

Tourism Village Development through Empowerment Approach in Kampung Island Besing, Berau Regency

Ghisa Aulia Rahmah¹, Siti Nurbayani K², Nindita Fajria Utami³

^{1,2,3}Sociology Education Study Program, Faculty of Education and Social Sciences, Universitas Pendidikan Indonesia

ghisaaulia@upi.edu

Abstract

This study aims to examine the ongoing process of community empowerment in the development of a tourist village in Kampung Pulau Besing. This type of research is descriptive with a qualitative approach. This approach is used to describe and analyze community empowerment in the development of Pulau Besing Tourism Village. Data collection techniques through interviews, observation, and documentation. Research informants include the Head of the Village, Head of the Tourism Awareness Group, and one homestay manager. The results of community empowerment through tourism village training in Pulau Besing Village, Berau Regency are 1) Increasing public knowledge about tourism, It is proven by the people of Besing Island who have realized that the tourism potential on Besing Island if managed optimally in mutual cooperation will provide an attraction for tourists to visit and have recreation in this village. So that it can move the village economy, where village income is not only relied on in the fisheries and handicraft sectors. 2) The development of independence and creativity, this is implemented with the community having started branding the Kampung Pulau Besing tourist destination through the Instagram Social Media platform, promotions involving influencers and stakeholders, making posters of attractive tour packages, and often creating published content about tourism activities. on Besing Island.

Keywords

tourism village; community empowerment; social capital



I. Introduction

Indonesia is one of the countries with very fertile geographical conditions, has very abundant natural resources and also has its own uniqueness in each region. Until now, Indonesia has 83,381 villages spread across 34 provinces, which can be seen as tourism potential both from the point of view of its natural potential and its social potential in driving the economy in the village. Therefore, from now on, the public must begin to be aware of its potential in the tourism sector, because there are many areas that have very beautiful and amazing natural beauty, if developed properly will have a positive impact on the surrounding community. One of the tourism sectors that is on the rise is the tourist village. In Indonesia itself, tourist villages are not foreign anymore, especially as the times progress, people are increasingly thinking creatively to change their respective villages so that they are better

known by the wider community, even more so by foreign countries. The number of modern tourism models and wanting to create a new tourist atmosphere such as returning to feel life in the countryside and also being able to interact with the community and its socio-cultural activities makes a lot of tourism in rural areas packaged in the form of tourist villages.

Tourism village is currently one form of implementing community-based and sustainable tourism development which is widely used as an opportunity to improve people's living standards. By separating the chain of poverty, it is expected to be able to free from powerlessness and grow strength and have independence (Tukiman, 2019). Tourism development in villages with various potentials is expected to be managed by the community by adopting the concept of Community Based Tourism (CBT). CBT as a form of tourism that provides opportunities for local communities to control and be involved in tourism management and development (Hausler, 2005). The main focus of CBT is local communities, how to encourage involvement, participation, and benefits for citizens from tourism activities, and encourage the community towards sustainable tourism development (Pookaiyudom, 2013). The application of the CBT concept in tourism development will provide maximum opportunities for local communities to participate in tourism activities. The idea of activities also emerged from the community based on existing local wisdom. Furthermore, the management is carried out by the community in a participatory manner, and the benefits can be directly felt by the community. Thus, CBT contains the concept of community empowerment (Wahyuni, D., 2018). Local wisdom and community cultural traditions can be the main drivers of tourist village activities. In addition, local communities that grow and live side by side with a tourist attraction become part of an interconnected ecological system.

Besing Island is one of the villages in the Gunung Tabur sub-district, Berau Regency, East Kalimantan Province, Indonesia. This village is included in one of the tourist villages in Berau Regency. Pulau Besing village has a population of 322 people, uniquely all residents in this village are Muslims and are the original local people of this village. The tourism potential in this village is, there are red-nosed proboscis monkeys throughout the village land area, the surrounding community calls it 1000 proboscis monkeys, there are also kaluang (bats) animals, this village is also an island so that you can use riverside activities to enjoy natural beauty in the village of Pulau Besing. Not only that, this village also has cultural potential, namely making house roof crafts from nipa palm. The last potential in this village is the abundance of giant prawns, so this makes Pulau Besing Village known as a shrimp-producing area. With the natural and cultural potential of Pulau Besing Village, of course it can be a special attraction for people outside the village, it's just that the challenges faced today are that the people are not really motivated that Pulau Besing Village has tourism potential that is able to move village economy. The lack of knowledge and skills of the community in the tourism sector makes this village less viewed by tourists, both local and international. Meanwhile, the natural potential (proboscis monkeys and kaluang) outside Berau as a source of income for residents, because tourists have to buy packages at a high enough price to enjoy the attraction. However, in Kampung Pulau Besing, all the tours can be enjoyed at an affordable price. Currently the focus is how to manage these advantages so that they can also be used as income, not only for the village, but also for the Besing Island community.

