

## **The Dynamics of Community Participation in Developing Tourism Village at Monomerto, Wonosalam, Jombang District**

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**ABSTRACT:** Wonomerto is one of village in sub-district of Wonosalam Jombang district. People of wonomerto are challenged to develop and manage agriculture, plantation, sustainable farming, livestock, and also manage postharvest production of those sectors. They answered the challenging by arranging the concept of sustainable community development and implement it to get better life and economic. This research aimed to find the description of the dynamics of community role and participation in developing the tourism village in accordance with community-based tourism by observing kinds of community participation and factors underlying the community participation. The research result showed that community participation typology is self-motivation (independent). There were three kinds of community participation activities in developing tourism village such as: planning, implementing, and controlling. The community participation on planning could be seen by the activity of planning program, community decide initiatively and independently to change the system and value of their own. The community participation on the implementing cycle can be seen from the successful of planning program that reaches 80%. The community participation on the controlling showed that the involvement of the community was less, controlling was done by the group work only. The development of tourism village changed the community life significantly. The community became more creative and independent. On other side, the village environment mainly river was not polluted. It also raised the price of exelca coffee as their local coffee product.

**Key terms:** community participation

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### **I. INTRODUCTION**

Development in the developing countries cannot be separated from rural areas as the main target of any development activity. The success of development in developing countries can be seen from the development in rural areas. When the majority of the population in rural areas is capable to do any of socio-economic mobility (development), it can be concluded that development has reached most of its citizens.

Along with the change of globalization, the development paradigm that was originally more emphasis on economic development is now starting to be abandoned because it cannot solve social problems such as poverty, juvenile delinquency, economic disparities, and backwardness. The development paradigm began to shift toward community approach, in which previously community was asan objectof development become a subject of development. This new development paradigm is more toward community-based development by providing a central place for initiatives, local diversity, and local wisdom. Wonomerto is one the village which is conducting the development of tourism village.

Wonomerto is located in Wonosalam sub-district, Jombang district which has an area of 449,1780 Ha. There are 5 (five) sub-villages belong to Wonomerto village government namely Ganten, Wonoasih, Wonomerto, Gotehan and Wonotirto. The central villege government is in Dusun Ganten. Topographically the area is hilly with a slope of 20 degrees, and 90% of the village area is dominated by agricultural and plantation activities. The livelihoods of the people of Wonomerto village are largely dominated by the agricultural sector. Another interesting thing from Wonomerto village is the development of livestock sector. Among farmers and farm workers, farming is the main choice as one form of family investment. Farming is also regarded as an easy job by the locals as these skills are gained from generation to generation and supported by abundant feed crop resources. It can not be denied that the agriculture, plantation and livestock sectors are the spearhead of the economy people of Wonomerto.

This community empowerment activity was strated by some villagers who care about the water debit in the river that began to shrink. Moreover, the water was polluted and color wass greenish due to many farmers who throw the animal dung into the river. Through the discussion of villagers who facilitated by the village

government, the movement against awareness that benefits the villager was made. According to the villagers, the waste disposal is possible to be developed into an organic fertilizer (solid or liquid) and biogas technology. Apparently, this activity was followed not only by farmers but also the villagers. Villagers' passion for the changing was develop increasingly, start from the thinking about wastethey are challenged to manage their village's potential and build tourism sector.

People of wonomerto are challenged to develop and manage agriculture, plantation, sustainable farming, livestock, and also manage postharvest production of those sectors. They answered the challenging by arranging the concept of sustainable community development and implement it to get better life and economic. In spite of villager discussion activity, the village government invites the SKPD (local government work units), academics, practitioners to conduct focus group discussions with the aim of exposing development programs that have been formulated and also collecting arguments from FGD participants related to the program.

The empowerment program which has been agreed by the villagers has a specific target, it is to alleviate poor and very poor family in Wonomerto. The aim is to provide additional income to the poor and very poor through community empowerment activities carefully, evaluatively, transparency, mutual assistance, and build mutual awareness with each other.

