

Development of a Language Tourism Village Based on Local Natural Resources and the Local Community (A Case Study in Karanganyar Regency, Central Java, Indonesia)

Agung Wibowo^{1*}, Dimas Rahadian Aji Muhammad¹, Eny Lestari¹, Ravik Karsidi²

¹Faculty of Agriculture, Universitas Sebelas Maret Jl. Ir. Sutami 36 A, Surakarta, Indonesia

²Doctoral Program in Development Extension, Graduate School, Universitas Sebelas Maret, Jl. Ir. Sutami 36 A, Kentingan, Surakarta, 57126, Indonesia

*Corresponding author. Email: agungwibowo@staff.uns.ac.id

ABSTRACT

Human beings and the environment are a dynamic part of the ecosystem, and this is true for both traditional and modern communities. The boom in tourism development will have a detrimental effect if it is not based on ecological principles. The purpose of this research is to discover a development model for a language tourism village which is based on the potential of local natural resources and the local community. A qualitative research method is used with a phenomenological approach, to investigate and interpret the potential of local natural resources and the local community in the development of a language tourism village. The location for the research is three villages in the District of Karangpandan which are making vigorous efforts to develop their own tourism villages. The research results show that collective action based on synergy between the potential of local natural resources and the local community is the key to success in tourism village development. This is an indication that the integration of the potential of local natural resources and participation of the local community ultimately leads to the synergy of stakeholders who play an important role as agents of change in the development of a language tourism village.

Keywords: Language Tourism Village, Local Community, Local Natural Resources

1. INTRODUCTION

According to functional structural theories such as that introduced by Parsons, a community will be in a state of harmony and balance if the institutions that exist in the community and the country where the community exists are able to maintain stability in the community. According to Parsons, a social system must have the following requirements: first, a social system must be structured in such a way that it can operate in a harmonious relationship with other systems. Second, in order to preserve its continued existence, a social system must receive the necessary support from other systems. Third, a social system must have the ability to fulfil the needs of its actors in a significant proportion. Fourth, a social system must be able to generate adequate participation from its members. Fifth, a social system

must be capable of controlling potentially disruptive behavior. Sixth, if conflict is going to cause chaos, it must be controlled. Seventh, in order for its continued existence, a social system requires language [1].

The connection of this theory with the current research is related to the involvement of the community in the development of a language tourism village in Karanganyar Regency. As explained above, a community is a system in which the people in a particular group have a role and function in accordance with the structure of the system. In the management of a language tourism village, the involvement of the community is extremely important.

According to [1], fundamentally, human beings are social creatures who are active, creative, and think rationally in carrying out their actions. Based on this idea,

[2] explains further that the poverty, ignorance, and underdevelopment found in communities today is due to paradigms of community development that are not sufficiently oriented towards the potential and independence of human resources.

The local community plays an important role in the development of a language tourism village because the local natural resources and the unique characteristics of the traditions and cultures associated with the community are the main driving elements behind the activities in the language tourism village. On the other hand, a local community that grows and exists alongside a tourism object becomes part of an interconnected ecological system. The success of tourism village development depends on the level of acceptance and support of the local community [3].

Tourism is not only a way for a country to announce its identity to the rest of the world but has also become established as an industry that has the capacity to promote economic progress. In its development, tourism has undergone an expansion and diversification in various forms, so that the tourism sector has not only become part of the creative service industry sector but is also an economic sector that has experienced the fastest growth amongst all other economic sectors in the world [4].

Regional potential is regarded as something commonplace which lacks economic value. Initiators or agents of change who form a group that serves as a driving force for community development are aware of the outcome that can be achieved by this potential. These agents of change believe that if the potential of a particular region is managed properly and professionally, it will automatically have a direct impact on the social and economic sectors of the region [5]. These local institutions play a role in efforts to develop the potential of the tourism village as an alternative form of village community development [6].

According to [7], rural tourism is becoming increasingly regarded as the panacea for economic development, and tourism villages have a direct benefit on the economic and an indirect benefit for the community, as well as a short-term and long-term impact. From an economic perspective, the direct benefit of developing a village to become a tourism village is the profit gained from the tourism object provided. Meanwhile, the indirect profit is the increase in the number of visitors to the village, leading to a better economic turnaround from the sale of local products that can reach a much wider area outside the village.