Based on the problems found in the observations, community empowerment is the right step that can be done in this village. This is important because it is based on the community's need to understand more deeply about the knowledge and skills in managing tourist villages as a tourism sector. The development of a tourist village in Pulau Besing Village is inseparable from the active role of the community as an effort to empower the local community. This paper aims to examine the ongoing process of community empowerment carried out.

II. Review of Literature

2.1 Tourist Village Concept

A tourist village is a rural area with an overall original and distinctive atmosphere both from socio-economic life, socio-cultural, customs, daily life, has a distinctive architecture of buildings and village spatial structures, interesting economic activities, and has potential that can be developed. such as attractions, accommodation, food and beverages, as well as other tourist needs (Hadiwijoyo, 2012). A tourist village is a tourist area that refers to rural communities that have their own traditions, artistic heritage, lifestyle, region, and values passed down from generation to generation, where when tourists travel to the area, tourists will get information about culture and experiences. about community stories, customs, landscapes (Gautama, et al., 2020). Tourism village is also a form of implementing community-based and sustainable tourism development. Through the development of tourist villages, it is hoped that there will be equity in accordance with the concept of sustainable tourism development. In addition, the existence of tourist villages makes tourism products more valuable in rural culture so that the development of tourist villages has cultural value without destroying them (Dewi, 2013).

From some of the descriptions above, it can be concluded that a tourist village is a village that has potential in the form of nature, culture that has its own unique characteristics or uniqueness from an area and can provide an attraction for people outside the area. in the form of the physical uniqueness of the rural natural environment, as well as the socio-cultural life of the people) which are packaged naturally and attractively so as to provide an attraction for the community to make tourist visits to the village. The existence of a tourist village aims to improve the economy of the surrounding community which will make the village develop. According to (Cooper, et al. 1995) tourist attraction must have at least four components, namely: Attraction, Accessibilities, Amenities (amenities or facilities), and Ancillary services (tourism support services). A village can be developed into a tourist village if it has the following criteria and supporting factors (DISPAR DIY, 2014):

- 1) Has the potential for a unique and distinctive product or attraction that can be developed into a tourist attraction. These potentials can be in the form of the natural environment and the socio-cultural life of the community.
- 2) Having the support of the availability of sufficient and adequate local human resources to support the management of tourist villages.
- 3) Factors access to market access opportunities. This factor plays a key role, because a village that already has the readiness to be developed into a tourist village is meaningless if it does not have access to interact with markets or tourists.
- 4) The potential of local human resources that support opportunities for access to the tourist market.
- 5) Have an area for the development of tourism village supporting facilities, such as: home stay, public service area, art area and so on

Based on the level of development, tourist villages are divided into three categories as follows (Victoria, 2017):

- 1) The embryo tourism village is a village that has tourism potential that can be developed as a tourist village and there has been a community movement to manage it as a tourist village.
- 2) Developing tourism villages, namely embryonic tourism villages that have been managed by the community and the village government independently, have started to carry out promotions and there are already tourists who are interested in visiting.

- 3) An advanced tourist village is a tourist village that has developed with constant tourist visits and is managed professionally with the formation of a management institution, such as a cooperative or Village Owned Enterprise (bumdes). This category of tourist village has been able to do promotion and marketing well.

According to Suansri, P. (2003) there is a fundamental difference between village tourism and village tourism. A tourist village is a residential area in a rural area, whether intentionally or not, has become an area that is a destination for tourist visits because of the existing tourist attractions/objects, and in this village, tourists can stay overnight, while village tourism is a tourist visit that take place in rural areas, but do not stay in the destination area. Tourists still stay in hotels, in cities because there are still lack of facilities for tourists in rural areas. The problem of staying in the village is what makes the difference between village tourism and village tourism.

