

Community Participation to Develop Rural Tourism in Cafe Sawah Pujon Kidul Village

1st Mufida Rahmawati
 Social Studies Program
 Universitas Negeri Malang
 Malang, Indonesia
 mufidarahma@gmail.com

3rd Agus Purnomo
 Social Studies Program
 Universitas Negeri Malang
 Malang, Indonesia
 agus.purnomo.fis@um.ac.id

2nd Ganesha S.A Wardhani
 Social Studies Program
 Universitas Negeri Malang
 Malang, Indonesia
 ganeshasekarayu@gmail.com

4th Patrick Glenn
 Social Studies Program
 Universitas Negeri Malang
 Malang, Indonesia
 patrickglenn7@gmail.com

Abstract— Pujon Kidul village community is an integral part of the development of tourism in the Tourism Village Pujon Kidul, especially Cafe Sawah. The village society empowerment Pujon Kidul provide public awareness of the importance of participation in travel management. As a result, now travel continues to grow, so often a spike in the number of visitors. This manuscript describes the factors that capital community participation at the Tourism Village Pujon Kidul. It inevitable public participation can be an essential point in the sustainability of community-managed travel. Data collected by interviews with villagers Pujon Kidul involved in the development. The method of analysis used a qualitative methodology refers to the general rules of such reduction, data presentation, verification, and triangulation of data. The results obtained indicate that Pujon Kidul village communities participate in the management proved able to tourism develops.

Keywords: *tourism, rural tourism, community*

I. INTRODUCTION

Tourism proved able to improve the lives of rural communities. Tourism has a benefit in providing employment opportunities for rural communities. Job opportunities that emerged after the holidays such as ticketing officers, tourist guides, kiosks, homestay rental services, and crafts [1, 2]. Tourism through public revenues may increase due to the tourists who will provide income for them [3]. Also, the results of the tourist activities are rural infrastructure that is built to meet the needs of travelers. Traveler needs must be met and sufficient for the tourists to visit a tourist is not reduced [4].

Tourism with the concept of rural communities is often a solution to poverty. However, besides the positive effects described previously, there is a negative impact on tourism activities in the village such as the rising cost of living, crime, environmental degradation, and moral degradation teen [5, 6, 2, 7]. These negative impacts can be mitigated by involving communities in tourist activities [2]. Community involvement in tourism activities is essential because communities to understand better and determine the potential of the region. Besides involving the public will make people have a sense of awareness and responsibility towards existing attractions [8].

Involvement or participation in tourism activities signifies awareness of their role. However, to build awareness of their role in tourism activities is not easy. Obstacles encountered in building public awareness of one of them is the people who are still not ready to accept the changes that will occur in the environment around them [9]. One of the most significant factors in building awareness is the benefits they get. The benefits society while engaging in tourist activities one can supplement their income [8].

The focus of the study in this article is what factors into capital participation in the Tourism Village Pujon Kidul. It inevitable public participation can be an essential point in the sustainability of community-managed travel. People who have the knowledge and experience of existing tourism in the region become an essential capital in its main tourism activities in tourism development [10, 11, 12].

II. METHOD

The goal of this article is to describe how the forms of participation of local people in tourism village Pujok Kidul. Focus assessed on factors into capital participation in the Tourism Village Cafe Pujon Kidul in the development of Rice. Methods of data collection using interviews. Interviews directly aimed at rural communities Pujon Kidul involved in the development of Cafe Sawah. Interviews using a semi-structured approach for questioning because all respondents asked the same series of questions about the research topic. The method of analysis used a qualitative methodology refers to the general rules of such reduction, data presentation, verification, and triangulation of data. The purpose of using these methods is to look at the relationship between elements in the entire data [13].

III. RESULTS AND DISCUSSION

A. An Overview of Research Object

Pujon Kidul village is a village located in Pujon, Malang, East Java (Fig 1). The village located in an area that has topography slopes of hills with a height of about 1200 meters above sea level. The distance to the center of the sub-district of approximately 3.5 km, while the distance to the district capital about 60 km. In general ground, volcanic material precipitated produce fertile so that the appropriate conditions used as agricultural land or plantations. Agricultural land in the village Kidul Pujon of 486.4 hectares, divided into 87.0 399.4 wetland and dry land. Pujon Kidul village administratively divided into three hamlets namely hamlets Maron, Krajan, and Tulungrejo. Currently, as many

