



Empowerment of the Bangelan Village Community in the Development of Tourism Village in Malang Regency

Ririen Ambarsari^(✉), Anindya Bidasari, Darajatun Indra Kusuma Wijaya,
and Fahmi Arif Zakaria

Universitas PGRI Kanjuruhan Malang, Malang, Indonesia
ririen_ambarsarie@unikama.ac.id

Abstract. As one of the villages in Wonosari District, Malang Regency, Bangelan Village has an area of 167.20 Ha, with a population of 4,461 people, where Bangelan Village has a lot of potential including Natural Resources Potential, Human Resources potential, institutional potential, facilities and infrastructure potential, and agricultural potential, which includes the agricultural, plantation, and home industry sectors. Bangelan village is known as an area with enormous potential including coffee plantations, springs and tourism with great potential. In Bangelan Village, there is an interesting tourist spot, namely the Tanaka waterfall. However, the Bangelan tourist village until the end of 2021 has not been able to run optimally and support village original income (PAD). Not many breakthrough programs have been carried out by both the Bangelan village government and the Malang Regency government such as promotions, training for tourism village managers and so on. Therefore, this service activity is based on the spirit to provide understanding, enlightenment as well as convey information to the Bangelan village community regarding the importance of empowering the Bangelan village community towards the potential of tourism villages in Bangelan Village, which has been developed starting in 2019.

Keywords: Empowerment · Village Community · Tourism village

1 Introduction

Increasing knowledge, skills, and resource utilization through the development of policies, programs, activities, and support in accordance with the core of the issue and the top demands of the village community is a type of empowerment for rural communities. From rural communities. In a participatory manner, it aims to increase the capacity of village communities and village governments in managing their resources.

East Java Province is a tourist destination which is famous for its tourist villages. Malang Regency, one of the districts in East Java, is 3,530.65 km² in size and home to about 2,342,983 inhabitants. Areas that were previously untouched by infrastructure modernization are now the target of various investors, the economy has increased sharply so that housing locations have the potential to be built. One of the communities in

Wonosari District, Malang Regency, East Java Province is Bangelan Village. 167.20 Ha is the size of Bangelan Settlement, a village in Malang Regency's Wonosari District. 4,461 persons make up Bangelan Village's whole population. Bangelan Village has a lot of potential since it has 4 (four) hamlets, including the potential for natural resources, human resources, institutions, facilities, and infrastructure, as well as the potential for agriculture, which includes farming, plantations, and the home industry sector. Bangelan village is known as an area with enormous potential, including coffee plantations, and tourism.

The Tanaka waterfall, which is located in this Bangelan village, is a fascinating tourist destination. But up until the end of 2021, the Bangelan tourist village was unable to function at its best and maintain village original income (PAD). Promotions, training for tourism village administrators, and other ground-breaking initiatives have not been undertaken by the governments of Malang Regency and Bangelan Village.

Therefore, the purpose of this activity is to inform and enlighten the Bangelan village community about the significance of empowering them to fully realize the potential of the tourism villages that are being created in Bangelan Village beginning in 2019.

The issues in Bangelan Village, Wonosari District, Malang Regency are based on the examination of the aforementioned circumstance, and they include: The community's understanding of the potential of Bangelan village as a tourism village that has resources that should be developed is not yet optimal, in order to improve the community's economy.

2 Targets and Outcomes

2.1 Target

The achievement of turning Bangelan Village into a sustainable tourism village and raising the potential of the Bangelan Village community are the goals of this project.

2.2 Outcomes

Based on the problems faced above, there are several solutions offered, including: 1) Providing knowledge and understanding about how to empower the Bangelan village community to increase the potential of tourism villages in Bangelan village, through promotional media: pamphlets distributed through social media, websites Bangelan Village or outreach to the general public; 2) To strengthen the village economy in general and the Bangelan village community in particular, provide a planned activity program, such as the Coffee Tour Bangelan Village, to increase the tourism potential of the village.

The results of this project will be presented at the 3rd International Conference & Call For Papers "Business Law and Local Wisdom in Tourism" and used as teaching resources for courses on this topic in order to promote discussion and come up with suggestions for alterations to the laws that govern society (law in action).

3 Methodology

This study falls under the category of empirical juridical research, often known as field research, which looks at the relevant legal rules and social developments (Arikunto, 2012). Empirical legal research examines how specific legal occurrences in society are affected by the application or enforcement of normative legal principles (Abdulkadir Muhammad, 2004). Or, to put it another way, that refers to research that is done on the actual situation or real conditions that exist in the community with the goal of learning and discovering the facts and data required; once the data required is collected, problem identification follows, which in turn results in problem solving (2002) Bambang Waluyo.