2.2 Community Empowerment

In terms of language, empowerment comes from the word "daya" which means strength or ability to do business. Empowerment is a concept related to power (Anwas, 2013). In general, empowerment implies the process of becoming empowered. The notion of "process" refers to a series of steps that are carried out gradually to change a society that is less or not yet empowered to become empowered (Wahyuni, 2018). Community empowerment is an effort to utilize and manage rural community resources more effectively and efficiently (Adisasmita, 2006). Empowerment is referred to as a collaborative process in which people who are less empowered with valuable resources are mobilized to increase access and control over resources to solve personal and/or community problems (Kusniawati, et al. 2017). Community empowerment consists of 3 stages, namely the stage of awareness and the formation of behavior towards a conscious and caring attitude so that they feel the need to increase their capacity, the stage of transformation of abilities in the form of knowledge insight, skill skills and stages of increasing intellectual abilities, skills so that initiatives and innovative abilities are formed to lead to independence (Sulistiyani, 2004). Empowerment also includes three things, namely: development (enabling), strengthening potential or power, and the creation of independence (Winarni, 1998).

Based on this opinion, empowerment is not only aimed at people who do not have power, but can also be given to people who have power, but are still limited to achieving independence. Therefore, the achievement of successful empowerment is how much participation or empowerment is carried out by individuals or communities. The main approach in the concept of empowerment is to place the community not only as an object but also as a subject. There are three stages of empowerment from (Wrihatnolo, et al. 2007), namely: awareness, capacity building, and empowerment.

- a) Awareness stage, people who are the subject of empowerment are given awareness that every human being has potential that can be developed. In this study, the subject of empowerment means the tourism village community.
- b) Capacity stage. This process can be achieved if the community already has the ability to receive power. This stage is often also called capacity building which includes people, organizations, and value systems. Human capacity means enabling the tourism village community both individually and in groups through the provision of skills and knowledge about tourism village management.
- c) The third stage is powering. At this stage, the community is given the power, authority, or opportunity to develop to achieve independence. The provision of power is adjusted to the quality of each person's skills.

2.3 Community Based Tourism

According to Suansri (2003, p. 14) Community Based Tourism is tourism that focuses on environmental, social and cultural sustainability in one package. It is managed and owned by the community, for the community, with the aim of empowering tourists to raise awareness and learn about the local people's way of life. The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the prima donnas for foreign exchange earners (Hakim, 2021). The development of cultural tourism certainly requires increasing the utilization of youth potential optimally (Tambunan, 2021). The advantage of the tourism sector lies in its ability to increase foreign exchange and to drive various other business sectors such as the home industry (Nasution, 2021). Furthermore, according to Hudson and Timothy in Sunaryo (2013, p.:139) defines community-based tourism as an understanding related to the certainty of benefits obtained by the community with planning and assistance efforts that support local communities and other groups who have an interest or interest in local tourism, and tourism managers provide a greater control room to realize the welfare of the local community.

- 1) Establish tourism that provides opportunities for local communities to control and be involved in tourism management and development,
- 2) Communities who are not directly involved in tourism businesses also benefit.
- 3) Demand political empowerment and democratization and distribution of benefits to disadvantaged communities in rural areas.

Based on the description of several opinions, the researcher defines CBT as a concept that emphasizes the community to be able to manage and develop tourism objects by the community itself. Community Based Tourism is closely related to the certainty of active participation of the local community in the existing tourism development. Community participation in tourism consists of two perspectives, namely community participation in the decision-making process and participation related to the distribution of benefits received by the community from tourism development. Therefore, basically there are three main principles in the development planning strategy of community-based tourism according to Sunaryo (2013, p. 140), namely:

- a. Involve community members in decision making;
- b. There is certainty that local communities will receive benefits from tourism activities;
- c. Tourism Education for local people

CBT is developed based on the principle of balance and harmony between the interests of tourism development stakeholders including the government, the private sector, and the community. Ideally, the principle of community-based tourism development emphasizes tourism development "from the community, by the community, for the community". At every stage of development, starting from planning, development and development to monitoring and evaluation, local communities must be actively involved and given the opportunity to participate because the ultimate goal is to improve the welfare and quality of life of the community.