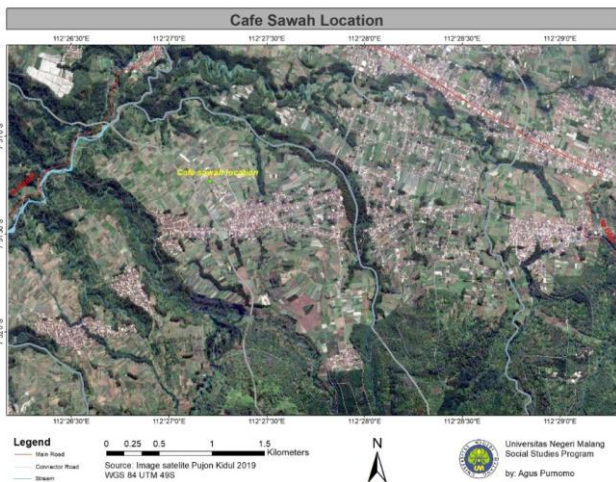


Fig 1 Cafe Sawah Map

B. Tourism Village Program Overview Pujon Kidul

Currently, the concept of rural community tourism is a trend discussed as it has a uniqueness that attracts tourists. Tourism

with the concept of rural communities proved able to improve rural livelihoods, particularly in the economic sector [15, 16]. Community-based tourism becomes a fulcrum of the development of the tourism sector in order to ensure benefits for the local community. Community involvement in tourism development is vital because the more people understand and know the potential of the region [8].

The participation of local communities in developing the potential of its territory to be used as a travel container can realize in a rural tourism program. A tourism village is a form of tourism where tourists visit or live in village life and learn about the environment [17]. The tourism village as an area in the form of a rural environment has a tourist attraction in the form of a unique rural atmosphere [1]. Besides the tourist village is one form of community empowerment in improving incomes.

Pujon Kidul travel village presents the panoramic beauty of the countryside as one of the attractions that can be enjoyed by visitors. There are few sights in the tourist village Pujon Kidul namely cafe sawah, parks rabbit, fantasy land, horse riding, ball rolling, water ball, hand boat, paintball, agricultural education, to homestay (**Error! Reference source not found.**). Pujon Kidul tourist village management under the auspices of village-owned enterprises (BUMDes) Sumber Sejahtera. BUMDes Sumber Sejahtera successfully led Tourism Pujon Kidul village into a thriving tourist village. These institutions became a means for the village to make a profitable investment for development. Budget village (village fund) obtained from the central government to use as working capital productively.



Fig 2 Tourism in the tourist village of Pujon Kidul

Currently, Pujon Kidul tourist village better known for its unique travel *Cafe Sawah*. Cafe Sawah is a culinary tourism

destination cafe concept that integrated with the nature of beautiful rice terraces and beautiful. Cafe's early formation of paddy in 2016 initiated by Mr. Udi Hartoko which is Pujon Kidul village head. Pujon Kidul village head was successfully collaborated all the potential in her village to become an attractive tourist destination and unique. According travelers today are more interested in visiting village-based travel because they can enjoy the beauty of natural scenery (Fig 3) And the hospitality of the villagers rarely found in urban areas.



Fig 3 Tourism Village scenery Pujon cafe Kidul in the fields

C. Village Community Participation Pujon Kidul

Tourism Village, as management activities involving the community aims to achieve self-reliance in order to exploit the potential existing in the surrounding environment. Besides the involvement of communities in the management of tourist villages proven to improve people's lives mainly in the economic sector. The presence of the tourist village will provide employment opportunities for local people [1]. Therefore, rural tourism could be one solution to reduce unemployment.

The concept of rural tourism Kidul Pujon managed under the auspices of BUMDes provides an innovative management concept. Sawah initially only used by people as a primary source of livelihood is now packed into a unique tourist spot. Each visitor will be charged Rp 8,000 to get coupons (**Error! Reference source not found.**). The coupon can redeem in any form as discounted food, beverages, vegetables, and others are available in stores or stalls managed by residents. Pieces obtained visitors per coupon amounting to Rp 5,000 and are non-refundable.



Fig 4 Where to redeem coupons at the Cafe

Pujon Kidul Village tourism management involves the participation of local communities. Community participation is essential in the development of rural tourism to make a decision and receipt of benefits as their implications for travel [8]. The establishment of a cafe sawah aims to empower rural communities Pujon Kidul. Therefore, all employees who work in the fields is a rural community Pujon Kidul (**Error! Reference source not found.**).



Fig 5 Travel Ojeks bases that empower citizens

Tourism Village Kidul's existence Pujon benefits the local community. Pujon Kidul village communities who mostly work as farmers can sell their crops at *Cafe Sawah*. Not only that, but people also receive additional revenue by opening stalls, travel motorcycle taxi services, provide homestay services, and sell unique souvenirs Pujon Kidul tourist village such as making clothes, etc (**Error! Reference source not found.**).



Fig 6 Souvenirs Tourism Village Pujon Kidul

Increase in the number of visitors Tourism Village Pujon Kidul community has initiatives to continue to develop. Individual wetlands located around the cafe of rice fields transformed into stalls selling a variety of food, drinks, vegetables, as well as souvenirs. With the rental system *powder* (Stall) community not Pujon Kidul villagers participated in the development of rural tourism Pujon Kidul. Prices are set landowners in lease system *powder* varied ranging from Rp 5,000,000 to Rp 8,000,000 per year depending on the size of land.

