



Community Empowerment Based on Regional Potential: A Case Study of Mandalika Local Communities

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Abstract. This study aims to identify and analyze the implementation of community empowerment in Mandalika based on local potential. To achieve this goal, this research uses qualitative research with a case study approach. In line with the research objectives, this research focuses on answering the problem formulation by referring to the five dimensions of community empowerment, namely enabling, empowering, protecting and fostering. The results of the research show that of the five dimensions of community empowerment, there are two dimensions that have not been implemented optimally, namely the protecting dimension and the fostering dimension. Some of the obstacles in the empowerment process are the problem of the community's ability to capture potential and funding problems.

Keywords: Community Empowerment · Regional Potential · Local Communities

1 Introduction

Regional governments absolutely know more about development potentials and problems, especially in line with efforts to increase regional development resources by leveraging regional potentials. One of the efforts to accelerate regional development based on local potential is to apply SEZs or Special Economic Zones. One of the SEZs that is considered very potential is the SEZ Mandalika. Located in the southern part of Lombok Island, Mandalika SEZ was established through Government Regulation Number 52 of 2014 to become a Tourism SEZ. The development of the Mandalika SEZ as a tourism-based special economic zone, in its development is in line with the designation of the Mandalika area as one of the ten priority tourism destinations at the national level [1].

Central Lombok is one of the strategic tourist destinations in West Nusa Tenggara Province that close to the Lombok International Airport, which is an international scale airport in the middle of the island of Lombok. Based on tourism statistics for Central Lombok Regency in 2019, it is known that in 2017 there was a drastic increase in the number of tourists visiting Central Lombok district and even exceeding the target set. However, it is undeniable that since 2018 the number of tourists visiting the Central

Lombok district has continued to decline due to the earthquake at the end of 2018. What's more, West Nusa Tenggara tourism has been shaken again by the Covid-19 outbreak in early 2020. But in this case it is not only West Nusa Tenggara tourism that has experienced shocks as a result of the spread of this virus but international tourism has also been affected. Kuta Mandalika is a tourist destination in Central Lombok which is quite widely recognized and favored by tourists and has received special attention from the government. Mandalika is one of the Special Economic Zones (KEK) in Indonesia which is specifically intended to develop the economy from the tourism sector. Apart from that, the Mandalika tourist area is also in the spotlight because there is the construction of the MotoGP circuit which is expected to have a big positive impact on the development of Indonesian tourism.

Local governments are aware of the benefits of the existence of tourist destinations, especially on an international scale for the national, regional and individual community economies. This has caused the Central Lombok Regency government to pay more attention to efforts to accelerate the realization of the development of the Mandalika SEZ. For this reason, the Central Lombok district government from the start has had a development policy for the SEZ Mandalika which is oriented towards the welfare of the local community, through community empowerment. The problem is strengthening at the implementation level through the support of the policy itself and the use of all existing resources within the government. Ardana et al.'s research in 2020, found that communities need empowerment from the government or other parties, to support them in contributing to the existence of SEZ Mandalika. This research focuses on the implementation of community empowerment around the affected areas of the Mandalika SEZ, finding obstacles in its implementation, then used as a basis for improving the entire existing empowerment process. Based on the problem occur, the formulation of the research problem is "How is the Community Empowerment Process for Communities Affected by the Development of SEZ Mandalika based on Local Potential?".

2 Theoretical Review

2.1 Special Economic Zones

Special Economic Zones are areas with certain boundaries that have regional geoeconomic and geostrategic advantages and are given special facilities and incentives as an investment attraction (kek.go.id). Until now, there are eighteen (18) SEZs in Indonesia spread from west to east of Indonesia, supported by the provision of infrastructure, provision of facilities and incentives and ease of investment. Special Economic Zones (KEK) can be a big opportunity for a region in Indonesia in facing the global economy. Some of the positive impacts arising from the existence of Special Economic Zones include:

- Can open up jobs in large numbers so as to absorb labor and can reduce the unemployment rate.
- By absorbing labor, it will increase per capita income which will increase people's purchasing power.
- Increased public purchasing power will encourage other real sector activities such as increased trade in goods and services.

- The existence of this Special Economic Zone will become a place for various industrial and trade activities to take place which will accommodate the production of plantations, crafts, fisheries and agriculture.
- With the existence of a shelter for the results of the community, it will also increase income and improve people's welfare.
- With the development of Special Economic Zones activities, it is hoped that it will encourage the development of other supporting service industries which will become places of business for the community around the SEZ.

