COMMUNITY EMPOWERMENT IN THE BOON PRING ECOTOURISM, SANANKER TO VILLAGE, MALANG REGENCY INDONESIA

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ABSTRACT

Boon Pring Ecotourism in the regency of Malang, Indonesia is highly prospective for community empowerment that can improve the welfare of local community. The purposes of this study is to know how economic transformation through community empowerment and its impact is carried out in Boon Pring Ecotourism. We use case study with the main data sources were interviews with 9 informants from among community and village government officials and other available secondary data. Our findings show that community empowerment in the Boon Pring Ecotourism driven by natural resources utilization and internal and external cooperations. Our findings also indicate that economic well-being community cooperative movement impact of community development as impact of community empowerment.

Keywords: Community Empowerment, the Boon Pring Ecotourism, economic transformation.

I. INTRODUCTION

Village development plays an important role because it is an inseparable part with national development (Damayanti & Syarifuddin, 2020), the success of village development determines the success and becomes the most important part of national development. However, village development still has various problems, such as isolated village from center of excellent (Mungalaba, 2007), the lack of socio-economic infrastructure (Kabiru, 2019), low income and low education (Muttaqin, 2018). That factors contribute to the poverty of village community. According to Narayan (2002) poverty will not be reduced without involving the poor themselves where they participate in decision making that affect their lives-it called empowerment. Therefore, there is a need for effort in empowering the community to reduce community poverty.

The efforts made by various parties to reduce poverty have been carried out mainly through programs prepared by the government, however, these programs have not run optimally, because most of them are planned far away from the village (Korten, 2008), Even the poor perceive aid from the government as charity. In this context, the community is considered an object or target of development and there is a lack of cooperation between community members where the community only plays a physical role, without a broad role from planning to evaluation in developing activity to reduce poverty (Umanailo et al., 2019). One of empowerment is eco-tourism empowerment that relate community empowerment in environmentally responsible, enlightening travel and visitation to relatively undisturbed natural areas in order to enjoy and appreciate nature (and any accompanying cultural features both past and present) that promotes conservation, has low visitor impact, and provides for beneficially active socioeconomic involvement of local populations (Ceballos-Lascurain, 1996). Therefore, a research question for this study is how economic transformation through community empowerment and its impact is carried out in Boon Pring eco-tourism, Sanankerto village, Malang Regency, Indonesia.

Sanankerto village, Turen District in Malang regency is a Indonesia national pilot village in the tourism village sector. This village has the largest bamboo forest, which is 24 hectares and has 10 springs. Currently, it is a well-known ecotourism tourist destination. The people of Sanankerto Village play an active role in developing ecotourism in their area which directly contributes to improving their welfare.

II. LITERATURE REVIEW

Empowerment

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Empowerment can be defined as intrinsic motivation, sharing of authority, and the empowerment-disempowering paradox (Avelino, 2009). Empowerment is a construct that links individual strengths and competencies, and proactive behavior with social policy and social change. Empowerment can be seen from the process and results. Empowerment as an individual process to participate in community organizations. In organizations, empowerment includes collective decision-making and shared leadership. Meanwhile, at the community level, empowerment includes collective action to access government and other community resources. The process seen from the results refers to the results and consequences of the empowerment process (Perkins & Zimmerman, 1995). Empowerment is the ability of groups or individuals to make choices for the desired actions and results (Alsop et al., 2005), which will provide knowledge, values and skills to promote human rights and social justice (Turner & Maschi, 2015). Furthermore, Perkins and Zimmerman (1995) state that empowerment is not just a psychological construct such as self-esteem, self-efficacy, competence, locus of control, but includes a sustainable process that lies in the local community.

Empowerment is a way for individuals, groups and / or communities to be able to work to help themselves and others to achieve goals and maximize their quality of life (Adams, 2003). Empowerment is defined as gaining control over a person's life, that is, gaining control over the factors that are important in taking into account one's state of oppression or dispowered (Breton, 1994). Empowerment can be described as a goal, as a process, or as a form of intervention (Gutierrez et al., 1995). Empowerment as a process aims to increase people's awareness, personal, family or community transformation (Gutierrez & Lewis, 1999). Almaseb and Julia (2007) argue that empowerment is a theoretical framework that helps people to be more in control of their lives. In the organizational context, empowerment is a way for managers to collaborate in the decision-making process, by involving other members of the organization (Del Val & Lloyd, 2003).

The measurement of empowerment includes two components, namely "degree of extend" and dimensions. The degree of extend refers to the extent to which organizational members are involved in the empowerment program, or to what extent they collaborate or share influence in the decision-making process. The second component consists of several dimensions, namely the type of involvement that is formal or informal, direct or indirect collaboration, and the dimension of intensity of influence in the decision-making process (Del Val & Lloyd, 2003).