BUMDes party continues to develop in collaboration with the private sector to improve the community economy. In addition to using village funds coming from the government, the BUMDes also use CSR funds obtained from private companies.

The village head who initiated the founding of travel *Cafe Sawah* wants the potential that exists in the region to provide benefits to the local community. Buoyed by the travelable to improve people's lives mainly in the economic sector, such as providing employment opportunities for local communities to increase revenue [1]. Pujon Kidul village community involvement in the development of Rice will travel a Cafe economic impact for the community so that it becomes a stimulus to become aware of the importance of keeping the tour. Therefore the growing public awareness of the importance of participation in developing the travel. Pujon Kidul village community feel that travel needs to be maintained and developed in order for their ongoing usefulness.

IV. CONCLUSION

Cafe Sawah tourist developments that are in the area of Pujon Kidul Village Tourism stems from local community empowerment. The village head who initiated the founding of travel *Cafe Sawah* wanted all the potential in the region to provide benefits to villagers of Pujon Kidul. The involvement

of local communities in tourism development would give the economic impact of tourist visits. As evidenced by the establishment, the majority of local people are farmers who can sell their crops. Not only that, but people also receive additional revenue by opening stalls, travel motorcycle taxi services, provide homestay services, and sell unique souvenirs Pujon Kidul tourist villages such as making clothes, key chains, and others. The economic impact derived local community will be a stimulus for them to become aware of their role in the development of tourism. That awareness will then form the knowledge in order to maintain the sustainability of travel, so that tourists who visit are comfortable and provide positive feedback. It would undoubtedly be beneficial in the development of a sustainable Sawah travel Cafe.

REFERENCES

- [1] H. Hermawan, "Dampak Pengembangan Desa Wisata Nglangeran Terhadap Sosial Budaya Masyarakat Lokal," *Sniptek*, pp. 60-70, 2016.
- [2] Lee and Jan, "Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability," *Tourism Management*, vol. 70, pp. 368-380, 2019.
- [3] Butler, "The concept of a tourist area cycle of evolution: Implications for management of resources," *Canadian Geographer*, vol. 24, no. 1, pp. 5-12, 1980.
- [4] P. D. Wulaningrum, "Pengembangan Kawasan Wisata Berbasis Partisipasi Masyarakat Lokal di Koripan 1 Dlingo," *Jurnal BERDIKARI*, pp. 131-140, 2018.
- [5] N. L. Dewi Winarni Susyanti, "Potensi Desa Melalui Pariwisata Pedesaan," *Epigram*, pp. 65-70, 2014.
- [6] Lepp, "Residents' attitudes towards tourism in Bigodi village, Uganda," *Tourism Management*, vol. 8, pp. 876-885, 2007.
- [7] Lee and Back, "Examining structural relationships among perceived impact, benefit, and support for casino development based on 4 year longitudinal data," *Tourism Management*, vol. 27, pp. 466-480, 2006.
- [8] D. T. Raharjana, "Membangun Pariwisata Bersama Rakyat: Kajian Partisipasi Lokal dalam Membangun Desa Wisata di Dieng Plateau," *KAWISTARA*, pp. 225-328, 2012.
- [9] Y. Isnaningtyas, "Analisis Kemitraan Dalam Pengelolaan Desa Wisata Kandri Kecamatan," 2016.
- [10] E. Murdianto, "Partisipasi Masyarakat dalam Pengembangan Desa Wisata Karanggeneng, Purwobinangun, Pakem, Sleman," *SEPA*, pp. 91-101, 2011.
- [11] A. Purnomo and N. F. Aristin, "Community Based Tourism Development for Sustainable Livelihoods in Lumajang-Malang Regency East Java," in *The 1st International Conference on Social Sciences and Humanities*, Jakarta, 2016.
- [12] A. Purnomo, A. Wiradimadja and B. Kurniawan, "Diversification of tourism product in KSPN Ijen," in *ICEGE 2018*, Jember, 2019.
- [13] B. P. S. K. Malang, Kecamatan Pujon Dalam Angka 2018, Malang : BPS Kabupaten Malang, 2018.
- [14] Brunt and Courtney, "Host perceptions of sociocultural impacts," *Annals of Tourism Research*, vol. 26, no. 3, pp. 493-515, 1999.

- [15] Lee, Jan and Yang, "Conceptualizing and measuring environmentally responsible behaviors from the perspective of community-based tourists," *Tourism Management*, vol. 36, pp. 454-468, 2013.
- [16] Inskip, *Tourism Planning, and Integrated and Sustainable Development Approach*, New York: Van Nostrand, 1991.