An empirical juridical approach was applied in this study's problem-solving methodology. Because legal materials (both written law and unwritten law or both primary, secondary, and tertiary legal materials) are employed in this study's discussion of the issue, the juridical approach—that is, the idea that law is understood as a norm or *das sollen*—is intended. The empirical approach, however, looks at the law as a social, cultural, or *das sein* reality because the research's primary data were collected in-person at the study site.

In this study, the researcher used primary and secondary data to create the type of data used. Interviews with resource persons, notably the Bangelan Village Head, provide the study's main sources of data. While the secondary data in this study is data that is not obtained directly from the data sources studied, including: case files, agreements, archives, and library materials. Primary data collection techniques in legal research are obtained through interviews, either structured or unstructured, observations are not involved or involved.

4 Results and Discussions

4.1 Bangelan Village Overview

167.20 Ha is the size of Bangelan Settlement, a village in Malang Regency's Wonosari District. 4,461 persons make up Bangelan Village's whole population. Bangelan village has 4 (four) hamlets, namely: Arjomulyo Hamlet, Sidomulyo Hamlet, Kampung Baru Hamlet, and Jambuwer Hamlet.

There is a lot of potential in Bangelan Village, including the potential for natural resources, human resources, facilities and infrastructure, and agriculture, which includes agriculture, plantations, and the home industry sector. Bangelan village is known as an area with enormous potential: coffee plantations, waterfall and huge tourism potential.

The Tanaka waterfall, which is located in this Bangelan village, is a fascinating tourist destination. But up until the end of 2021, the Bangelan tourist village was unable to function at its best and maintain village original income (PAD). Promotions, training for tourism village administrators, and other groundbreaking initiatives have not been undertaken by the governments of Malang Regency and Bangelan Village.

4.2 Tourism Destination Development: An Alternative

The four components that make up the 4A formulation (Chris Cooper, John Flecher, David Gilbert, and Alan Fyall, 1993) are required for creating a tourist destination: 1)

Table 1. Bangelan Village Tourism Potential

No.	Name	Information
1.	Tanaka Waterfall	Information The waterfall around which a gazebo is built with a traditional feel, tourists can enjoy the natural atmosphere.
2.	Bangelan Park	Special comfortable gazebo for visitors who want to relax. The soothing sound of the flowing river also accompanies tourists in relaxing.
3.	Bangelan Cafe	Tourists can enjoy Bangelan specialty coffee with a cool Bangelan village atmosphere.
4.	Coffee Plantation	In addition to agriculture, in Bangelan village there is also a very large coffee plantation, which has existed since the Japanese colonial era.
5.	Goat Farm	High quality superior goat farm. Tourists can learn how to raise goats and the process of milking goats.
6.	Dairy Products	Ettawa goat's milk is processed into dairy products that are available in various flavors.
7.	Fish Cultivation	Fish cultivation intended for Bangelan residents, which can be processed to increase people's income.

(source: interview with Mr. Budiono, Head of Bangelan Village)

Attraction, Amenities, Access, and Ancillary Services. Attractions, are the result of man-made, natural beauty or events that motivate tourists to visit a destination. In general, attractions are separated from the tourism industry based on their ownership. Future tourist development will require specialized expertise to oversee attractions (management of attractions); 2) Amenities, which support tourism in the form of facilities and services in a destination. This is closely related to other sectors, for example the number of rooms in a hotel is influenced by the number of tourists who will visit the hotel. The forms of amenity are for example: accommodation, foods and service beverage, retail and other services; 3) Access, is a system to streamline transportation from accommodation to attractions and vice versa. The system can be in the form of bicycle lanes, buses, and other transport; and 4) Ancillary services, covering marketing, development and coordinating tourism activities. These organizations can be either government or private organizations. Some organizations can be regional or national.

Bangelan Village is situated in the Wonosari District of East Java's Malang Regency. Table 1 lists the prospective tourist attractions in Bangelan Village that can be visited, including:

4.3 Tourism Village Development as a Policy Innovation Breakthrough

A tourist village, in Nuryanti's definition, is a framework of community life that combines attractions, lodging, and supporting amenities in accordance with the laws and customs that apply to it.

Rural tourism, on the other hand, is defined by Joshi as tourism that includes the overall rural experience, natural attractions, traditions, and other distinctive elements that can draw visitors.

A village will be able to become a tourist village if it meets the following criteria: 1) All of nature's, culture's, and humans' creations are considered tourist attractions. 2) Mileage, which is the distance from tourist areas, especially tourist residences and also the distance from the provincial capital and district capital. 3) Village size, in terms of its inhabitants, features, and location This criterion pertains to a village's capacity for tourism. 4) The belief system and society are important aspects considering that there are special rules for the community of a village, what needs to be considered is the religion that is the majority and the existing social system. 5) Infrastructure is readily available, including telephone networks, electricity facilities, and transportation services.

