environment there will be economic enterprises that grow by themselves in accordance with the capacity of existing resources in the region. This happens also in Dusun Cibadak, Paledah Village, where there are scattered business units with a small profit potential. Foreexample small-scale farming, home industry, and smallholder plantation. In these conditions, capital and other resources are dispersed. Therefore, it should be a collective effort that can unite capital and other resources to increase profits and investment opportunities. By bringing together the capital of both the budget, natural resources, and human resources, the business

development will be stronger and potentially grow. The process of establishing Kampoeng Wisata Agro "Sikepis" has actually started since the establishment of Kelompok Tani Sejahtera Dusun Cibadak in 2005. At that time, there was a process of adjustment between individual cocoa garden management processes, becoming a management process using the principles of togetherness and kinship. At the farmer group institute, the management process undertaken is a collective management that uses togetherness to have benefit from financing efficiency. That is efficiency in the process of agricultural production such as transport costs and purchase of cheaper agro-input.

The success of Paledah village as an agro tourism village can't be separated from the participation of women. They are housewives who are involved in processing and developing agricultural product such as banana chips, dodol and soy sauce. Furthermore, the processed food products will be marketed at the location of agro tourism. Thus with the spirit of togetherness all the women are involved in the development of agro tourism village, so that their economic situation becomes lifted in line with the development of their village.

### *Women Empowerment Strategy*

Based on observations and interviews with the target groups involved in women's empowerment program and program managers found empirical facts that the program planning on women empowerment in Paledah Village, Padaherang Sub-district, Pangandaran Regency has not been implemented effectively and efficiently. The constraints are limited funds, lack of knowledge and understanding and the level of women active participation has not been maximized. In addition, the women empowerment program, especially in the economic sector, such as Productive Economic Enterprises (UEP) and Savings and Loans for Women (SPKP), both through the provision of capital do not work well, because it is not accompanied by sustainable empowerment models.

According to the characteristics of the populist economic system in the effort to overcome poverty, Ancok (2008) proposed two strategies that must be taken: first, make efforts with the aim to meet basic needs; second, empowering the community to have the ability to do business. In the case of women empowerment in the area of Paledah village using the second strategy that is make efforts to develop various productive business based on the territorial potential. In the development of productive enterprises, the process of empowering women through three stages: the process of awareness, organizing, and delivery of resources.

#### *1. Awareness Process*

The women empowerment program in Paledah Village, Padaherang district is conducted with a mission to support the development of women based on local potency with emphasis on home industry. The empowerment process undertaken is based on the potential possessed by most women, but it has not been optimally utilized. Therefore, the first step is to provide an understanding of the importance of this program in supporting

the family economy by creating a critical awareness of its potential.

The implementation of creating awareness program is by inviting housewives to attend some meetings initiated by the program initiator at the village level with support from various community elements including Padaherang district government. The implementation of the program consists of giving information about the program and training or short courses. The objective of the training is to improve women's skills in agricultural processing, financial accounting, and marketing of the products. In addition, the training provided topic on the management of good business, accompanied with feasibility study which will increase the belief of women that this business is prospective to be developed and will increase their income. This process of awareness program is closely related to the process of community motivation in understanding the potential of themselves and their environment. Motivating women is a very important factor in building women's independence in self-empowerment and the surrounding community. Motivation process is done by community leader and government. The process of awareness and motivation examines the issues faced by women, so the settlement is really in accordance with their conditions and potential. Basically, the awareness process has been done has potential to succeed. This can be seen from the high participation of women in every meeting held by program initiator and the village government. The presence of women in this awareness program will be a benchmark of program success, as it is a form of women's desire to develop themselves. This is in line with the opinion of Ohama (2001) who reveals that in the key concepts of participatory approach, the process of awareness, clarification of problems and specific needs in everyday life is very important.

#### *2. Organizing*

Organization is a forum for women to convey their aspirations and conduct activities for capacity building. Organization is one element of development that has an important position in the context of empowerment. Without the organization, existing empowerment will not be managed and utilized properly. The organization has a role as an actor to change or adjust the balance relationship between the three elements when dealing with a new condition or situation due to environmental change. The organization formed in the empowerment program implemented in Paledah Village, Padaherang District is Sikepis Farmer Group. Through this group, women are expected to do activities to improve their skills in farming, livestock, trade, and others as an effort to encourage the development of agro tourism village. The Sikepis Farmer Group established some women businesses groups that fit their interests and talents in their business. For example, there are groups of agricultural products of banana, coconut, cacao, chilli, etc., livestock production groups such as the production of dried meat, salted eggs, etc. Organizational structure is formed in accordance with the members needs, but it has rules that bind each member, for example on the division of labor and profit sharing mechanisms. The formation of this

business group is governed by them (women) themselves, so they can learn how to cooperate and organize and elect a chair who has sufficient ability to lead. Thus, they are accustomed to facing the same conditions to encourage the empowerment process itself. The group formed is expected to apply and share their knowledge for women who have not been involved in the activities of the business group. The formation of this business group is in line with the theory created by Friedman (1993) in [10] which explains that the empowerment process can be done individually or collectively (group). Because this process is a form of social change involving relationships between social layers or other hierarchical status characterized by economic polarization, so the ability of individual with the same interest to assemble in a group tends to be judged as the most effective form of empowerment commonly called as collective self-empowerment. This group also has the potential to make social networks with NGOs to strengthen empowerment relationships, resulting in dialogical encounters that will foster and strengthen group awareness and solidarity.

