

Study of Empowerment Model Involving Women and Children as Educative Media in Tourism Village Development Based on Creative Industries

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ABSTRACT

Most of the tourism villages in Trenggalek and Tulungagung Regencies only present the potential for local beauty of their respective regions, but have not yet touched on the development of creative industries by utilizing the existing potentials in those areas. The development of a tourism village generally has a positive impact on the life of the village community, especially the physical environment, economic, social and cultural conditions of the community around the tourist area. However, the addition of creative industries will be able to have a more positive impact on the people's economy. This study aims to implement community empowerment, especially for women and children as educational media in developing creative industry-based tourism villages in Trenggalek and Tulungagung districts. This research includes action research. The community empowerment strategy refers to the Asset Based Community Development (ABCD) methodology or Asset-Based Community Assistance. In terms of implementation. The collected research data is then processed and analyzed descriptively. The results showed that the implementation of community empowerment was carried out through the fashion creative industry in the tourist village and training in the corn cob craft creative industry. The involvement of women in the corn cob creative industry training is given starting from the processing of raw materials to a variety of products, as well as training in packing models and marketing programs, so that they are not only able to produce but also able to do marketing. In terms of involving children, this training is provided in the form of providing education on knowledge and skills ranging from processing raw materials to various products, besides that children are also taught about the creativity of the exhibition or display of products from the handicraft.

Keywords: *Community Empowerment, Tourism Village, Creative Industry*

1. INTRODUCTION

Tourism development as part of the development of the creative economy sector is currently one of the central government's development priority programs [1]. Development programs that focus on infrastructure, maritime, energy, food and tourism place tourism as the leading sector [2]. The Tourism Awareness Movement and Action Sapta Pesona Wisata is one of the ten priority programs of the Ministry of Tourism as an effort to increase the competitiveness of Indonesian tourism in the realm of global competition [3].

Apart from being able to generate foreign exchange for the country, the development of the tourism sector in several regions has proven to be able to have a wide changing impact [4]. Tourism is an economic sector that is proven to be able to alleviate poverty in an area. Because in tourism management, it will definitely have a trickle down effect for the local community [5]. This is certainly expected to be able to

stimulate both the government and tourism actors in the regions to be more active in developing the tourism sector in their respective regions as a development orientation, such as the development of tourism villages [6].

A tourism village is the development of a village area which essentially does not change what already exists but is more inclined towards exploring the potential of the village by utilizing elements that exist in the village (representing and operated by villagers) which function as attributes of small-scale tourism products to become a series of tourism activities, as well as being able to provide and fulfill a series of travel needs, both in terms of attractiveness and as supporting facilities.

East Java, as one of the provinces that has the potential for natural beauty in various parts of the region, is supported by the diversity of its people, making East Java one of the potential tourist areas. Therefore, the government has an important role in

exploring potential and making policies on tourism development, so that local people are awakened to their awareness to explore potential and move to develop their respective villages and cities.

The Central Statistics Agency (BPS) regarding the results of the East Java Village Potential (Podes) data collection in 2019, shows that one of the potential villages / kelurahan presented is the tourism potential in the village / kelurahan. Tourism development in villages / wards can be a step towards advancing the economy of villages / wards in East Java. According to the 2019 Podes data collection, a tourist village / kelurahan is a rural area that has several special characteristics to become a tourist destination. The existence of tourism villages is regulated / stipulated in local regional regulations (Perda). In general, residents in tourist village areas have unique traditions and culture, as well as nature and the environment that are still preserved. The 2019 Podes Data Collection notes that there are 329 tourist villages in East Java.

The Central Statistics Agency (BPS) regarding the Development of East Java Tourism in October 2018, The development of foreign tourist visits in East Java in the last three years has tended to increase. This is partly due to the attention and efforts of the local government by creating new interesting tourist objects to visit in East Java, in addition to the promotion of tourism, both places, accommodation facilities, and events carried out by related agencies which are increasingly intense. The number of foreign tourist visits to East Java in October 2018 reached 25,845 visits. This figure is an increase of 4.06 percent compared to the previous month which reached 24,836 visits. Compared to the same month in 2017, the number of foreign tourists coming to East Java has increased by 26.45 percent from 20,439 visits.

Trenggalek Regency and Tulungagung Regency are two adjacent areas in East Java. Both have abundant tourism village potential [7]. Basically, the potential of the two districts can contribute to improving the local economy so as to reduce poverty levels. The Central Statistics Agency (BPS) of East Java in 2017, stated that the poverty rate (percentage of the poor of all population) in East Java Province in 2017 reached 11.77%. In Trenggalek Regency itself, the poverty rate (percentage of poor people of the entire population) in 2017 reached 12.96%. Meanwhile, the poverty rate in Tulungagung Regency (percentage of the poor population of the entire population) in 2017 reached 8.04%, although the poverty rate was moderate, there were still disadvantaged areas in Tulungagung. This shows that there is still a need for a strategy to improve the economy in the two districts [8].