Quoting from Subagyo's opinion, when viewed from the perspective of people's lives, rural tourism or village tourism is a form of tourism with objects and attractions in the form of village life which has special characteristics in its community, natural and cultural panoramas, so that it has opportunity to be used as a commodity for the community. Tourists, especially foreign tourists. Village life is a popular tourist destination because it serves as both an object and a topic of tourism, organizing its own range of tourism-related activities and allowing the locals to actively benefit from the outcomes. As a result, the community's participation will determine how long this village's activities continue. The level of activity, its setting, and community support all have a significant impact on the success of village tourism. The activity must also be developed in accordance with the preferences of the community rather than unilaterally. Get support from the local community, not just from a particular individual or group. Initiatives to move venture capital, marketing professionalism, a clear image must be developed because the desire of tourists is to look for special things and attractive products.

In Indonesia, tourist villages are classified into two types: the structured type and the open type, depending on the structure, method, and style of management. Structured type/enclave, which is distinguished by: 1) a tourist destination with regionally appropriate infrastructure. This type has advantages in the image it develops, allowing it to enter the global market, 2) In order to reduce the harm it causes, the area is typically set apart from the neighborhood or the local populace. Additionally, the resulting sociocultural contamination will be quickly identified, 3) The site is not very big and nonetheless has the potential for coordinated and integrated planning. It is envisaged that it will look to be some sort of agency to obtain foreign funds as the key component to obtaining star hotel services. b. The open kind (spontaneous) is distinguished by the traits of expanding and fusing the region with the framework of life, as well as both space and pattern with the neighborhood. The local community can directly benefit from the sharing of tourist-generated cash. The drawback is that it quickly spreads throughout the local population, making control more challenging. The building of a harmonious relationship between local residents, natural and cultural resources, and tourists serves as the benchmark for the growth or development of people-based tourism as the foundation for this tourist village. This is evident from: a. There is an increase in enthusiasm for community development through the establishment of an organizational forum to accommodate all forms of community aspirations, through a collaborative system between the government and

local communities. b. The existence of the sustainability of the physical environment in the community. The way is through conservation, promotion and creating a harmonious life goal between natural resources, cultural resources, and human resources. And rediscover the potential of these resources. c. The existence of economic sustainability through equity and justice in enjoying the results of development. d. Building systems that benefit the community such as information systems that can be used together. e. Maintaining tourist satisfaction through better service, providing effective, efficient, effective information and prioritizing comfort for tourists.

According to the policy of this tourist hamlet, the shift in the trend of travelers' interest in travel, which recently tends to return to unspoiled nature tourism, is a good thing. In its development, many villages have succeeded in developing tourist villages and organizing their villages into independent villages.

The impacts felt due to the development of tourist villages include: the impact that is felt is not evenly distributed throughout the village area, the good signal and the accuracy of this policy have begun to be felt by the Bangelan village community. These opportunities in the future should be further elaborated and utilized by Bangelan tourism village managers. Moreover, the enthusiasm of the community in supporting this policy is a big capital that can be utilized. A tourism village is a village in the tourism industry that is controlled by the community, and the results obtained are also intended for the welfare of the community itself. This is also given that developing the capacity of rural communities is one very significant feature.

One option is to implement ground-breaking policy innovation in the form of the development of a tourism village, especially in light of the tourism potential that exists in the form of landscapes and other natural potentials that can be developed to be crucial for the development of the Bangelan Regency Tourism Village.

4.4 Strategy in Tourism Village Development in Bangelan Village

A SWOT (Strength, Weakness, Opportunity, and Threats) analysis of Bangelan Village is initially conducted in order to build a strategy for creating a Tourism Village there.

The following are examples of what John Pearce and Richard B. Robinson (1997) define as SWOT analysis factors: Strength (strength) is a resource of abilities or other advantages over rival businesses or the demands or desires of the market that the firm serves or seeks to serve. Weakness is a limitation or absence of resources, talents, or skills that substantially hampers performance. Threats (threat) is an important scenario that is unfavorable in the business environment, whereas Opportunity (opportunity) is an important condition that is positive.

The SWOT analysis in Bangelan Village is listed in Table 2.