### 3. Delivery of Resources

The delivery of resources intended in this empowerment program in the form of physical resources, material resources, and human resources. The physical resources such as workshops, where there are various tools that will be used for the development of business groups. Material resources are goods as basis of business development. While human resources are better skills and abilities possessed by women as target groups. The process of delivering those resources has been done by the women empowerment program actors, especially the PKK village team with the education of housewife program. In addition, funding has been made through the PNPM program, which is a special women's savings and loan activity (SPKP) with a revolving system with low interest rates. According to explanation from Sikepis Agro Village manager, basically the process of delivering those resource already exists, but not yet touching all women. In this case, not all housewives receive coaching and capital assistance. The most important thing in providing these resources is the resources to be used are the potential of the Paledah Village. Thus it is expected that after the empowerment program finish, the women can improve their ability by optimizing the existing resources. In the process of women empowerment, especially resource delivery in line with the opinion expressed by Salman (2002) that the role of outsiders in this case is NGOs or donors are not the actors who plan, design and make decisions about the agenda for improvement of the poor. They are simply facilitators, supporters and boosters of the agenda planned and implemented by poor women through local organizations..

## IV. CONCLUSION

The empowerment strategy could build the independence of women in terms of economic, social, and culture. The strategy for women empowerment is to develop productive enterprises that become territorial potentials, because it will support the development of agro tourism villages. In the development of productive enterprises, the process of empowering women through three stages are the process of awareness, organizing, and delivery of resources.

## ACKNOWLEDGMENT

The authors would like to say thank you to the Rector of UNPAD, Research Director and PKM UNPAD, Dean of Faculty of Communication Science UNPAD who has given opportunity and research fund through PUPT to conduct this research. The highest appreciation we also convey to the Head of Sub-district Padoherang, Head of Paledah Village, the managers of Kampoeng Agro Wisata Sikepis, and the housewife who have accepted to be informants and provide valuable information. May Alloh SWT repay all kindness that has been given to us. Aamiin Yra

## REFERENCES

- [1] M. Windia, W., Wirartha, M., Suamba, K., & Sarjana, "Model Pengembangan Agrowisata Di Bali," *Soca (Sosial-Ekonomi Pertan. Dan Agribisnis)*, Vol. 7, No. 1, 2012.
- [2] C. R. W. & H. B. . E. Prakoso, "Perkembangan Desa Wisata Kembang Arum Dan Dampaknya Terhadap Kondisi Sosial Ekonomi Masyarakat Donokerto Kecamatan Turi," *Bumi Indones.*, Vol. 1, No. 1, 2012.
- [3] D. N. P. Rorah, "Pengelolaan Pariwisata Berbasis Masyarakat (Community Based Tourism) Di Desa Wisata Kebonagung Kecamatan Imogiri," *Univeristas Negri Yogyakarta*, 2012.
- [4] T. Darmi, "Optimalisasi Peran Perempuan Berbasis Modal Sosial Pada Sektor Pemerintahan Desa (Study Pada Pengelolaan Dana Desa)," *Antropol. Isu-Isu Sos. Budaya*, Vol. 18, No. 1, Pp. 21–27, 2016.
- [5] L. Aslichati, "Organisasi Pemberdayaan Dan Kesejahteraan Keluarga Sebagai Sarana Pemberdayaan Perempuan," *Organ. Dan Manaj.*, Vol. 7, No. 1, Pp. 1–7, 2011.
- [6] H. Hikmat, *Strategi Pemberdayaan Masyarakat*. Bandung: Humaniora Utama Press, 2004.
- [7] Deddy Mulyana, *Ilmu Komunikasi: Suatu Pengantar*, 18th Ed. Bandung: Remaja Rosdakarya, 2014.
- [8] P. E. Murphy, "Community Driven Tourism Planning," *Tour. Manag.*, Vol. 9, No. 2, Pp. 96–104, 1988.
- [9] D. Ancok, "Revitalisasi Sdm Dalam Menghadapi Perubahan Pada Pasca Krisis," *Ugm.Ac.Id*, 2008. [Online]. Available: <http://Ancok.Staff.Ugm.Ac.Id/Main/Revitalisasi-Sdm-Dalam-Menghadapi-Perubahan-Pada-Pasca-Krisis/>. [Accessed: 10-May-2018].
- [10] O. S. P. & A. M. W. Pranarka, *Pemberdayaan: Konsep, Kebijakan, Dan Implementasi*. Jakarta: Centre For Strategic And International Studies, 1996.