As one of Nawa Bakti Satya, the Governor-Deputy governor of East Java for the period 2019-2024 "Jatim Berdaya", namely strengthening the people's economy based on MSMEs, cooperatives, and encouraging the empowerment of village governments. One village one product one corporate and agropolitan. So that one of the strategies that become stakeholders in Trenggalek Regency and Tulungagung Regency is the development of a tourism village based on creative industries through community empowerment.

Most of the tourism villages in Trenggalek and Tulungagung Regencies only present the potential for local beauty of their respective regions, but have not yet touched on the development of creative industries by utilizing the existing potentials in those areas. The development of a tourism village generally has a positive impact on the life of the village community, especially the physical environment, economic, social and cultural conditions of the community around the tourist area. However, the addition of the creative industry will be able to have a more positive impact on the people's economy. The existence of the creative industry can open up new jobs for the community in addition to developing tourism [9].

In terms of developing creative industries in tourist village areas in Trenggalek and Tulungagung Regencies, the focus will be on empowering women. The women referred to are vulnerable women, including housewives who do not work especially widows, considering that they are among the support for family needs. These women will be given training and assistance from start to finish, from production to marketing, so that in the end they are expected to be able to contribute in supporting the needs of their families [10].

Besides empowering women, considering that Trenggalek and Tulungagung Districts are the bases for migrant workers in East Java, consequently there are many cases of vulnerable or at risk children, there will also be education for children, especially vulnerable children, who drop out of school, and whose parents are abandoned. work, and children from poor families. The education provided is in the form of entrepreneurial development, especially in the creative industry, so that they get knowledge and guidance in developing the creative industry in order to become knowledge capital when they have to enter the world of work or business, besides that it is also a form of utilizing their spare time for them. to participate in positive activities and minimize negative activities, especially for vulnerable children [11].

So that in the end the community empowerment model activity in the development of

tourism villages in Trenggalek and Tulungagung Regencies which is based on the creative industry is expected to provide benefits to the community in the two districts, in order to improve the economy of the surrounding community.

2. RESEARCH METHODOLOGY

This research uses an action research approach, which demands active participation and collaboration between the researcher and the target audience so that in the end the results will be directly applied to the community concerned. This research was conducted in Tulungagung Regency and Trenggalek Regency in East Java Province.

The community empowerment strategy refers to the Asset Based Community Development (ABCD) methodology or Asset-Based Community Assistance. In terms of implementation, ABCD focuses more on assets and / or strengths owned by the community. Compared to seeing the existing shortcomings / problems, ABCD looks more at the positive things and the possibilities that can be done.

The research data collected in this study are then processed and analyzed descriptively. Research data related to the identification of creative industry potentials are used to determine the assets owned at the research location, thereby facilitating the development of the area which is then used as a reference for empowerment. The results of community empowerment using the Asset Based Community Development (ABCD) strategy or Asset-Based Community Assistance are then analyzed to determine the impact of community empowerment. The results of the implementation of further activities are evaluated to produce policy recommendations on things that need to be done in the context of community empowerment in the development of creative industry-based tourism villages in Trenggalek and Tulungagung Regencies.

3. RESULTS AND DISCUSSION

3.1 The potential of Sawahan Village, Trenggalek Regency

Currently, there is no creative industry in Sawahan Village, Trenggalek Regency. The natural conditions of Sawahan Village are fertile, making almost all residents have the skills to cultivate plantation crops or cultivate crops. The crops of the residents of Sawahan Village include: rice, corn, secondary crops, vegetables (especially ferns), and fruits (durian, mangosteen and cloves).

As for the development of micro businesses that are more developed in terms of food and beverages, while food and beverage itself is not

included in the type of creative industry. Some of the micro businesses that are developing there are making palm sugar and snack food.

From the agricultural products in Sawahan Village, one of the possible parts that can be developed into a creative industry is corn farming products. Considering that when the corn harvest was taking place, the corn yield was abundant while the former corncob had not been properly utilized, it is still possible to develop creative industries from corncobs, especially the development of creative industries from corncobs in the Trenggalek area.

The potential that will support the development of the creative industry in Sawahan Village includes the potential for Duren Sari Tourism Village. This tour offers such beautiful nature, with typical durian fruit dishes, especially during the durian harvest. Duren Sari Sawahan Tourism Village offers nature tour packages, river tubing, outbound, traditional games, culinary delights and homestays.