According to [8], the strategic role played by young people is found in many countries, where they play a significant role in various sectors from national development to local community development. This

explains why young people hold an important position in determining the direction, outcome, and continuity of development. As [9] states, the activities carried out by these people give benefit that is felt by the community, and complement the services provided by the state.

The importance of community empowerment is also founded on the idea of community based resource management, which is a form of development management that attempts to answer some of the challenges of development, such as poverty, deterioration of the living environment, and lack of community participation in development processes that concern them. According to [10], one of the main priorities of local government is community empowerment. Hence, a local government apparatus is required to take on the enormous task of empowering the community in its area. The function of the government in connection with this empowerment is to guide communities towards independence and growth in order to achieve prosperity in the life of the community [11].

In the opinion of [12], it is through the utilization of these resources that community empowerment will be brought to focus on community power. According to [13], community development that makes use of the potential of its resources will create a process of community independence, where the community always endeavors to fulfil its own needs and overcome its own problems without having to depend on those in power. According to [14], this practice of community development becomes possible when a community is able to solve its own problems and meet its own needs by improving relationships between members of the community, fostering togetherness, and building enthusiasm.

Community empowerment is essentially the process in which people are given the opportunity to increase their honor and dignity so that they become a community that has tenacity in various sectors of life [15]. In the words of [16], the implementation of a community empowerment program is a joint effort that places emphasis on what the community needs, which is why the participation and involvement of the community is so vital in compiling and implementing the empowerment program designed for that community. The structural empowerment of a community is the organization of the community for collective action and the strengthening of community participation in development and governance [17]. This research aims to discover a development model for a language tourism village which is based on the potential of local natural resources and the local community.

2. RESEARCH METHOD

This research was carried out in the village of Gerdu in the Karangpandan District of Karanganyar Regency. The main reason for selecting this area was the fact that it is the first language tourism village in the province of Central Java that synergizes with an Islamic boarding school. The interesting factors underlying the establishment of a language tourism village in this area include the potential of the surrounding natural beauty and the empowerment of the local community, both of which play an important role in the language tourism village. In addition, the researcher has already carried out previous research in communities around the language tourism village, and this can serve as a starting point for obtaining information about the cultural values reflected in the daily lives of the communities in this area, to determine the appropriate steps that need to be taken in the empowerment of the language tourism village. These informants were the head of Gerdu village and the head of Pakel village, who were responsible for channeling information and guidance to the community; the head of Isy Karima boarding school, who was the source of the innovation and information about the concept of empowerment; members of the youth organization (karang taruna) and members of the community who contributed to and participated in the empowerment program.

The research method used is qualitative descriptive, and aims to obtain a picture about the potential of local natural resources and the potential of the local community. A phenomenological approach is used to capture the meaning of the life experiences of people related to a particular phenomenon, and to learn more about the structure of awareness in the experience of the people who are the actors in the development of the language tourism village. A phenomenological approach is an approach that is subjective or interpretative [18-19], and in this study it aims to explore and interpret the potential of local natural resources and the local community in the development of the language tourism village.

According to [20], a process of investigation of understanding is based on a separate methodological tradition which explores a social or human problem. Case study research "consists of a detailed investigation, often with data collected over a period of time, of phenomena, within their context," with the aim being "to provide an analysis of the context and processes which illuminate the theoretical issues being studied" [21]. The method used for conducting interviews follows the suggestion of Moustakas, wherein "The phenomenological interview

involves an informal, interactive process and utilizes open-ended comments and questions [22]. Furthermore, [23] affirms that in qualitative research with a phenomenological perspective, "a phenomenologist never hypothesizes, but carefully examines actual lived experience to see what it looks like". Therefore, the selection of research informants is determined by how capable the people to be interviewed are in articulating their life experiences.

In this case study research, the data collection included various sources of information (observation, in-depth interviews, FGDs, audio visual material, documents, and reports) [24-26]. Interviews were conducted with the head of the Islamic boarding school, village leaders, community figures, farmers groups, women farmers groups, and MSME operators, with the assistance of four students in the field. According to [27-28], the primary data source in qualitative research is the words and actions that can be obtained from informants through interviews, which can be supplemented by additional data such as documents and other sources.

