

THE TOURISM DEVELOPMENT THROUGH CBT IN PONGGOK VILLAGE

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ABSTRAK

Community-based tourism (CBT) merupakan salah satu pendekatan yang populer dalam pengembangan pariwisata. Prinsip utama CBT adalah memberikan akses kepada masyarakat dalam pengelolaan dan pengembangan pariwisata secara merata. Selanjutnya tujuan utama CBT adalah mewujudkan pemberdayaan masyarakat di bidang pariwisata. Oleh karena itu, komunitas memiliki keunggulan kompetitif untuk meningkatkan kualitas pariwisata dan mempertahankannya (Hausler dan Strasdas, 2003).

Pada tahun 2015 Ponggok menerima Dana Desa dari pemerintah pusat. Melalui anggaran tersebut, pemerintah daerah membentuk Badan Usaha Milik Desa (BUMDes) yang fokus pada pengembangan pariwisata. Dalam pengembangan pariwisata, Ponggok memanfaatkan mata air Ponggok sebagai daya tarik utama.. Berdasarkan fakta tersebut, maka penelitian ini ingin mengkaji "apakah keberhasilan pengembangan pariwisata di Desa Ponggok termasuk dalam Community Based Tourism (CBT)"?. Penelitian ini menggunakan metode deduktif - kualitatif - rasionalistik. Teknik analisis penelitian ini adalah deskriptif kualitatif, komparatif dan kontras.

Pengembangan pariwisata Ponggok sesuai dengan prinsip, karakteristik dan dimensi pembangunan yang berbasis masyarakat. Hal tersebut memungkinkan masyarakat setempat untuk mengontrol dan terlibat dalam pengelolaan pariwisata. Selain itu, menarik pemberdayaan masyarakat dan berbagi manfaat pengembangan pariwisata kepada pelaku langsung dan tidak langsung. Dalam situasi saat ini, semua orang memiliki pekerjaan, dan angka kemiskinan dapat dikurangi secara signifikan.

Kata Kunci : Pariwisata; Pembangunan; Masyarakat

ABSTRACT

Community-based tourism (CBT) is the most popular approaches in tourism development. The main principle of CBT is giving access to the community in tourism management and development equally. Furthermore, the main goal of CBT is creating community empowerment in tourism. Therefore, the community has competitive advantages to enhance tourism quality and keep it sustain (Hausler and Strasdas, 2003).

.In 2015 Ponggok received the village Annual Budget (Dana Desa) from the central government. Through that budget, the local government establish the Village Company (BUMDes), which is focusing on tourism development. In the tourism development, Ponggok attempt to use Ponggok water springs as the main tourist attraction.. Based on these facts, this research wants to examine "is the successes of tourism development in Ponggok Village belongs to Community-based tourism (CBT)"?. This research uses the deductive – qualitative – rationalistic method. The analytical techniques of this research are descriptive qualitative, comparative and contrast.

The tourism development of Ponggok appropriate to the principle, characteristic and dimension of community-based development. It allows the local community to control and involved in tourism management. Moreover, it attracts community empowerment and shares the benefit of tourism development to direct and indirect actors. In the current situation, all people have a job, and the number of poverty can be decreased significantly.

Keyword: Tourism; Development; Community

1. INTRODUCTION

Rural in Indonesia is recognized as left behind the area with a high poverty level as a mental issue. This condition commonly results in the unavailability of the local government to optimize the rural resource and conduct the development properly. Furthermore, the lack of human resources makes the rural area still in the worst situation. The younger generation of the

rural area prefers moves to the town to work in their homeland. In their paradigm, they become industrial labour better than any other occupation in the rural area. Depend on this rural problem, the central government considering the policy to improve the development through Village Annual Budget Allocation or "Alokasi Dana Desa" (ADD). This program directly transfers the development budget to the local

government. Thus, the local government can implement rural development planning effectively.