3.2 The potential of Kendalbulur Village, Tulungagung Regency

Currently in Kendalbulur Village, Tulungagung Regency, there is still no creative industry. The natural conditions of Sawahan Village are fertile, making almost all residents have skills as farmers. Kendalbulur Village's produce includes rice and maize. From this agricultural product, one of the possible parts that can be developed into a creative industry is the result of corn cobs, considering that so far the abundant corn cobs have been wasted and have not been utilized properly. In addition, the creative industry from corncob in the Tulungagung area still does not exist, so Kendalbulur Village has the potential to become a pioneer of the creative industry.

Some of the potentials that will support the development of the creative industry in Kendalbulur Village include the Nangkula Park Tourism Village. Taman Nakula Kendalbulur or Nangkula Park is a tourist park or tourist village that offers a beautiful view of a beautiful flower garden with the harmony of the surrounding nature. Kendalbulur Nakula Park also offers a stretch of Celosia flowers which are instagenic and unique when we are around it.

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3.3 Community empowerment

In terms of developing creative industries in tourist village areas in Trenggalek and Tulungagung Regencies, the focus will be on empowering women. The women referred to are vulnerable women, including housewives who do not work especially widows, considering that they are among the support for family needs. These women will be given training and assistance from start to finish, from production to marketing, so that in the end, it is hoped that they will be able to contribute in supporting the needs of their families. The involvement of women in this training is given starting from processing raw materials to a variety of products, as well as training in packing models and marketing programs, so that they are not only able to produce but also able to do marketing.

Besides empowering women, considering that Trenggalek and Tulungagung Districts are the bases for migrant workers in East Java, consequently there are many cases of vulnerable or at risk children, there will also be education provision for children, especially vulnerable children, who drop out of school, and are abandoned by their parents. work, and children from poor families. The education provided is in the form of developing knowledge and skills, especially in the creative industry, so that they get knowledge and guidance in developing the creative industry in order to become knowledge capital whenever they have to enter the world of work or business, besides that it is also a form of leisure time utilization. for them to participate in positive activities and minimize negative activities, especially for vulnerable children. In terms of involving children, this training is provided in the form of providing education on knowledge and skills ranging from processing raw materials to various products, besides that children are also taught about the creativity of procuring exhibitions or displaying products of the handicraft.

In general, community empowerment in the development of creative industry-based tourism villages is carried out through various programs which include:

a. Outreach is aware of travel

The implementation of tourism awareness counseling is simultaneously carried out and inserted on various occasions during observations or interviews with the community, including when with village officials, even when discussing with related agencies. This activity was carried out in both the Sawahan Trenggalek Village and the Kendalbulur Tulungagung Village. The expected results from this activity are:

- 1) The community understands the benefits of tourism development, especially for the surrounding community.
- 2) The community understands the position and role of the community as a part and actor of the existence of a tourist village.
- 3) Developing community capacity in managing tourist villages.
- 4) The community has started to use digital media as a social media for promotion through Facebook, IG, Twitter and this website, which is very important during a pandemic like today.

b. Development of tourism village management

The implementation of this activity is also carried out on various occasions during observations at the location of the target tourism village. This activity is mainly aimed at managers of tourist sites and tourism awareness groups. This activity also involves the participation of the local community. This activity aims to provide knowledge to residents in managing tourist villages and fostering a spirit of leadership.

c. Personal approach to people who have special skills

This personal approach activity is carried out for people who have special skill assets. Through this approach, it is hoped that the community will feel valued and cared for, and be able to improve their abilities.

d. Increasing business with a social media strategy that is in line with the main objective of increasing income from tourist village visitors and contributing to PAD to the district concerned

In Sawahan Trenggalek Village, this approach is applied to tour managers and tour guides. In Kendalbulur Village, Tulungagung, this approach is applied to tour managers, tour guides, and micro business actors. The tourism manager is given an understanding of the management of tourism land and the aesthetic aspects of tourism land. Tour guides are given an understanding of hosting tourists. Meanwhile, micro business actors are given an understanding in terms of product development.

In particular, the implementation of community empowerment for women and children as educational media in the development of creative industry-based tourism villages is carried out through several programs:

a. Fashion creative industry in tourist villages

Reading market opportunities through offering new destinations is part of this research activity. The addition of the destinations offered is the rental of Korean clothing at the Tourism

Village of Nangkula Park Kendalbulur Tulungagung.

Fashion is part of a creative activity or activity of creating artistic value items which is generally related to the creation of clothing designs, footwear designs, and anything else whose purpose is to support one's appearance.

The involvement of women in this activity starts from preparing clothes, fashion shows, clothing maintenance, to renting clothes to tourists. The emergence of the addition of existing destinations in tourist village locations can vary, which in the end tourists do not feel bored with the tourist village.