2.4 Social Capital

James Coleman defines social capital as the ability of citizens to work together to achieve goals and within various groups and organizations (Subagyo & Legowo, 2021). The concept of social capital refers to social relations, institutions, social norms and mutual trust between other people or groups and has a positive impact on improving life in the community. Furthermore, Fukuyama (2002, p. 22) defines social capital simply as a set of informal values or norms that are shared among members of a group enabling collaboration between them. If group members expect that other members will behave honestly and reliably, then they will trust each other. Social capital has a very important role in several

community groups in their various activities. In addition, Fukuyama also mentioned that not all norms, values and culture together can complement each other to support economic growth. Fukuyama said that social capital is built on trust between individuals. This mutual trust is formed over a long period of time and requires tortuous and even repetitive social processes.

III. Research Method

The research design used a descriptive method with a qualitative approach. This approach is used to describe and analyze community empowerment in the development of Pulau Besing Tourism Village. The research was conducted in Pulau Besing Village; The Village Head's House, the Village Head's Office, and the Pokdarwis Head's House. While the time of this research was carried out from May 5 to June 3, 2022. The research subjects consisted of the Head of Pulau Besing Village (Pak Supandi), Head of the Tourism Awareness Group (Pak Harsono), 10 members of the Pokdarwis, one homestay manager. Data collection techniques in this study used interview, observation, and documentation techniques.

In its implementation, the first stage carried out was observation by looking at the activities carried out by local communities in the development of tourist villages and seeing the natural potential in the village, then the team conducted brainstorming with the village head, pokdarwis head, and homestay managers to find out the potential village attractiveness, barriers to tourism activities, and required tourist village management. The second stage is a Focus Discussion Group with Pokdarwis members, from this FGD a solution to the problems faced is held in the form of three trainings (Tour Guiding, Tour Planning, and Creative Economy Management). The methods used in this tourism village training program are, providing materials, mentoring, sharing sessions, as well as field practice to stimulate the improvement of skills, creativity, and motor skills. This training was carried out intensely for four days (31 May to 3 June 2022) at the Village Head Office.

IV. Discussion

4.1 Village Profile Picture

Pulau Besing Village is one of the villages located in Gunung Tabur District, Berau Regency, East Kalimantan Province. Based on the astronomical location of the area, Pulau Besing village is located between 2o 12' 400" North Latitude - 117o 40' 900" East Longitude which has an area of ± 700 Ha (7,000,000 m²) and the entire land area is surrounded by rivers. The boundaries of the region are in the west by Sambakungan, in the east by Batu-Batu, in the north by Designing Ulu and in the south by Ulu Sports. The total population is around 322 people and is divided into 2 RT, with the entire community being Muslim and the majority of the indigenous Berau ethnic group. Pulau Besing Village has several tourism potentials including:

- 1) Proboscis Monkey



Figure 1. Proboscis Monkey

(Source: Instagram @wisatagunungbesing & personal documentation)

Proboscis monkeys are endemic to the island of Borneo, which are scattered in mangroves, swamps and coastal forests. The main feature that distinguishes proboscis monkeys from other monkeys is the long and large nose which is only found in the male species. To see proboscis monkeys on the Besing Island Tour, tourists will be invited to go around by boat along the river, proboscis monkeys will be seen in the trees around the river in the morning and evening. Because the population is very large, the surrounding community calls it the tagline "with 1000 proboscis monkeys".

2) Kaluang



Figure 2. Kaluang

(Source: Instagram @wisatagunungbesing)

Kaluang is a member of the bat nation (Chiroptera). The word "kaluang" is widely used to refer to bats in everyday life in Besing Island Village. Kaluang are herbivorous animals that eat fruit or suck flower nectar. In Pulau Besing Village, tourists who want to see this kaluang will be invited to go around by boat along the river, because the habitat of this kaluang is the same as proboscis monkeys and can be used as a tour package.

3) Nipah Roof Crafts



Figure 3. Nipah Roof Crafts

(Source: Instagram @wisatagunungbesing & documentation belonging to the village)

Nipah is a plant with a type of palm, which grows in the environment of mangrove forests or tidal areas near the edge of the sea. Like other types of palms, nipah has various uses, because it has various potentials for daily needs. In Pulau Besing Village, many old palm leaves are traditionally used to make roofs, with a durability of 3-5 years. In one day, a nipah craftsman's house is able to make 200 to 250 palm leaves. The blade he got from the rest of the diamond weaving craftsman. One palm leaf blade is sold for IDR 10,000/10 pieces of woven. Usually, this roof craft is used for roof gazebos, huts and chicken coops. This craft has been made by the community for generations and is still being continued until now.