Ponggok village is one of the rural areas where receive the Village Annual Budget Allocation from the central government. By using the Village Annual Budget Allocation, the local government improve the village revenue, decrease unemployment dan increase the villager's income. The first step in change the rural condition in establishing the Village Corporation. The corporation role to manage all economic activity in The Ponggik Village and to maximize the natural resources. Besides that, the local government (village government) stimulating the empowerment of the people by providing education and socialization regarding tourism management and the possibility of people participating in that program.

2. DATA AND METHOD

2.1. Data

Ponggok village has a five water springs as a natural potency, they are Ponggok, Sigedang, Kapilaler, Cokro and Besuki. Among them, the Ponggok Water spring is the biggest one. It has 70 m in length, 40 m wide and 735 l/second water debit. The existence of the water spring in Ponggok Village is caused by geographical condition. Specifically, It locates in the valley between Merapi and Merbabu Mount. With that potency, the community use it to drive economic activity such as fishery and agriculture. Besides that, the water spring is also used by the local water company (PDAM) as raw water material. Thus, the water company pay some money to the local government (pemerintah desa) as compensatae.

Unfortunately, that local economic activity does not effective to increase community welfare. It is indicated by the high unemployment number of the younger generation until many villagers in debt to the rentenir or small bank called "bank plecit". Those conditions make the community live in poverty with per capita income of only Rp. 300.000 – Rp 400.000 per month.

In 2009 the head of Ponggok Village, Junaedi Mulyono, tried to face the problem by establishing the village company called BUMDes Tirta Mandiri. This company attempt to manage fishery and farming activity. The role of

the village company in fishery and agriculture consists of :

1. Provide the quality seeds of fish and paddy;
2. Advice the water usage of fishery and farming;
3. Promote the product to the market;
4. Promote the added value of fishery and agriculture products.

Trough BUMDes Tirta Mandiri the local economy can improve the community welfare and increase the village revenue in between 400 million rupiahs per years. However, the head of the village aims to get higher community quality live improvement. Thus, he promotes tourism trough water spring. This idea comes from the philosophy: the water is a source of life". The political will of the village government inherent with the central government in case of rural development trough Village Annual Budget Allocation.

In 2015 Ponggok Village received ADD budget from the central government of about 1 billion rupiahs. Through that budget, ponggok build water tourism based on the water springs, especially Ponggik Water Spring. Ponggok introduces many kinds of tourism attracting such as diving, snorkelling, water playground and fishing ground. Trough, the water tourism Ponggok, earns 600 million rupias per month or equal with 7,2 billion per mount. The revenue divided into four usages. 30% of them become a village government budget, 30% for operational, 30 % form BUMDes Capital Saving and 10% for corporate social responsibility. Nowadays, BUMDes Tirta Mandiri hires about 82 workers in the tourism sector. All f them is the Ponggok Villagers. They earn a salary higher than the standard regional income of Klaten Regency per mount. Besides that, the existence of Umbul Ponggok creates many informal sectors in food vendor, homestay, transportation sectors and others. The multiplayer effect of water tourism in the Ponggok Village face unemployment and poverty problem. Recently all younger generations have an occupation both in the formal and informal sector).



Figure. 1. Underwater Photography (Observation, 2019)

The first attraction in Ponggok Village is underwater photography. This attraction diving activity mixed with photography in the water. In the water, the tourist can take a picture with several things which commonly find in daily life such as a motorcycle, bike and television. On the water, they can take action look like doing the daily activity and capture that moment. This attraction requires the diving ability for the tourist who wants to do it.



Figure. 2. Walker (Observation, 2019)

Walker is the tourist attraction which offers the experience in underwater without diving skill. The tourist should wear a transparent helmet that has a pipe to breathe. Trough this toll, they can interact with fish in the water and can walk around the water springs. The walker is usually used by the adult to enjoy the water springs.



Figure 3. Ponggok Ninja Warior (Onsevation, 2019)

The Ponggok Ninja Warrior is like a water playground and adopts the Ninja Warrior television show concept. This playground consists of many games which have a different challenge. At this playground, the tourist can try their agility like jump, run and so on. The Ninja Warrior Playground located in the middle of the water spring. It is usually played by children to enjoy the water spring.