2.2 Community Empowerment Based on Regional Potential

Hamid states that empowerment is “a series of activities to strengthen and optimize empowerment (in the sense of ability and competitive advantage) of weak groups in society, including individuals who experience poverty problems”. Empowerment by raising capabilities and competitiveness will be able to take advantage of existing external opportunities, so that development or the like carried out by the government can be absorbed or utilized by the empowered community. This context must be carried out by the government, so that the development carried out has a meaning for the welfare of society in a fair manner. Community development is a movement designed to promote better living for the whole community with the active participation and on the initiative of the community [2]. Community development is a movement design to improve the standard of living, carried out by the participation and initiative of members of the community. Empowerment boils down to community self-reliance (independence). Its implementation refers to six conceptual [3] the following 1) learning by doing; 2) problem solving; 3) self-evaluation; 4) self-development; 5) self-selection and 6) self-decision. The existence of the Mandalika KEK Task Force is very important to know this strategy so that the empowerment process that is carried out can run well. The implementation of the six concepts is carried out by 1) creating an atmosphere or climate that allows the potential of the community to develop (every village, community, individual has power, findings on these aspects are very important); 2) efforts are carried out by strengthening the potential or power possessed by the community; 3) empowerment is not only about strengthening individual members of society, but also intermediaries; 4) increase community participation and 5) protect (in the empowerment process) efforts to weaken other parties.

3 Research Methodology

This research seeks to know in depth, identify and analyze the implementation of community empowerment in Mandalika based on local potential. Therefore, this study uses qualitative research with a case study approach. In line with the research objectives, this research focuses on answering the problem formulation by referring to the five dimensions of community empowerment, namely enabling, empowering, protecting and fostering.

4 Results and Discussion

4.1 Community Empowerment in Mandalika

In every development process at Mandalika, ITDC has also involved the involvement of local residents by requiring contractors to employ at least 30 percent of local residents. In addition, in the future, it is hoped that with the construction of a hotel with a capacity of 100 thousand rooms, it will be able to absorb more than 30 thousand local residents. ITDC also provided training on waste management and a waste bank system in the buffer villages of the Mandalika Tourism SEZ in 2019.

Enabling Dimension. This dimension refers to efforts to create an atmosphere or climate that allows the community's potential to develop optimally. The development of the Mandalika SEZ can be categorized as an effort to create a climate that can optimally increase the potential of the community. The existence of an area that has the potential to become a SEZ has basically been identified as a strategic potential for the local government. In the context of community empowerment, it can be said that the government and ITDC have tried to create an atmosphere or climate so that people's potential can be optimized. There are at least two efforts made, namely providing facilities and infrastructure as well as optimizing policies to improve the community's economy. The Mandalika urban and tourism infrastructure development project (hereinafter referred to as the "Project") is designed to protect the culture, environment, and natural beauty of Mandalika which are regional assets. It is hoped that this project will not only benefit the people within the Mandalika area, but also the people of Lombok more broadly in supporting sustainable development and helping to alleviate poverty on the island of Lombok. Regarding the policy of optimizing economic growth, business actors in KEK are given facilities in the form of 1) PPh facilities; 2) suspension of import duty, 3) exemption from excise duty for main or production auxiliary materials, 4) no VAT is collected, 5) no PPNBM is collected, 6) no import PPh is collected; as well as many other conveniences, including local tax facilities (articles 30–35 of Law No. 39 of 2009). KEK business actors also get convenience in obtaining land rights, licensing facilities and others. Alternative businesses in the SEZ zone can be in the form of export processing, logistics, industry, technology development, tourism, energy and others.

Empowering Dimension. This dimension refers to efforts to strengthen the knowledge and abilities possessed by the community in solving problems and meeting their needs. The aspect of community empowerment seen here is empowerment in the economic aspect including in terms of employment and income. Some of the empowerment activities that have been carried out include:

Empowerment Through Community HR Capacity Building. In the Tourism Residential Facility development program (Sarunta) in the Village Kuta, has conducted training several times. Training is carried out in 4 waves where each wave consists of 40 participants. Theory training related to sanitation hygiene, cleanliness, housekeeping, and governance. There is also training for Sarunta from the village ministry, namely how to

combine marketing with IT. Sarunta owners can join with travel or airlines to market Sarunta products (homestays).

MSME Training. The participants in this training were small business traders selling around Kuta Mandalika beach. The purpose of this training is to provide understanding to the public about what must be done in hawker trading activities so that they can experience improvement. Communities need to understand what they have, how to process and manage what they have, how to do marketing, how to develop it and so on.

Homestay Management Training. Training the community on how to manage or manage homestay finances. This training was held for homestay owners, especially in Sarunta. As is known, most of the beneficiaries of Sarunta are the elderly, so sometimes they learn on their own.

Training for Village Youth. Training for village youth is a form of empowerment carried out by the ITDC company by embracing the Kuta Village Pokdarwis and the Kuta Village Youth Organization. The training included 40 young people from Kuta Village who discussed housekeeping and front office. They were trained on how to organize hotel rooms and how to serve guests at the front office. The training for Kuta Village youth was carried out in 2019.

Socialization of Child Protection in Tourist Villages. This socialization was carried out to provide understanding to the community so that they understand the position and rights of children in tourism activities. The children in question are minors who sell around on Kuta Mandalika beach and its surroundings. Socialization is not directly given to the intended children but is aimed at parents or adults who have responsibility for the children's activities.