The dimensions of empowerment according to Breton (1994) include social action, political awareness, the right to speak, self-recognition and competence recognition, and the use of power. The requirements for successful empowerment practices are the principle of collegiality; group and community work. The concept of empowerment related to strengthening social justice is often replaced by the concept of development (Jönsson, 2010). Empowerment is different from emancipation, empowerment involves people developing the capacity to act successfully within existing power systems and structures, whereas emancipation critically analyzes, opposes, and challenges power structures (Inglis, 1997).

Social Entrepreneur
The study of social enterprises is an interesting subject for researchers (Smith et al., 2013; Zahra et al., 2009), because social enterprises are recognized as a way to solve social problems, although there is still a debate how to integrate social and commercial welfare (Wry & York, 2017), the objectives of social and commercial welfare must be integrated (Miller et al., 2012), because integrating social and business missions will create a dilemma when linked to goals, values and norms (Smith et al., 2013). Social enterprise was born as a complex organizational form but promises to solve difficult social problems (Miller et al., 2012). Research on social enterprises has so far focused on individuals or social entrepreneurs, although actually social enterprises can be seen from the aspects of economic entities, individuals, and processes (Diechon & Anderson, 2009). Based on the individual aspect, social entrepreneurs are people who are involved in the process of conceptualizing social problems that have not been addressed in an organization (Mair et al., 2012). Individuals who have social awareness to solve social problems by implementing innovative business models (Zahra et al., 2009). From a process point of view, a social enterprise is an effort to create social value through innovation activities in the business, government and non-profit sectors (Austin et al., 2006), social enterprise is the process of using innovative combinations of resources (Yujuico, 2007). Furthermore, based on the point of view of an economic entity, a social enterprise is a private organization whose activities are to achieve social goals (Young et al., 2002), social enterprise is a business company whose benefits are for social organization (Wallace, 1999), its activities integrate commercial and social welfare aspects (Wry & York, 2017).
Social entrepreneurship can be viewed from two opposing concepts, namely the traditional concept of non-profit organizations and the concept of entrepreneurship as a strategy to achieve social goals (such as poverty and marginalization), the second is the process component and the linkages between activities, people and their organization. (Diochon & Anderson, 2009).

Social Transformation

Avelino et al. (2019) introduced transformative social innovation as an adjustment in the values, views, and behavior of society, changing and replacing the dominant institutions in the social context. This concept implies a systemic perspective of social innovation in society, which contributes to transformative change. Furthermore, Avelino et al. (2019) distinguishes four types of change and innovation, namely social innovation, system innovation, gamechanger, and change narratives

1. Social innovation

The concept of social innovation is a change in social relationships, which involves new ways of doing, organizing, knowing and framing.

2. System innovation

Changes at the level of the social sub-system, including institutions, social structures and physical infrastructure

3. Game-changers

Macro developments are thought to change (the rules, fields, and players in) the 'game' of community interaction.

4. Narratives of change

Discourse on change and innovation, namely a collection of ideas, concepts, metaphors, and / or storylines about change and innovation.

Individual and organizational actors, operating collectively in initiatives and networks are empowered in the process of change and innovation (Avelino et al., 2019).

5. Cooperative Organization

Cooperative organizations develop self-reliance community economic with the aim of building the community's economy (Hussain, 2014), involve community members actively and meet their needs (Majee & Hoyt, 2011), and their structure allows them to be more community-oriented (Zeuli & Radel, 2005). Cooperatives will increase trust and community networks, where members collect economic, social and political resources and access resources from outside the community (Hoyt et al., 2004).

Cooperatives are different from other forms of business because they have the characteristic of being run by fundamental principles (UU No. 25/1992). Ibrahim (2001) state that cooperatif is associations of people who volunteer to achieve common goals through the exchange of mutual services through effective economic endeavors at shared risks and with the resources on which all parties depend. Cooperatives are a form of empowerment, which is achieved through cooperation within community members and they can rely on their own collective abilities to achieve the welfare goals of their community (Hoyt et al., 2004).

III. METHOD

This study use case study to explore phenomenon deeply in the real world, and data collecting by interviews, archives and observarions(Yin, 2018). The primary data source are participants, namely village government officials and the community. The number of participants are 9 people. The interviews were conducted in desaSanankerto, Malang and each interview took 25-30 minutes with semi-structured interviewed. The informants and author discussed how community empowerment in Bon Pring ecotourism, Sanankerto Village, Malang Regency so far. The data analysed by grounded theory namey open coding, axial coding and selective coding (Corbin & Strauss, 1990). The coding process end when the saturation of the data was reached at the point of the 8th and 9th participant. For research trustworthiness, this study use data triangulation both data and source triangulation
IV. RESULT AND DISCUSSION

The results indicate that there are several important concepts for what factor determine community development; these are natural resources utilization and internal and external cooperation, this section also describe in detail what the impact of community empowerment Boon Pring ecotourism.