In term of tourism promotion, BUMDes Tirta Mandiri uses the internet to attract tourism coma to enjoy Ponggok Water Spring. They use many kinds of social media such as Facebook, Twitter, Instagram and vacation blog. Moreover, this destination became more popular because of many vlogs on youtube. The Instagram-able: image make Ponggok Water Springs popular with the younger generation. The promotion is conduct by the community and organized by BUMDes.

2.2. Method

The research regarding "The Tourism Development Towards CBT in Ponggok Village" use the deductive – qualitative – rationalistic approach. The deductive is conducted by search the theory regarding Community-Based Tourism. Secondly, decide the appropriate study area where CBT and tourism development are implemented. Thirdly collect the empirical fact and the data from the study area. The last is comparing the theory and empirical data.

The qualitative method is chosen because this research based on qualitative facts such as the role of community, an initiative of community and participation. The qualitative method involves the analysis tool of the study. Thus, it uses descriptive qualitative, comparative and qualitative normative as the analysis tools. The qualitative also make the data deeper to illustrate the condition because considering the intangible aspect of the community.

In the collecting data phase, this research uses the primary and secondary technique. The primary is conducted by interview and observation. The secondary is conducted by the literature study. In the interview, this research using purposive sampling. The respondent of the interview is the chief of the village, the manager of BUMDes and the people who involve in tourism development. The observation is

conducted by direct observation and take a picture to collect the empirical data

3. RESULT

Ponggok water spring is a tourist destination that can be developed through Village Annual Budget Allocation and community empowerment. Ponggok tourism development can be categorized as a success story of tourism development with a CBT approach. It fulfills the principle of CBT.

Table 1. CBT Principle Compare to Ponggok Condition (Analysis, 2021)

Num	CBT Principle	Ponggok Condition
1	Allow the local community to control and involved in tourism management.	Ponggok water spring is the natural potency located in Ponggok Village. Thus, everyone in Ponggok Village has a responsibility to conserve and rights to use. Through BUMDes Tirta Mandiri, the community, can involve in the tourism development and become an actor to manage the tourism in Ponggok
2	The community who has undirect involvement in the tourism development still receive the benefit from the tourism development	Ponggok Tourism is not only giving a benefit to the villagers who involve directly in tourism management but also another person in that surrounding area. The multiplayer effect of tourism creates several occupations in the informal sector, such as street food vendor, homestay and transportation sector.
3	Require community empowerment and equally benefit distribution.	The BUMDes open the member of the community to be a direct shareholder. It means the benefit of tourism distributes directly to them. The tourism destination hires about 82 local workers from this village. It is a kind of benefit in term of creating employment.

Num	CBT Principle	Ponggok Condition
		The multiplayer effect creates the street food vendor. The raw material of street food comes from fishery and farming activity such as corn, Nila fish and cassava. In this part, tourism allows the fishery and agriculture to support it.

Based on the table above, Umbul Ponggok suitable for the principle of CBT in term of tourism development. On the other hand, the comparison tool to examine the suitability of tourism development in Ponggok with CBT is continued through CBT characteristic. The comparison between CBT characteristic with the condition in Ponggok is in the table below.

Table 2. CBT Characteristic Compare to Ponggok Condition. Analysis, 2021)

Num	CBT Characteristic	Ponggok Condition
1	Community authorize, support and develop tourism.	Ponggok people realize that the water spring is God giving, and they have to conserve and use it wisely. Water is the basic need to live. It can be used in many kinds of daily life. Based on this philosophy, Ponggok people create water tourism.
2	Involving the community member in every step of tourism development	BUMDes and tourism development are encouraged by Ponggok people.
3	Developing the community spirit and pride	Water spring tourism makes Ponggok People pride and thankful for the existence of the water

Num	CBT Characteristic	Ponggok Condition
		spring, which can improve their quality of life.
4	Improving community life quality	Before tourism development in Ponggok, unemployment and poverty are commons phenomena there. After tourism development, there is no unemployment, and the people welfare improve significantly trough direct or indirect benefit.
5	Guaranteeing environment sustainability	One of the best strategies to conserve the environment makes it as collective ownership. Toward it, the community feel they are also own the water spring and have a willingness to keep the environment sustain because they realize that it can improve their welfare.
6	Keeping the local content and culture	Tourism development does not leave the other local economic activity such as fishery and agriculture, because people can sell the product in that place.
7	Supporting the tourism knowledge exchange	The success story of the tourism development in Ponggok makes many other villages want to learn from them. Ponggok village is open to study visit from other villages in term of ADD usage to develop tourism.