4.2 Research Results

The results of this research were found from observations and interviews. Observation here aims to see the activities carried out by local communities in the development of tourist

villages and see the potentials that exist in Kampung Pulau Besing. While interviews were conducted to find out about the potential in this village, as well as what obstacles are faced by managers in tourism activities. Interviews were conducted by brainstorming with village heads, pokdarwis heads and homestay owners. From the results of this research, several problems were found, such as:

- 1) The natural potential that is owned has not been used optimally, because the people are not aware of the tourism potential, they have that can move the village economy;
- 2) Lack of literacy and community skills about tourism which causes the management of tourist villages to be not optimal so that tourist destinations on this island are less audible to people outside the village;
- 3) Lack of community ability to adapt to technology so that a strong branding cannot be created for tourism potential in Pulau Besing Village which affects the image of the destination;
- 4) Lack of capital in the development of tourist villages to support the facilities and infrastructure of tourism activities.

In addition to conducting observations and interviews, the team also conducted FGDs with pokdarwis to collect information on a specific issue or problem that was specific in a systematic way through focused group discussions. The FGD was carried out by discussing with 10 members of the pokdarwis at the village head's office, assisted by a moderator from the team to discuss issues or problems of tourism activities on Besing Island. The FGD here is intended to reach an agreement on a problem experienced by Pokdarwis in tourism management in Pulau Besing Village. The problems found in the results of this FGD are not much different from the problems found during the observation and interviews with village heads, pokdarwis heads and homestay owners. Lack of knowledge, skills, and adaptation of Pokdarwis technology causes a lack of awareness of tourism potential, thus creating a society with a mindset that overrides the development of that potential. Even the members of the Pokdarwis themselves do not know about Sapta Pesona. Encouraging the growth and development of the tourism industry through 7 elements, namely: Safe, Orderly, Clean, Cool, Beautiful, Friendly, and Memories (Disparbud). kampar, 2019). The benefit of holding the Sapta Pesona program is of course to attract and increase the interest of tourists to visit a tourist attraction, which in turn can improve the welfare of the surrounding community. Thus, creating a society with a mindset that overrides the development of that potential. Even the members of the Pokdarwis themselves do not know about Sapta Pesona.

Based on the results of observations, interviews and FGDs that the team did, the solution to the right problem to optimize the development of the Pulau Besing tourist village was by empowering the community through tourism village training. The purpose of this training is to increase knowledge and skills that will support the success of the Kampung Pulau Besing tourist village. Based on the observations made by the team, the right step is to optimize the development of the Pulau Besing tourist village by empowering the community with the concept of Community Based Tourism. broaden horizons, increase knowledge, and community skills to support tourism activities or management so that they can be more optimal. Therefore, based on this agreement, the team decided to provide three trainings (Tour Guiding, Tour Planning, and Creative Economy Management). The training with this material is in accordance with the needs of the Besing Island community to create a mindset and insight into tourism management. With this training, it is hoped that it will increase knowledge and skills that will support the development of Besing Island Village tourism, especially in managing its tourist village.

4.3 Besing Island Tourism Village

Pulau Besing Village is one of the tourist villages located in Berau Regency. Rural areas that are managed to become tourist villages generally have more than one or a combination of several tourist attractions, for example a combination of agro-tourism, cultural tourism, and ecotourism in one tourist village (Hermawan, 2016). If it is related to hermawan's opinion, Pulau Besing Village is worthy of being a tourist village because the potential it has is several combinations and more than one tourist attraction, for example Nature Tourism: proboscis monkeys, kaluang, king prawns, woodpeckers. Edutourism: observing endemic animals, making nipah roof crafts, making traditional caping. Cultural tourism: welcome dance and figure eight dance, kuntu martial arts, flying/drums, jappin. Recreational tourism: fish ponds/ponds, prawn fishing rivers. Culinary Tourism: giant prawns, pomfret fish, tilapia, chili sauce, lamiding vegetables, besing island snacks.