This research was done to gain clear information and description toward the dynamics of community role in developing the tourism village in accordance with community-based tourism by observing kinds of community participations and factors underlying the community participation.

## **II. THEORETICAL REVIEW**

### **EMPOWERMENT COMMUNITY**

Slamet (2000) defines community empowerment as the process of counseling. Following the definition, Mardikanto (2003) defines:

The process of social, economic and political change to empower and strengthen the capacity of the community through a participatory learning process, in order to change behavior in all stakeholders (individuals, groups, institutions) which are involved in the development process, in order to realize a more empowered, independent, and more prosperous sustainable participatory.

Community development is a concept of economic development which that encapsulates social values. This concept reflects the new paradigm of development, which is "people-centered, participatory, empowering, and sustainable" (Chambers, 1995 in Kartasmita, 1996 in Mardikanto & Soebiato, 2013: 49). This concept is broader than merely fulfilling basic needs or providing mechanisms to prevent further safety net, in which this concept has recently been developed as an attempt to find alternatives toward the past growth concepts. This concept developed by the efforts of many experts and practitioners to find alternative development. Friedmann (1992) defines alternative development as desires "inclusive democracy, appropriate economic growth, gender equality and intergenerational equity".

Related to the shift of agricultural development policy, that is increasing agricultural productivity to agribusiness development, and by the changing of Indonesia's decentralization system, Soedijanto raises the concept of community empowerment as stated below:

1. Volunteerism
2. Autonomous
3. Self-help
4. Participatory
5. Egalitarian
6. Democracy
7. Openness
8. Togetherness
9. Accountability
10. Decentralization

(Soedijanto, 2001 in Mardikanto & Soebiato, 2013: 108):

Community-Based Tourism (CBT) is a model of tourism development that assumes tourism as a departure of awareness of community needs values as an effort to build tourism to gain more beneficial to the needs, initiatives and opportunities of local communities (Pinel, 277 in Muallisin, 2007). Community-Based Tourism (CBT) was born from a community development strategy by using tourism as a tool to strengthen the capacity of rural / local community organizations. This form of tourism is managed and owned by the community and for the community, in order to help the tourists become more aware to the community and way of life of local people. In order to implement Community-Based Tourism (CBT) successfully, there are elements of CBT that must be considered:

1. Natural and cultural resources

2. Community organizations
3. Management
4. Learning.

### **III. EMPOWERING AS A COMMUNITY PARTICIPATION DEVELOPMENT PROCESS**

Beal (1964) states that participation, especially participation that grows due to influence or the growth of external stimuli is a symptom that can be indicated as a process of exogenous change. The characteristic of this participation process is the betternew social network that which form a social network for the realization of an activity to achieve a certain desired goal. Therefore, participation as a process will create a new social network that strives to implement the stages of the activity towards the achievement of the desired goal of society or social structure. (Mardikanto & Soebiato, 2013: 81)

Dusseldorp (in Mardikanto & Soebiato, 2013: 84) identifies the various forms of community participation activities as:

1. Become a member of community groups.
2. Engage in group discussion activities.
3. Engage in organizational activities to mobilize other people's participation.
4. Mobilizing community resources.
5. Take part in the decision-making process.
6. Use of the results achieved from community activities.

**Bass *et.al* (Hobley, 1996) in (Mardikanto & Soebiato, 2013:88) identifies seven tyoes of participation, they are:**

1. Active participation / manipulative
2. Informative participation
3. Consultative Participation
4. Incentive Participation
5. Functional participation
6. Interactive participation
7. Self mobilization (independent)

In the concept of psychology, the growth and development of community participation is largely determined by the underlying motivation, as a reflection of the motivation, pressures, needs, desires, and perceived expectations. A common condition that often causes no growth in community participation in development is that they are only required to participate in providing input, without knowing clearly what benefits they will gain and feel (directly or indirectly). The ability to participate among the community, inspite of being influenced by clarity on the benefits of development, it is also influenced by local "conditions" or "climates" that encourage or inhibit them to participate voluntarily, compulsively, or habitually.