Num	CBT Characteristic	Ponggok Condition
8	Respect in cultural diversity	Ponggok village does not differentiate the visitor based on anything. Everyone around the world can visit and enjoy the water spring.
9	Distribute the benefit to the member equally	Umbul Ponggok creates a direct and indirect benefit in social and economic. The Ponggok people who either have direct or indirect involvement receive that benefit.
10	Optimizing the community involvement	The community involved in tourism development from the idea up to tourism management.

Based on the table above, Umbul Ponggok generally has the same characteristic as the CBT approach. The only one un full suitable with CBT characteristic is in the pluralism point. Because Umbul Ponggok does not create culture attraction. The last comparative tools are the CBT dimension. The comparison between the CBT dimension and the actual condition in Ponggok is in the table below.

Table 3. CBT Dimension Compare to Ponggok Condition Analysis, 2021)

Num	CBT Dimension	Ponggok Condition
1	Economy	Umbul Ponggok tourism is developed trough ADD, and it gives direct and indirect economic benefit such as income for the village, income for workers, multiplayer effect, and creates employment.
2	Social	Umbul Ponggok can work properly because of the role and community

Num	CBT Dimension	Ponggok Condition
		empowerment towards BUMDes Tirta Mandiri. BUMDes Tirta Mandiri is not an only economic company but also a community organization. It can be a place for strengthening the social bond in Ponggok Village.
3	Culture	The Umbul Ponggok is not cultural tourism but natural invention tourism. However, all tourists from around the world can visit and enjoy it freely.
4	Environment	Through BUMDes Tirta Mandiri, Umbul Ponggok is established as a sustainable eco-tourism. They conserve and use the water spring wisely.
5	Politic	BUMDes Tirta Mandiri available to receive advise and critic from the member of BUMDes or the community. Therefore, they can participate in tourism management.

Based on the table above, 4 dimensions of the CBT are appropriate with the tourism development in Ponggok Village. However, the culture dimension does not match with Ponggok condition. Generally, the tourism development in Ponggok Village towards ADD is appropriate with CBT in principle, characteristic and dimension. In this case, the CBT approach is a success to create community empowerment and tourism in Ponggok Village

4. COMCLUSSION

Ponggok people realize that the water spring in their village is the natural potency to develop their economy and improve the quality of life. Therefore, Ponggok makes over the water

spring become modern tourism which has underwater photography, walker and ninja warrior water playground as the attraction. The right strategy in choosing the attraction make Umbul Ponggok become popular. Moreover, the younger generation strongly related to social media such as Instagram and Twitter. So that they look for a good place the take a picture ad uploads it to their social media. One of the Instagram-able places for the younger generation is Umbul Ponggok.

Ponggok Village is one of success place to develops tourism towards ADD. In the process of tourism development, the local government attract and encourage community empowerment. Therefore, Ponggok promotes BUMDes Tirta Mandiri as the manager of tourism. BUMDes Tirta Mandiri is not only an economic company but also a social company. It attracts the participation of the community to give their idea, advice and critic for tourism sustainability. Moreover, BUMDes Tirta Mandiri can be a place to strengthening the social bond and modal social of Ponggok people.

Umbul Ponggok produces significant revenue for the village and community. From ticket, they earn 600 million per month or 7,2 billion per years. Besides that, the multiplayer effect of the Umbul Ponggok creates informal sector such as food street vendors, homestay and transportation sector. It means Ponggok Water springs give a benefit for direct and indirect involvement. That fact in Ponggok tourism development appropriate to community-based tourism. Thus, it can be identified that the successes of Ponggok Tourism are because they use community-based tourism as the tourism development approach.

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