Furthermore, according to Cooper, et al. (1995) tourist attractions must have at least four components, namely: Attractions, Accessibilities (Accessibility), Amenities (Amenities or facilities), and Ancillary services (tourism support services). Pulau Besing tourist village if it is related to Cooper's opinion, Pulau Besing Village has fulfilled the 4 main components of a tourist attraction. The following is a table of 4 components:

Table 1. Being Island Tourism Village

<i>Attraction</i>	<i>Accessibility</i>	<i>Amenities</i>	<i>Ancillary</i>
<i>Something to see:</i> -1000 Proboscis Monkeys -Kaluang (Bat) -Nipah Roof Craft House <i>Something to do:</i> -River Down -Learn craft <i>Something to buy:</i> -Shrimp -Nipah Crafts -caping	-HomeStay -Tourism Vehicle (Ketinting, Boat, Car, Motorcycle) -Toilet	-cross road -Water transportation route -Easy access to destinations	-Pokdarwis -BUMK

(Source: Researchers 2022)

Pulau Besing Village when viewed from the level of development (Victoria, 2017), is a tourist village that has developed from the previous embryo tourism village, this is evidenced by the potential of this village and has been managed by the community and the village government independently. Then it has started to carry out promotions and already there are tourists who are starting to be interested in visiting. Finally, as stated by Suansri, P. (2003) regarding the differences in the concept of village tourism with tourist villages, Pulau Besing Village is included in the category of tourist village. Apart from being a combination of several tourist attractions, this village also has a homestay as a facility that can be used by tourists to vacation in this village, because with the many combinations of attractions.

4.4 Community Empowerment in the Development of Besing Island Tourism Village

According to (Wrihatnolo, et al. 2007) there are three stages of community empowerment in the development of Besing Island Tourism Village.

1. The first stage (awareness), in this stage the community is given an understanding and motivation that they must be empowered and the empowerment process starts from themselves. In this case, other people only act as facilitators who help the community achieve self-reliance. Thus, in the community will create a climate that allows the development of the potential of the community. At this stage, it appears that there is an awareness of the importance of community empowerment in the development of Besing Island Village Tourism. Pokdarwis as the manager of the tourist village provides direction and socialization to the community to be able to participate and participate in developing their village.
2. The second stage (capacity), this stage is often referred to as capacity building which includes people, organizations, and value systems. At this stage the community is given knowledge related to tourism awareness groups (pokdarwis) by the trainer. In Pulau Besing Village itself, there is already a pokdarwis management structure, so here the team places more emphasis on providing understanding and the purpose of the pokdarwis existence to promote tourism in this village.
3. The third stage (giving power), at this stage the team provides training to Pokdarwis as a form of providing assistance. Furthermore, pokdarwis who have been trained will provide training to the community. The training was carried out for approximately 4 days intensively, with the main target participants being members of the tourism awareness group (pokdarwis) as well as 10 village officials. This training was held from May 31 to June 3, 2022 which took place at the village head's office. The training was chosen because of the agreement from interviews, observations and FGDs. The training is divided into 3 sessions which include training on tour planning, tour guiding, and creative economic management.
 - 1) Tour Planning Training, in this training session the team provides material in the form of presenting powerpoints to participants, and there is explained that travel planning must at least cover all aspects related to 4A. 4A that must be owned by a tourist attraction, namely: Attraction, Accessibility, Amenities, and Ancillary. In planning a trip, the steps that must be taken include a series of continuous activities. Part of the series is the determination of potential and tourist attractions that will be included in the tour series, transportation to be used, accommodation to be used, and restaurants and other supporting facilities. After determining the items, then the travel itinerary is prepared based on the several aspects above and tourist requests. The last step is to calculate the price of the tour package that has been prepared by considering the fixed cost and variable cost. To get feedback from participants, the trainer gave a quiz that was presented through pictures in powerpoint so that it was easy for the participants to understand and the participants had to answer it.
 - 2) In Tour Guiding training, participants are given the understanding that a tour guide is a person who shows directions and guides people on a journey outside their place of residence. Guides have a very important role in the world of tourism because they are the ones who implement all macro tourism programs made by the government and the private sector. A tour guide carries a heavy duty on his shoulders to convince tourists that they are in the right hands with the right products. The participants were directly trained to practice using the right guiding language, both verbally and the correct body language alternately.