### **IV. RESEARCH METHOD**

This research is qualitative by using phenomenology approach which tend to seek the subjective aspect of the community (Moleong, 2007). The research was located at Wonomerto village, Wonosalam sub-district, Jombang District. The location was taken as the research setting because: (1) Wonomerto is a potential village that have a natural resources which has not managed yet; (2) the characteristics of the people are open, friendly, and easy to socialize.

#### **Research Subject**

Interviews and field observations were conducted by selecting informants such as Village Heads, farmers (land lord), Family Hope Program (PKH) facilitator, and local communities which involved in the development activity. The total number of informants in this study were 25 people. The selection of informants used snowball sampling by considering the representation of community elements. The selection criteria of informants based on: (1) the communities who involved in development activities directly; (2) land lord of farmingwho have (cow, goat, laying hens, and koi fish) and also who have knowledge in managing agricultural, plantation and farming potentials.

#### **Data Collection Technique**

To reveal the phenomena occurred, the data was in the form of primary data. In order to make the data valid and describe the actual situation, the researchers used three methods in collecting data that are observation, interviews, and documentation. To generate primary data, researchers conducted interviews to gain views and information of community experience in their participation during the development process. As the social research, the interview can gain information, perspective, and experience of the community deeply.

Observation is a data collection technique that is done by conducting a thorough research, as well as systematic recording. In this study, observations were conducted to collect data related to the potentials of Wonomerto Village and community participation and the documentation is used to support research activities which are related to the problems studied.

### **Data Analysis technique**

The data obtained then analyzed by using data reduction, data display, verification and decision making, and data validity. The validity of data used triangulation technique of source by comparing data obtained from various sources and using also triangulation method by comparing data of observation, interview, and documentation.

## **V. RESULT**

Community participation in the development is important when it grows on the belief that the local community know more about what they need. The real participation will always involve community in the overall process of development stages such as: planning, decision making, and controlling. Community participation in the planning of development program will encourage community to participate actively in the actuating and controlling.

### **1. Community Participation**

#### **a. Community Participation in planning**

Looking at the character of the population and the conditions of the community, it can be categorized that the typology of community participation is self-mobilization (independent). This is because the planning concept of empowerment program is not influenced by outsiders. Communities take their own initiative independently to change their systems or values. In addition the community also control the utilization of existing and / or used resources. All elements of society start from farmers, farm workers, traders, and also community leaders are involved in the formulation of this empowerment program.

FGD (focus group discussion) has formulated several work programs of development activities, such as: (1) the cultivation of Bidoworo durian; (2) banana cultivation; (3) mangosteen cultivation; (4) organic rice cultivation; (5) cassava cultivation and mokaf making; (6) cultivation of fruit sandalwood; (7) organic fertilizer and nursery centers; (8) poultry farming (rejected laying hens and broiler); (9) dairy cultivation; (10) cultivation of goat PE (etawa hybrid); (11) koi fish farming; (12) coffee cultivation; (13) development of coffee education tourism; (14) the development of relaxation tours. All of these work programs are formulated by the people of Wonomerto by looking at the potential of villages, people's livelihoods, and environmental conditions.

#### **b. Community Participation in the Implementation**

Parameter of community participation in implementing stage is their involvement in every activity. Community participation can be seen from the implementation of work programs such as planting / nursery banana, durian, mangosteen in every yard of community. Coffee farmers began to re-cultivate exelca coffee plants are almost extinct by doing a new nursery and perform intensive care on other types of coffee plants such as robusta and arabica. The participation of housewives is in the training of processing snack and beverage products organized by the Office of Industry and Trade of Jombang District.