Push Factor

Natural resources utilization

Community empowerment is a concept of economic development that summarizes social values “people centred, participatory, empowering, and sustainable” (Hoogvelt, 2005) that relate to social economy activity that create an inclusive democratic society that push the social and economic well-being of local communities (Kim & Lim, 2017). Likewise, the Boon Pring community uses natural resources as a basis for conducting economic empowerment, in the tourism economy sector as explained by the participant.

“…In the past, forest products were widely used for their own household needs, making house walls from bamboo, making house fences from bamboo and others. Now many people produce wooden and bamboo handicrafts, we now also have a group of craftsmen, and the Boonpring Ecotourism management facilitates marketing our handicraft products at the Boon Pring ecotourism location....” (T2)

The same opinion was expressed by one of the participants:

“…research on bamboo is being developed by an educational institution. The hope is that the area will become an Indonesian bamboo museum. Apart from being rich in oxygen, it can be used as an educational tour…” (B2)

Internal and External Cooperation

As a part of community development, the community tries to improve its business by collaborating both internally and with other parties. This cooperation is in the form of investment that can increase the benefits of an area (Benites-Lazaro & Mello-Théry, 2019), as one participant explained:

“... in the development of Boon Pring, we also involve the community as a third party. There are those who invest in horses, ATV motorbikes, or they, both individuals and institutions such as KarangTaruna and PKK, provide loans in the form of bonds to become part of Boon Pring's capital ... we also work with large investors, the funds disbursed for cooperation are quite large, four hundred and sixty five million rupiah. The fund is for the construction of a micro hydro power plant (PLTMH), the fund is a CSR fund from a well-known financial institution in Indonesia, involving one of the well-known educational institutions in Malang ..." (B2)

Another participant expressed the same thing.

“...Recently Prof. Elizabeth from LIPI came here and saw firsthand our arboretum. It turns out that he has a different opinion, there are already 75 types of bamboo here. We are indeed planning to proclaim this Boon Pring to be the Bamboo Museum. But later, when there are more than 100 types of bamboo, Mrs. Elizabeth has promised to send 41 types of bamboo seedlings to be planted here...” (B3)

Impact of community development in Boon Pring Ecotourism

Economic Well-Being

Empowerment of the tourism economy provides inspiration to empower the community's economy to improve welfare, as explained by one of the participants.

“...Not only the income of the community has increased, because farm workers are also selling in stalls around Boonpring, but also Village Original Income (PAdesa) has increased rapidly. Unmitigated, RT / RW get additional incentives, high-achieving children from poor families get scholarships ... " (B1)

The concept of community-based tourism has an impact on the increasing number of new jobs that can be absorbed and utilized by local communities in tourism destination management activities, because all activities and ownership status are owned by the surrounding community. (Lestari, 2019). By involving the community, the community will share in owning and protecting it, so that the existence of Boon Pring Ecotourism will not encounter many obstacles from the community, and vice versa, Boon Pring Ecotourism will be fully supported by the community. Community participations reduce what called the top-down developmental strategy, in which
represent “what they need” rather than “what they can”, (Pradeep, 2003), which in turn increasing their economic well-being.

Community cooperative movement

Although there is an increase in welfare, there is a phenomenon that the community is trapped in debt in the informal sector (bank tithil), this encourages efforts to encourage people to carry out cooperative movements as explained by one of the participants:

"... besides the very limited funding problem for the development of Boon Pring Ecotourism, there are also other problems faced by 75 merchants who are members of Boon Pring, ten percent per month, they are not aware and do not understand this, it is considered normal by merchant, because the payment is made every day…” (B3)

From this condition, finally the community of Sanankerto Village wanted to develop a cooperative institution, to solve the problem of funding independently and the problem of loan sharks faced by the merchants. Therefore, the authors together with the managers of Ecotourism Boon Pring try to make it happen, realizing the establishment of a Boon Pring cooperative. The process of establishing a cooperative on April 12, 2021 has been approved by the name of the cooperative, namely Boon PringMakmur Sejahtera.

V. CONCLUSION

The outcome of community empowerment can be seen the activity empowerment that planned by community and the condition before and after empowerment activity that involves the community directly. The activities carried out by the community are natural resources utilization internal and external cooperation, where both of these have an impact on the economic well-being and community cooperative movement. Therefore, economic transformation through community empowerment for their village become the advantage of their welfare.

REFERENCES