- 3) Creative Economy Management Training, in this training in developing the creative economy of tourist villages, an appreciation of local products is needed, therefore product development is needed based on the resources and potential that exists within the village itself. In the creative economy management training, participants are trained to analyze the potential of creative economy products by utilizing village resources and pouring them into the 7P Marketing Mix (Product, Price, Place, Promotion, People, and Physical Evidence. In this training session, participants are emphasized to be able to analyze potential what is in the area that can be used as a characteristic or souvenir based on the implementation of the 7Ps, so that it can provide a high selling value because it has been packaged or processed properly.

4.5 Results of Tourism Village Empowerment and Training

After the three stages of empowerment were carried out by involving the community as subjects in the development of tourist villages, there were several changes or improvements from the community itself.

1. The awareness stage, after being given tourism literacy and motivation to the community regarding the development of tourist villages. Here, the community (Pokdarwis members) have started to be motivated and understand that in the development of a tourist village, a collaborative role is needed between the local community, the government, the private sector, for the realization of sustainable tourism. In addition, the community has begun to realize that the potential that exists on Besing Island is a natural wealth which, if managed optimally, can move economy people, so that income can increase from sector tourism (other than sector fishing and crafts).
2. The capacity stage, after being given knowledge about Pokdarwis as a tourist village manager, Pokdarwis members understand more about their roles and functions as managers. They also understand that in order to create optimal tourism activities and attract tourists to visit, the role of Pokdarwis is very important.
3. The empowerment stage, after being given power in the form of assistance in the form of training for tourist villages includes 3 trainings, during the training they were very enthusiastic about participating in this training and a lot of changes occurred. For example, after being given tour planning training, the community immediately implemented this by making tour packages based on the calculation of fixed costs and variable costs, then some people also started to look confident and wanted to try to become a tour guide who professional during the tour guiding training field practice, finally in the creative economy management training, the community immediately implemented this by creating an account on Instagram social media for branding related to which tourist destinations inside it information is given in detail and clearly. And this is a matter of pride for the team because before being empowered, given assistance, training, the things described above have not happened.

4.6 Community Participation as a Form of Community Based Tourism

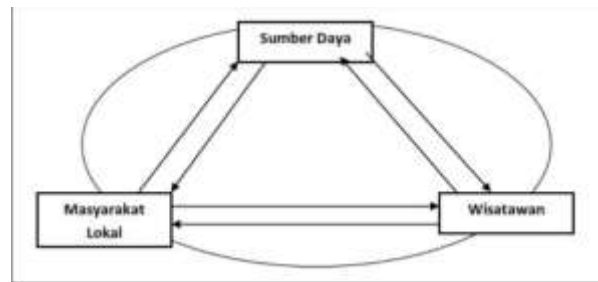


Figure 4. *Community Participation as a Form of Community Based Tourism*
(Community-Based Tourism Development. Source: Natori, N., 2001)

Community participation here is very in line with Suansri's opinion, (2003, p. 14) which tourism focuses on environmental, social, and cultural sustainability into one package. the role of the village community is so important with the continuity of activities. Community participation in every stage from the stage of awareness, capacity, empowerment always follows with high enthusiasm and enthusiasm. This is based on the fact that they want to add insight into tourism, as well as the application of technological adaptation as a strengthening of tourism branding in this tourist village. The benchmark for people-based tourism development is the creation of a harmonious relationship between local communities,

Furthermore, there are three main principles in the development planning strategy of community-based tourism according to Sunaryo (2013, p. 140), namely:

- 1) Involving community members in decision making, this is implemented by researchers from the observation, interviews, FGD stages, to the community empowerment process, researchers always involve the Besing Island community. Both in terms of opinions, decisions to the development of tourist villages that continue to be assisted.
- 2) There is certainty that local communities will receive benefits from tourism activities, after being given power in the form of providing assistance in the form of training. The community feels the benefits of the activities that have been carried out, one of which is the increase in community income from the tourism sector.
- 3) Tourism education for local communities. This education is implemented by the community through three trainings (tour guiding, tour planning, and creative economy management) where this training is based on the results of needs and agreements from observations, interviews, and FGDs with the Besing Island community. In this case, the community also feels the impact of the empowerment that has been carried out, for example the increasing knowledge of the community regarding the tourism sector, the community has begun to realize the tourism potential of their village can produce many benefits ranging from economic aspects (increasing income), social (island villages). Besing, which used to be an underdeveloped village, has become known for its rich natural potential), as well as culture (cultural exchange with tourists who visit for recreation).