The data analysis refers to [29], in that it carries out a systematic exploration and compilation of data obtained from the results of interviews, field notes, and other materials, so that it is easier to comprehend and the findings can be passed on to other people. The process of analysis used in this research uses an interactive model of analysis introduced by [30], which involves a process of data collection, data reduction, data presentation, and the drawing of a conclusion, explaining clearly and concisely the choice of paradigms, methods (techniques for collection and analysis of data), logical framework, location, units of analysis, and the time of the research.

3. RESULTS AND DISCUSSION

Potential of Local Natural Resources

The management of natural and environmental resources through the development of local wisdom has a number of unique advantages. Apart from maintaining the balance of natural and environmental resources, it also helps to preserve the culture of the local community, including traditions such as mutual cooperation and festivals to celebrate the harvest. The potential of local natural resources and their contribution to the development of the language tourism village are shown in table 1 below.

Table 1. Potential of Local Natural Resources in Language Tourism Village Development

No	Parameter	Description	Contribution to Language Tourism Village Development
1	Natural Attraction	Farm scenery	Development of a popular selfie spot
		Fresh air	Development of home stays
			Development of a camping ground
		Farming commodities developed include food and horticultural crops, plantation crops, and livestock	Development of various processed local products to meet market demand
			Development of entrepreneurs in the younger segment of the community
			Development of ornamental plant businesses
2	Cultural Attraction	Farming activities include the process of cultivation, post harvest handling, and processing	Development of business sectors ranging from planting to processing and marketing of agricultural products
			Enriching the types of foods served in restaurants at the language tourism location
		Pencak silat festival	Preserving local traditions packaged in the form of events to attract visitors to the language tourism village
3	Special Attraction	Nearby Islamic Boarding School	Developing attractions for visitors interested in religious tourism
			Attracting visitors to stay at the home stays and camping ground
			Holding regular large scale religious gatherings to attract visitors to the language tourism village
		Outbound area, family play area, and sports facilities	Attracting visitors to take part in school activities (outbound, family gatherings, class outings, and so on)
			Attracting visitors to an alternative form of family tourism
			Attracting visitors by providing a place for family gatherings and office events
	Horse riding area	Attracting visitors from other areas	
4	Facilities and Infrastructure	General tourism facilities and infrastructure	Availability of a wide range of public facilities provides comfort for visitors staying longer at the location
		Special facilities and infrastructure	Auditorium for religious gatherings is an attraction encouraging visitors to stay for several days
5	Transportation & Accessibility	Close distance to town	Provides an alternative place for various kinds of meetings (seminars, workshops, etc)
		On the route of other well-known tourist objects	Inclusion of the language tourism village in a tourism package for Karanganyar Regency
		Availability of public transport	Facilitates visitors travelling to the location of the language tourism village
			Visitors come from various layers of society

Data Source: Analysis of primary data through interviews and Focus Group Discussion 2021

The benefit of developing this village into a language tourism village is proven to have had a positive impact by improving the standard of living of the community. This is indicated by the emergence of new job opportunities and the better quality of life experienced by members of the village community, due to the development of village facilities that make the village a place worth visiting. This is in line with the research of [31], who states that the existence of a tourism village can support the life of local cultures and traditions, or the traditional environment that serves as a local cultural tourism commodity, as well as ensuring the continued existence of these cultures and traditions to improve the quality of life of the local community.

Typology of the Local Community

Collective action is the action carried out by a group of people which reflects their similarity of behavior as a communal entity in relation to a particular social structure. From this understanding, the role of a community has the following characteristics: a) the behavior of a group of people, whose actions are carried out together by individuals in the group, b) the sharing of roles among every member of the group, c) similarities in behavior in the group, including thought patterns and patterns of action, d) behavior that is the manifestation of group characteristics or desires, e) behavior carried out in a particular social structure. The understanding of this

community role in the context of tourism village development is the shared thought patterns and patterns of action of the village community about the tourism potential of their village. In relation to this, the community carries out action together in an effort to achieve the goal of tourism development as a dimension that is able to have a positive impact on their own lives, and also reflects their identity as a community unit with a specific or unique structure.

According to [32] community participation is an important prerequisite in the implementation of development. Development that does not involve the community will tend to marginalize the community itself. The learning and innovation of a farmers group can empower the involvement of farmers as agents of change in agricultural practices [33]. Community empowerment can only occur if the community itself also participates. An endeavor will only be successfully judged as

“community empowerment” if a community group, or the community itself becomes an agent of development or is also recognized as the subject. The term subject here means the driving force, not simply the beneficiary or the object [34].