Figure 1. Fashion destinations in tourist villages

b. Corncob craft creative industry training

Crafts are creative activities related to the creation, production and distribution of products made and produced by craftsmen starting from the initial design to the completion of the product.

From the results of the identification of potentials in both Sawahan Trenggalek Village and Kendalbulur Village Tulungagung, one part that allows it to be developed into a creative industry is corn farming. Considering that when the corn harvest was taking place, the corn yield

was abundant while the former corncob had not been properly utilized, it is still possible to develop a creative industry from corncobs, especially the development of a creative industry from corn cobs in the Trenggalek area is still very minimal, while in Tulungagung. still not yet.

The implementation of community empowerment specifically for women and children as educational media in the development of creative industry-based tourism villages is carried out through training programs. The creative industry training was conducted in the form of training on the use of corn cobs into handicrafts with various shapes until they were ready to be marketed. The involvement of women in this training is given starting from processing raw materials to various products, as well as being trained in packing models and marketing programs, so that they are not only able to produce but also be able to do marketing. In terms of involving children, this training is given in the form of providing knowledge and skills ranging from processing raw materials to a variety of products, besides that children are also taught about the creativity of procuring exhibitions or displaying products from these crafts.

The implementation of the corncob creative industry that is currently being carried out will temporarily be managed as a home industry at the home of the group leader. By employing housewives. The temporary working hours are carried out during the day or according to the time allowance of the women.



Figure 2. Community empowerment in training for the creative industry for corncob handicraft in Trenggalek



Figure 3. Community empowerment in training for the creative industry of corncob handicraft in Tulungagung

c. E-commerce training as a promotional medium

E-commerce is a way to expand the distribution, sale, marketing of goods or services with electronic systems from systems such as television, radio, websites and the Internet even through existing social media, IG, Facebook and Twitter and this is a promising business. for now in Indonesia.

3.4 Impact of Community Empowerment

From the results of the implementation of community empowerment activities in the development of creative industry-based tourism villages, there are several impacts that arise from these activities. The impact referred to here is the general impact that is found during the implementation of the research, which includes, among others:

a. Outreach is aware of travel

As a result of the awareness of tourism education, the surrounding community becomes more enthusiastic in participating in organizing tours in their area. Tourism awareness counseling is able to increase community enthusiasm in participating in tourism management. In addition, there is increased support from related agencies.

b. Tourism Village Management Guidance

The implementation of this activity is able to provide understanding and competence for the managers of tourist locations in managing the existence of tourism in their area.

c. Personal approach to people who have special skills

This personal approach activity can be an inspiration for the owner of special skills in participating in realizing a more advanced tourist village.

d. Bring up a new destination

With the emergence of new destinations, such as fashion in tourist villages able to attract tourists to rent, which is also an additional cash income for tourist villages.

e. Bring up the creative industry

With the emergence of creative industries such as corncob handicrafts, this is a pioneering milestone for tourism villages to develop creative products in their regions.

f. Emerging E-Commerce and Digitalization

some of the manual activities are diverted to E-Commerce and inculcate behavior to promote goods and services through websites and social media both IG, Facebook and Twitter

4. CONCLUSIONS AND SUGGESTIONS

In general, community empowerment in the development of creative industry-based tourism villages is carried out through various programs which include: tourism awareness counseling, development of tourism village management, and personal approaches to people who have special skills. In particular, the implementation of community empowerment is carried out through the fashion creative industry in tourist villages and training in the creative industry for corncob handicraft. The involvement of women in the corncob creative industry training is given starting from the processing of raw materials to a variety of products, as well as training in packing models and marketing programs, so that they are not only able to produce but also able to do marketing. In terms of involving children, this training is provided in the form of providing education on knowledge and skills ranging from processing raw materials to various products, besides that children are also taught about the creativity of procuring exhibitions or displaying products of the handicraft.

In terms of creative product development, the community is given training on corncob handicrafts starting from processing raw materials to a variety of products, as well as being trained in packing models and marketing programs, so that they are not only able

to produce but also be able to do marketing. Besides, the community is also invited to innovate in design development. Design itself is part of the creative industry. The design that is expected to be in the form of creations of artistic value. In addition, the community is also invited to innovate in product packaging to marketing.

Suggestions that can be given Regarding SKPD in each district: The local Bappeda can plan similar activities to be implemented in other locations that have the potential in accordance with the diversity of potentials and local wisdom possessed; The Office of Women and Children that this activity can be an alternative or synergized in the guidance carried out for women and children who are the focus of official activities; The Tourism Office can incorporate creative insdutri models in tourist villages in accordance with their respective potentials as additional destinations to attract tourists; The Department of Industry can facilitate supporting licensing related to the marketing of creative products that have been produced by the community; The cooperative office and the UMKM office can facilitate the development of innovation from creative products so that they are more varied.

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