Community Empowerment Through Increasing Entrepreneurship. In terms of increasing entrepreneurship in the Kuta Village community, PNM has collaborated with ITDC to guide the local community by forming a savings and loan group with the hope that it can help the community run a business. With a savings and loan group, people can easily form a business or run a business they have formed. As for improving the standard of living of the people and a decent place to live while at the same time increasing the people's economy, the government has implemented the Sarunta program. The government also provides assistance to the community in the form of grants for the development of homestays owned by the people of Kuta Village.

Protecting Dimension. Protect society, especially weak groups from being oppressed by strong and dominant groups, avoid unequal competition, prevent the exploitation of strong groups against the weak. In this dimension it can be concluded that the "protecting" efforts carried out by the government, especially local governments are still not strong enough. This is indicated by the absence of specific policies that regulate community rights in community empowerment carried out by ITDC.

Supporting Dimension. Support means providing guidance and support to weak communities so that they are able to carry out their roles and functions in life. The importance of SEZs in national economic development, the SEZ National Council was formed, so that SEZs can be declared as central government projects. However, the regional government cannot release all SEZ management to a party appointed by the National SEZ

Council. Local governments must be active in preparing the potential that exists in the regions, including efforts to increase community competence so that they can take advantage of the existence of SEZs. A large number of natural resources, especially land and agricultural land as well as fishery areas, have changed their functions. Thus, the people around SEZ Mandalika need adaptation to continue to have a role and position and benefit from various existing developments and developments. From the perspective of communication science, it is possible for local residents to actively participate and take on roles if citizens can become a well-informed society because they get access to a variety of adequate public information from authorized sources, as well as containing messages that enable the local public to take a stand, empower themselves to participate and benefit from. Therefore, good public communication is needed between stakeholders so that the empowerment process can occur. The Central Lombok district government as the actor in the development of the Mandalika Special Economic Zone has played the biggest role compared to other levels of government. This can be seen in the spatial aspect of the institutional setting. The Central Lombok Regency Regional Tourism Development Master Plan provides a detailed explanation regarding the division of the tourism area into the northern development area, the central development area, and the southern development area. Meanwhile, other regulations concerning the Mandalika Special Economic Zone only discuss the delineation and boundaries.

4.2 Supporting and Inhibiting Factors in the Empowerment Process

Based on the statements of various parties starting from the Central Lombok Tourism Office, the Head of Kuta Village, and the Chair of the Pokdarwis of Kuta Village, the main obstacle in the process of empowering Kuta Village is the problem of cost. From the side of the community itself they are very enthusiastic to take part in an empowerment activity. However, due to cost issues, sometimes the quota of participants who can participate in training activities is limited. And because of the limited quota to attend the training, sometimes only people who have certain links or access can take part in the training activities. Apart from problems regarding funds, there is a major obstacle that cannot be avoided, namely the Covid-19 virus outbreak. Another obstacle is that sometimes there is a lack of communication in the community so that not many people are aware of the existence of a training or empowerment activity. Information on empowerment activities only circulates in a community group so only a group participates in or benefits from the empowerment.

The lack of resources and capabilities of the people of Kuta Village is also an obstacle in the process of empowering the community itself. Regarding this matter, in the community empowerment process in the form of providing Sarunta funds, people who do not have their own land cannot receive benefits from the Sarunta. Meanwhile, in community empowerment in the form of training, sometimes they have a habit of wanting everything practically or in other words, they are impatient to benefit from the training activities. This is supported by the existence of a community mindset which states “now work, now also get results” so that it is a little difficult to hone the community. What is also an obstacle in the process of community empowerment is the existence of community actions that place things out of place. Where you want something but there is no

desire and ability to fulfill it. As was the case in the process of working on the Mandalika MotoGP circuit, many people complained that the absorption of labor in working on the circuit was mostly from outside the area, while the people of Kuta Village themselves did not have the skills or potential to work on the circuit project. The fact is that there are also many people who are unable or unable to survive in doing work on the circuit project.

5 Conclusion

The development of the Mandalika SEZ in the Pujut sub-district, Central Lombok Regency is intended to be able to provide benefits in terms of (indicators), namely increasing the GRDP of Central Lombok Regency and also increasing Regional Original Income (PAD), besides that it is also able to improve the State from Non-Oil and Gas. While the benefits for the community around the area are to get new business fields, at the village, sub-district and district levels, which lead to an increase in community welfare. Communities around SEZ Mandalika need to get support from the government, managers (PT.ITDC), from entrepreneurs related to other related parties, to strengthen capacity/independence, so that they are able to realize their readiness to contribute to the development of SEZ Mandalika. Support and or in the community can be in the form of information, training/processing, ease of doing business, capital and others. Steps that need to be taken are business feasibility studies in several business fields as well as an analysis of the potential of the community (individuals, groups and communities).

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