According to [35], community participation is an important factor of tourism development and management. The local community must be actively involved in the process of tourism development. Furthermore, it is also hoped that tourism will bring about opportunities and create access for the local community to develop other tourism support businesses such as handicraft shops, souvenir shops, and food stalls so that the local community can enjoy greater and more direct economic benefit from the tourists, which they can use to improve their welfare and living standards. The typology of the local community in line with the language tourism village development is presented in table 2 below.

Table 2. Typology of the Local Community in Language Tourism Village Development

Community Role	Parameter	Description of Activities and Collective Action
As an Initiator	Uncover the potential of the tourism destination	Determine the location of the tourism village destination
		Identify the potential of natural resources
		Map the potential of natural resources
		Analyse the optimization of potential
	Make a contribution to tourism village development	Contribute thoughts or ideas for developing existing potential
		Become involved in formulating a strategy for developing natural potential
		Become involved in planning development activities
	Receive benefit from tourism village development	Receive benefit from every activity related to tourism village development
		Become involved in decision making about profit sharing
Carry out an analysis about the impact of tourism village development		
As an Implementer	Become involved in every stage of participation in tourism village development	Involvement of the community in every stage of activities to build the tourism object
		Involvement of the community in decision making about tourism village development
		Carry out a needs analysis for developing the tourism object
	Make a contribution to tourism village development	Community provides support in the form of manpower and funding for tourism village development
		Develop the potential of existing tourism objects and receive benefit from tourism development
		Support every policy for tourism village development
As a Beneficiary	Development of home industries	Find ways to be creative in developing businesses that go hand in hand with tourism village development
		Increase production of goods to sell near the tourism object
	Development of different job opportunities	Find ways to be creative in developing skills to earn an income
		Local community can work in various home industries in and around the tourism village

Data Source: Analysis of primary data through interviews and Focus Group Discussion 2021

The participation of the community in developing the language tourism village in Karanganyar Regency shows the strengths and weaknesses of the community in the development. The strengths include developing awareness to become involved in the empowerment process to create a tourism village. The community has a desire to develop its village or area to become more advanced. In addition, the community plays an active role in presenting ideas and input through discussion forums. Subsequently, the community's sense of togetherness in implementing the development makes it easy to invite people to participate. Meanwhile, the weaknesses of the community's participation in the language tourism village development include the low potential of human resources which makes it difficult for people to accept the concept of development. The lack of understanding about the concept of development of among some members of the community makes them unwilling to participate in activities. Economic obstacles and profit make people inclined to become more material oriented, which means they will choose not to participate in an activity if they feel there is no profit to be gained.

The guarantee of local community involvement ensures that the language tourism village development program is implemented in accordance with the needs of the community. The formula to make sure that this happens is: (1) tourism village development that includes developing the local culture; (2) the local community plays a central role and is the subject of the entire development process. By positioning the community as the subject it is hoped that the participation of the community, as the owners of the tourism resources, will be encouraged and manage to bring prosperity to the local community; (3) development of the language tourism village requires the presence of a solid partnership between three main elements - the government, the private sector (the Islamic boarding school), and universities, in which the local community is the stakeholder of this collaboration; (4) these three stakeholders hold an equal position in the collaboration and work together with mutual respect; (5) decisions and initiative to fulfil the needs of the local community are taken at a local level.

Role of Stakeholders in Language Tourism Village Development

In practice, the assignment of different roles to members of the community, in accordance with their individual capacity, is not intended as a strict definition of boundaries, where the roles carried out are individual in nature, but rather is intended to create dynamic and multiple roles. The boundaries established are intended only to emphasize contribution on the basis of capacity, not to create disparity in the contribution of the different roles that exist. Agents of empowerment need to work

appropriately and accurately. In this case, the agents of empowerment must have the capacity to understand the potential and needs of the target [36].

The role of the local community is: (1) to provide most of the attractions and to determine the quality of tourism products. Traditional management of agricultural land, traditional ceremonies, handicrafts, and hygiene are examples of roles that can offer an attraction for tourists; (2) to promote their culture or art as an attraction for tourists; and (3) to provide accommodation and tourist guides, manpower, unique food products, handicrafts, etc.