The community participation was the community mutual cooperation to clean up the garbage in the river. Farmers are also committed to no longer bathing livestock, especially cows in the rivers and dumping livestock waste into the rivers, but processed into fertilizer. In front of the village head's house was also established a building "Wongsomerto Culture House" which serve as a center to accommodate and promote the results of processed gardens by housewives. Similarly, poultry farmers who get counseling from the Department of Animal Husbandry, they began to provide intensive care in laying hens which are not productive (rejected) by providing vitamins and change the food so that it can lays eggs. While dairy farmers who usually only sold milk in liquid form, now begin to be processed into yogurt product. As a form of the principle of the eco-tourism village, the community participation to preserve the environment was "tree adoption" which was not only done by group members but also by people of Wonomerto by planting or nursering in their yard. People also become more active and creative to manage the rice fields, gardens, and livestock.

#### **c. Local Community participation in the controlling**

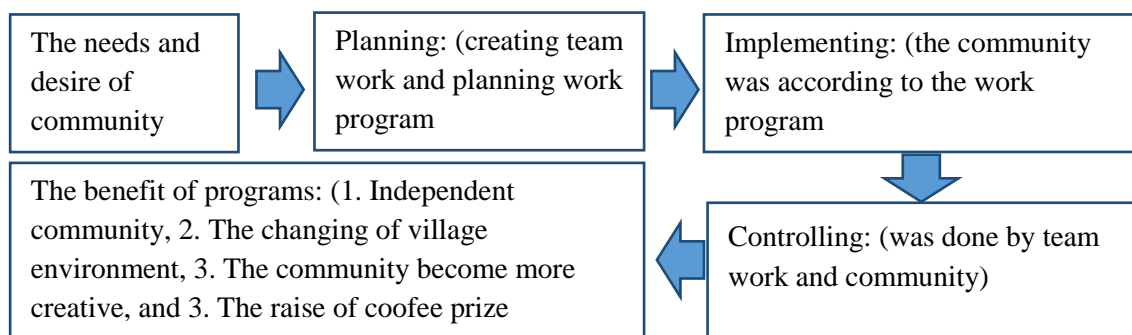
Local community have substantial role in every stages of the development program. Controlling towards process of decision making must be given to the local community, in which they will bear the consequences of the implementation of development activities including any failure or negative impacts arising from development activities. Parameter of community participation in supervision is the involvement in the supervision team and also the authority possessed.

The result of the research showed that the involvement of local community to control every development activities was minimum, active controlling was only done by the working group alone. They did not participate because they busy in their homes, most people have livestock and take care of the fields. The community choose to participate in preventive controls to prevent negative actions that may interfere with the security and the village, for example by monitoring youth / drunken youth activities that may interfere the community, and supervise the environment by keeping the river clean and not contaminated by livestock waste.

## 2. Factors Underlying Community Participation

The reason underlying community participation is divided into active and passive participant. Active participant have a reason that they want to utilize the potential of natural resources in their village, reduce unemployment, reduce juvenile delinquency, supplement family income because the program is in line with their livelihoods, mostly farming and livestock. They want to be independent and do not rely on government programs they have been receiving. While the passive participant are those who only support it, in their opinion the work program carried out is already taken care. They also argue that work in the fields and livestock consume a lot of energy and time.

Considering the underlying community needs of Wonomerto in developing their village, below are the diagram of community participation in planning, implementing, and controlling, and to describe the changing and benefit gained the community form the development activities of the developing village tourism activities.