Based on the SWOT analysis in the analysis Table 2, which provides a summary of the advantages, disadvantages, threats, and difficulties of building the Bangelan tourist town, the author offers four different sets of tactics that could be used in this situation, namely: 1) Promotion to tourists by utilizing various platforms followed by branding of the Bangelan tourism village, 2) The promotions carried out need to explore the uniqueness of the village which aims to form the characteristics of the Bangelan tourist village (based on local wisdom), 3) Cooperation between the Village Government and the Regency

Table 2. SWOT Analysis in Bangelan Village

NO	SWOT ASPECT	SWOT ANALYSIS BANGELAN VILLAGE
1.	Strength	Bangelan Village has a long history during the Japanese colonial era, and is known as an area with enormous potential including: coffee plantations, springs and huge tourism potential. It has a spring (Tanaka Waterfall) whose name is taken from the name of a Japanese general, General Tanaka. In addition, Bangelan coffee plantations have also existed since the Japanese colonial era.
2.	Weakness	Although it has enormous potential, community empowerment efforts to improve the community's economy and village tourism development have not been optimal.
3.	Opportunity	Has a lot of potential, including the potential for natural resources, human resources, facilities and infrastructure, and agriculture, which includes agriculture, plantations, and the home industry sector. As a result, Bangelan Village is open to taking suggestions from the community and working with partners, such as PTPN XII, the DKI, and the DKI.
4.	Threats	If the tourism potential is not managed through good management, it can become a threat to the sustainability of Bangelan village tourism, including: environmental impacts, financial management management, unsustainable promotions, lack of Human Resources to manage resource results in Bangelan Village.

Government to support Bangelan Village tourism and 4) Community Empowerment of Bangelan Village and surrounding areas to support these promotional activities.

4.5 Community Empowerment: Big Capital for Tourism Village Development

The author and the team present the Bangelan Village government with a number of initiatives as a means of empowering the community to promote tourism potential and are anticipated to be able to enhance the economy of Bangelan Village generally and the Bangelan Village community.

Community empowerment is a type of development that puts the needs, challenges, and possibilities of the community first. Empowerment is intended so that people are able to be empowered, and have competitiveness towards independence.

Considering that Bangelan Village has a long history during the Japanese colonial period, therefore the tour that the team offers to the Bangelan Village government is to organize a historical tour using a jeep, because the terrain taken is mountainous terrain. The tour route are: tourists are invited to tour the Bengalan coffee garden, under the shade of coffee trees to enjoy the History of Bangelan Coffee. After that, tourists continue the journey to the Coffee Factory that has existed since the Japanese colonial era, followed by tourists to the cafe to taste the original Bangelan coffee and Ettawa goat's milk, after that, tourists are guided to enjoy the coldness of the Tanaka spring (Tanaka Waterfall) with Japanese nuances, also enjoy food and coffee around Tanaka Waterfall.



Fig. 1. Coffee Tour Bangelan Village

If it is stated in the picture, then the tour route is as follows (Fig. 1):

In terms of community empowerment, which seeks to, among other things, strengthen the community’s economy, it aspires to: 1) Become a local guide for tourists, 2) Become a tourist jeep driver; 3) Optimizing handmade to be used as souvenirs, and 4) Processing agricultural and fishery products, for example: coffee sachets, goat milk sachets, mujair chips, fruit chips, which can later be used as gifts, souvenirs, or food and drinks served for tourists.

5 Conclusion and Recommendation

The findings of this study are as follows: The Bangelan village community’s support for the growth of the Bangelan tourism village begins with the planning stage in each village meeting and banjar discussion, continues with the building of facilities and infrastructure, and ends with community management. The community is actively involved in the process of constructing facilities and infrastructure, both as workers and as a team carrying out tasks. This shows how the village government and the locals work together to support the development of the tourist village.

Building collaborative/partnership integrated tourism through increased promotion, stressing the distinctiveness of outstanding product commodities, and cultivating a positive village image is the method that must be used to create the Bangelan tourism village as an advanced tourist village.

Bibliography

1. Chris Cooper, John Fletcher, David Gilbert, Alan Fyall, S. W. (1993). *Tourism Principles & Practice*. United Kingdom: Longman Group Limited.
2. Eko, S. (2014). Villages to Build Indonesia. In *Academia.Edu*. <https://doi.org/10.1038/ncomms12854>
3. John Pearce and Richard B. Robinson. (1997). *Management Strategy Formulation, Implementation and Control*. Jakarta: Literature Binarupa.
4. Wearing, S.L. and Donald, Mc. 2001. "The Development of Community Based Tourism: Re-Thinking The Relationship between Tour Operators and Development Agents as intermediaries in rural and isolated area Communities. *Journal of Sustainable Tourism*.
5. Made Antara dan I Nyoman Sukma Arida, *Panduan Pengelolaan Desa Wisata Berbasis Lokal* (Denpasar: Pustaka Larasan, 2015), 7
6. Oos M. Anwas, *Pemberdayaan Masyarakat di Era Global* (Bandung: Alfabeta, 2013),48
7. Suharsimi Arikunto, 2012, *Prosedur Penelitian Suatu Pendekatan Praktek*, Jakarta, Rineka Cipta, 126
8. Abdulkadir Muhammad, 2004, *Hukum dan Penelitian Hukum*, Bandung, Citra Aditya Bakti, 134
9. Bambang Waluyo, 2002, *Penelitian Hukum Dalam Praktek*, Jakarta, Sinar Grafika, 15

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