The role and authority of the government is : (1) to control the quality of products and packaging of handicrafts and unique village foods as souvenirs for the tourists; (2) to carry out environmental management and conservation to create a region that is characteristic of a tourism village; (3) to improve or supply infrastructure for garbage and sanitation; (4) to establish a community movement to realize the concept of *sapta pesona* ('seven charms'); (5) to provide information and tourism facilities; (6) to improve or upgrade the quality of public spaces, pedestrian areas, and village landscapes or environments to support the concept of *sapta pesona*; and (7) to support the empowerment of tourism awareness groups (Pokdarwis) to conserve the tourism environment (residential areas and rice fields). In this way, the government provides infrastructure (not only in a physical form), expands various facilities, coordinates activities between the government and private stakeholders, and carries out promotions to other areas and other countries. The government has the authority to regulate, provide, and determine the use of various infrastructure related to the needs of tourism.

The role and authority of private stakeholders (investors, universities, NGOs, Islamic boarding schools, and other tourism operators) is: (1) to carry out integrated promotions between tourism object managers to motivate visitors to go from one tourism object to another; (2) to design and market tourism packages that are competitive and affordable; (3) to hold entrepreneurship training, training for individual skills related to businesses in the tourism sector (English language training, hospitality training, cultural knowledge training, and knowledge about the characteristics of domestic and foreign tourists); (4) to develop business groups together with the community; and (5) to operate businesses such as hotels, restaurants, souvenir shops, etc.

In connection with this, the Islamic boarding school has proven its ability to implement development in the nearby local community. The optimization of potential of local natural resources combined with the potential of the local community, which is indicated by the strengthening of the role of stakeholder, ultimately leads to the

sustainability of a language tourism village, as seen in figure 1.

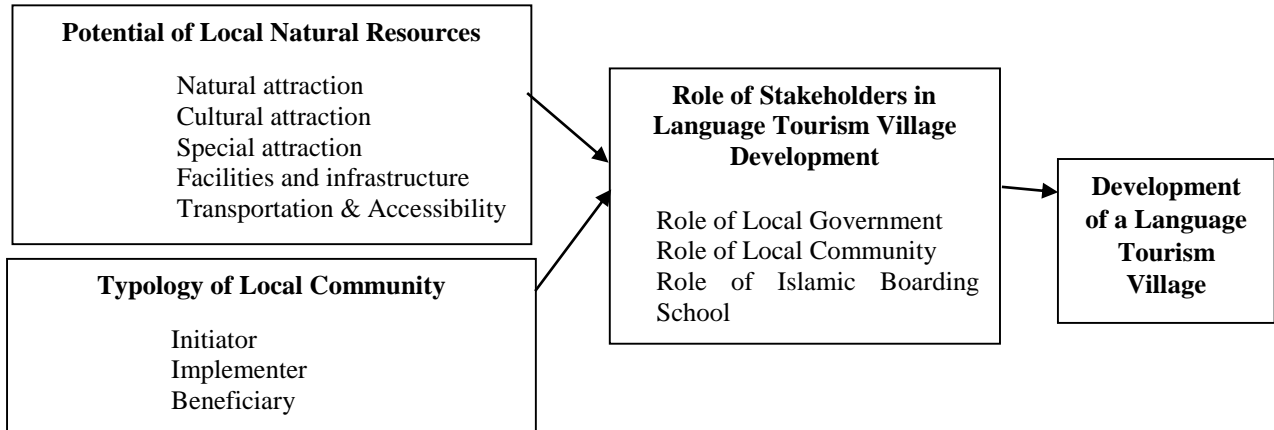


Figure 1. Model of Development of a Language Tourism Village Based on The Potential of Local Natural Resources and the Potential of the Local Community

4. CONCLUSION

Local potential refers to the power, strength, capability, and skills possessed by a village that can be developed in an endeavor to improve the welfare of the community. Human resources and natural resources are factors of local potential that determine the success of the development of a tourism village. This local potential includes: natural attractions, cultural attractions, special attractions, the availability of facilities and infrastructure, and the availability of transportation and accommodation.

The development of a language tourism village based on local natural resources and the local community is an approach that offers a more prominent role for the community to participate in the entire process of the language tourism village development. This kind of community based tourism development recognizes the

existence of the community as an integral part of the village, so the process carried out aims fully to empower the community and to offer the greatest benefit to the community. The community plays the role of initiator, implementer, and beneficiary. The integration of the potential of local natural resources and participation of the local community ultimately leads to the synergy of stakeholders who play an important role as agents of change in the development of a language tourism village.

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