**Diagram 1.** Process of Wonomerto Tourism Village Development

## VI. FINDINGS

Researcher found new things related to the development activities of this tourism village. The research findings are as follows:

1. Organic rice cultivation work program was not running. From the interviews it is known that the farmer considers that organic rice planting period is longer than the regular rice and the yield obtained from ordinary rice is not much different from the organic rice.
2. Cultivation work program of cassava cannot succeed crop failure due to unfavorable weather such as rain every day which make cassava root did not grow, it also stopped the production of mokaf because plant of base material of making mokaf became septic.
3. The work program for the making of relaxation tourism has not been realized because the fund needed to build the building as a place of relaxation to provide relaxation equipment has not been fulfilled, the funds are only obtained from the citizens' donations only without any investors involvement
4. The coffee education tourism is still not realized yet because the equipment to process coffee is expensive, and also unavailability of places as a coffee processing center.
5. The existence of a new development program that is rafting tour. The village government takes the outside investor to provide expensive rafting equipment, but the executor of program was the village community.
6. Implementation of work programs that have been running in Wonomerto reach 80% of durian cultivation, banana, mangosteen (30%); Cultivation of poultry, dairy cow, goat PE, koi fish (15%); Coffee cultivation (20%); Manufacture of organic fertilizer and nursery center (15%). While the percentage of 20% are unrealized work programs (coffee education tourism, relaxation tour) and work program failed to develop (cassava cultivation and mokaf making due to weather factor, fruit cultivation cultivation, organic rice cultivation).

## VII. CLOSING

From the description of the above discussion, it can be concluded that the dynamics of community empowerment in the Wonomerto can be seen from the activities of community participation which divided into three stages, namely community participation in the planning, implementation, and controlling. Parameter of community participation at planning stage was taken by looking at character of population and condition of society, hence can be categorized that the typology of society participation is self-mobilization (independent). This can be known from the planning of the concept of empowerment work program that was not influenced by outsiders. Communities take their own initiative independently to change their systems or values. The community controls the utilization of existing and / or used resources. All elements of society such as farmers (land lord), farm workers, traders, and also community leaders are involved in the formulation of this empowerment program.

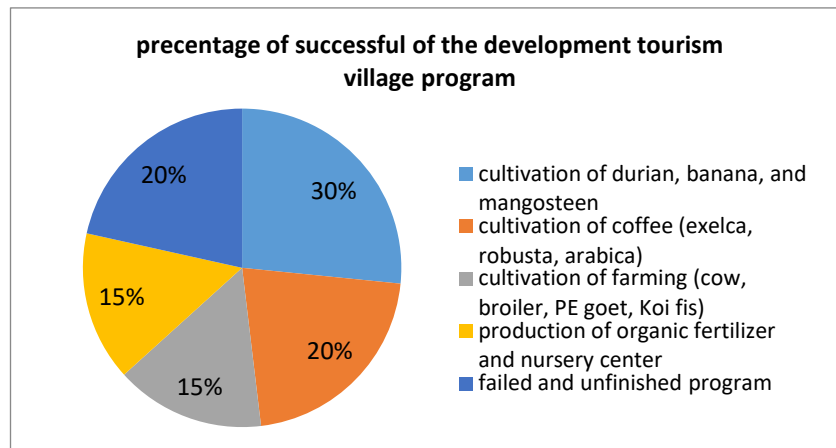


Diagram 2 percentage of successful of the development tourism village program

The parameters of community participation at the controlling indicate that the involvement of local community in monitoring every development activity is minimal, active supervision is done by working groups only. Community prefers to participate in preventive controls in preventing negative actions that may disrupt the security and the village, because they are busy on working at their farm.

This village tourism development activities bring impact and changes in the daily life of the community. Mothers and young women who were passive, now become active and creative to process their garden products into snack and beverage products. Another impact is on the village environment, the river is not contaminated by livestock waste and become clean. Every house has been incentive to do fruit nursery. Likewise, farmers is no longer dump farm waste into the river, they process it into organic fertilizer. Coffee farmers also do intensive care to their coffee crops, they redeveloped exelca coffee that was almost extinct. Currently the coffee farmers are promoting exelca coffee aggressively by participating in exhibitions and promotions at cafes in Jombang. As the result, exelca coffee has become the trend as the original coffee Wonomerto, and raise the price of exelca coffee.

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