Community participation in the development of Pulau Besing tourism village is a form of CBT. This is evidenced by the fact that the community is very enthusiastic to listen to the material from the trainers, they also have a high enthusiasm to try to learn new things. This also encourages the community to agree together to create a good branding for this tourist village. Community involvement in the development of tourist villages is carried out because the community understands the conditions, needs, and attitudes of the local community. The local community of Pulau Besing Tourism Village has the opportunity to develop the

potential of existing resources, both human resources and natural resources. In addition, local communities play an important role in making decisions, influencing, and providing benefits to life and the environment.

4.7 Besing Island Community Social Capital

The social capital found in Pulau Besing Village comes from the value of local wisdom of the people, as well as the attitude of trust and mutual cooperation of the people in this village. The development of the Kampung Pulau Besing tourist village if it is associated with the social capital theory of Fukuyama (2022, p. 22) is very appropriate. As if Fukuyama's concept of Social Capital is true, there is evidence for the Besing Island community. The values and norms that apply in this village are very helpful in the achievements that have been made by the community. Values and norms that apply in Pulau Besing Village such as mutual cooperation in making nipah roof crafts consisting of several families and gathering in one house to make a craft product from nipah roof. Furthermore, in trust behavior, in this case, it is proven by the results of handicrafts from nipa palm and products from the fishery sector which will be sold to outside communities by bringing in the name of the village. So that the income generated from the sale will be collected into a cooperative under the BUMDesa and will later be distributed equally to every member of the Besing Island community. The interaction process that goes well has an impact on the intimacy of a relationship between residents, which will build mutual trust and openness. The sense of responsibility towards residents who are experiencing difficulties is also very easy to overcome in this village community. With such values and norms, trust will form naturally,

V. Conclusion

5.1 Conclusion

Based on the results of research and discussion that has been compiled by researchers, it can be concluded that:

1. Community empowerment in Pulau Besing Village through three stages (awareness, capacity building, empowerment in the form of assistance and training) has been completed.
2. Pulau Besing Village has several tourism potentials that can be developed for tourist destinations, including Proboscis monkeys, Kaluang through river crossings and cultural tourism of local wisdom making Nipah Roof Crafts.
3. The results of community empowerment through Besing Island Village, Berau Regency show that the community's knowledge about tourism is increasing, as evidenced by the awareness and capacity building stage for Besing Island people who have realized that the tourism potential on Besing Island if managed optimally in mutual cooperation will provide attractiveness. for tourists to visit and recreation in this village. So that it can move the village economy, where village income is not only relied on in the fisheries and handicraft sectors. Furthermore, in the power-giving stage, by being given power in the form of assistance in the form of tour guiding training, tour planning, and creative economic management, independence and creativity will develop.
4. Community participation which always contributes to the development of tourist villages is a form of community-based tourism in this Besing Island tourist village, and the social capital in this village is in the form of values and normal local wisdom that is always maintained by the community, mutual cooperation, and mutual trust. make this community has a strong social capital.
5. Assistance and monitoring are carried out by holding discussion mapping and rationalization with the community regarding the design of village tourism

development and monitoring the development of tourism development with the community. The team maintains continuous communication with the assisted villages to continue to help the community solve tourism problems in their village, this is done via whatsapp chat to the trainer. The team also helped promote the tourist village of Kampung Pulau Besing through Wisata Berau Lestari (WBL) as a tourism holding that created a promotional media through Instagram.

5.2 Suggestion

In the program there are things that can be developed as input for 2 parties, namely the Community, Companies, and the Government, namely:

a. Public

In developing a tourist village, the manager of a tourist village must strengthen relationships with stakeholders, both government and private, every community must also play an active role in managing tourist villages, not only pokdarwis. Strengthening promotion and branding through social media is also very important to increase visitors and managers are advised to request assistance from tourism villages to related parties so that tourism development can develop with proper regulations.

b. Government

The government, which in this case is the regional tourism office as a tourism stakeholder, is expected to pay more attention to villages that may have unexplored potential for destination building, not only paying attention to tourism that has been developed. Because the role of the government as a policy maker is very important for the development of tourist villages to become independent villages.

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