Community Welfare In Nglanggeran Tourism Village: Community Empowerment Perspective

Rochmad Bayu Utomo, Nyoman Djinari Setiawina, Made Suyana Utama, Made Heny Urmila Dewi
Udayana University, Economics Doctoral Program Student
2,3,4 Lecturer of the Faculty of Economics and Business, Udayana University

ABSTRACT
Nglanggeran Tourism Village has superior products in the form of processing cocoa into chocolate products from upstream to downstream. Uniquely, the processing is carried out purely by the local community, so that in 2021 it will receive an award as "Best Tourism Village" by UNWTO in community empowerment. Nglanggeran Tourism Village contributes 7.04 percent to Gunungkidul Regency’s Regional Original Income (ROI), but the distribution of tourism access is still happening, moreover there are two cases of suicide due to economic problems. This study aims to analyze: the role of the government and the private sector on welfare through community participation, creative economy in Nglanggeran Tourism Village. Where the variables of this research are exogenous variables: the role of the government and the private sector; mediating variables: community participation, creative economy and ecotourism performance; endogenous variable: community welfare. The population of this study is 431 people who live in Nglanggeran Village and are involved in community groups for the development of Nglanggeran Tourism Village. The method of determining the sample is stratified random sampling. This study uses primary data based on the Slovin formula, the error rate of 7 percent is 139 people. Data were collected using observation, questionnaires and in-depth interviews which were analyzed using SEM (Structural Equation Modeling). The results of the study: 1) The role of the government, and the role of the private sector have a positive and significant effect on community participation; 2) The role of the government, the role of the private sector, and public participation have a positive and significant impact on the creative economy; 3) The role of the private sector and the creative economy has a positive and significant impact on the welfare of the community, while the role of the government and community participation is not significant for the welfare of the community; 4) The role of the government, and the role of the private sector indirectly affect the creative economy through community participation; 5) The role of the government, and the role of the private sector indirectly affect the welfare of the community through community participation; 6) Community participation indirectly affects the welfare of the community through the creative economy.

Keywords: Government Role, Private Role, Community Participation, Creative Economy, Community Welfare

1 Introduction
In this decade, the tourism sector has become the leading sector of national development in reducing poverty, unemployment, and inequality because of the multiplier effect on the state and society (LPEM FEB University of Indonesia, 2018). One of the leading tourist villages in Gunungkidul Regency is the Nglanggeran Tourism Village. Nglanggeran Tourism Village was chosen as the best tourist village in the "Best Tourism Village" event from UNWTO in 2021. In addition, Nglanggeran Tourism Village contributed 1.9 billion of the 27 billion ROI of the tourism sector of Gunungkidul Regency in 2017.

The success of the tourism village, the issue of increasing and equitable distribution of community welfare through tourism are issues that are still relevant to be discussed. This is because until now there have been problems because the development of tourism has not embraced all elements of society. This is because the community around the tourist attraction has greater access and opportunities in conducting tourism businesses, even though tourism management should cover all hamlets in Nglanggeran Village (Fatchurohman, 2018). In addition, there were several
cases of suicide due to economic difficulties as happened in 2015 in Karangsari Hamlet and in 2020 where residents of Nglanggeran Wetan Village. This suicide incident due to economic difficulties is a very unfortunate thing to happen, especially because on the one hand the tourist village has contributed a lot to improving the economy and ROI of Gunungkidul Regency which has a wider scope but cannot be felt equally by people who live not far from the tourist village.

Regarding the development of tourist villages, the first step that must be taken is to prioritize the characteristics of each region based on their potential and local wisdom (Ce, Timothy and Chaozhi, 2020). This aspect can be applied in the process of developing a tourism village that is interrelated between several stakeholders and community groups who have businesses, both in the service and product fields. The government has sought to develop tourist villages through the NCEP Mandiri Tourism program and one village one product (Krisnawati, 2020). In reality, the role of the government has not been able to play a maximum role to continue to encourage the growth and development of tourist villages (Wahyuni, 2014; Downe et al., 2016; Pebriani et al., 2017; Nguyeng et al., 2020; Liu et al., 2020).

The role of the private sector through the Corporate Social Responsibility (CSR) program in the development of tourist villages has the aim of developing Human Resources but has not involved many local communities and has not adapted to local characteristics and resources (Suriyani, 2008; Muliawat et al., 2019; Indiarto et al., 2020). In addition, the local community has not opened up and changed their mindset to deal with the changes that occur, which is an inhibiting factor for the welfare of the community in tourist villages (Utomo et al., 2021).

Problems in developing the creative economy in tourist villages in Indonesia are institutions, human resources, financing, market access, connectivity, and synergy. Weak coordination and the absence of connectivity between the creative economy and tourist villages pose problems in their development (Ridwan et al., 2018; Siagian et al., 2020). The contribution of this research is related to the development of creative economic in cocoa processing by community groups, because the attractions of the Nglanggeran tourist village are related to cocoa processing from upstream to downstream. Based on the foregoing, the research will aim to answer how the role of the government and the role of the private sector, towards welfare through community participation and the creative economy in Nglanggeran Tourism Village.

2 Literature Review

In achieving equitable development and improving people's welfare, it needs to be done in a sustainable. One of them is by increasing the role of local government and the private sector to encourage community participation in increasing and developing village potential. Regional governments, especially village governments, must be able to read and analyze the existing potential, must be able to see which potential needs to be improved and maximized in order to accelerate economic growth. The role of the government has 3 roles according to Pitana and Gayatri (2005), namely the role of the government to develop tourism potential is realized as: 1) motivators in development of tourism villages, 2) facilitators in the development of tourism villages and 3) dynamicators. This is in line with the results of Habib's research (2022), the tourism village development program carried out by the government includes physical development in the form of advice and infrastructure and non-physical in the form of training in community empowerment carried out through exploration of potential is the key to success in improving welfare.

In analyzing this potential, cooperation between the private sector and local communities is required. The local community as the owner of culture and customs should receive protection and be given the opportunity to develop village potential, so community capacity building training is needed to increase participation in tourism village development. The success of the development of a tourist village depends on the level of acceptance and support of the local community (Wearing and McDonald, 2002). The management of tourism villages is expected to develop well, one of which is through community-based planning. Community-based planning is a form of planning that focuses on the grassroots level of the community as an alternative to the top-down approach (de Beer, 2005). Tosun (2006) said that community participation will be successful if local communities participate in the development of tourist villages that are adapted to the capabilities of the community itself.

The government has limited capital in providing training, efforts to help the limited capital owned by the government require synergy with the role of the private sector. Regarding the role of the private sector, Suriyani (2008) found that CSR can be implemented in the form of empowering local communities in the management of tourism villages. CSR is also used to maintain harmonious relations with local communities (Dwiyanji and Mahyuni, 2018). CSR implementation strategies can be directed through the "Assisted Village Program" which is integrated with the
company’s core business (Kotler and Lee, 2005). The purpose of the program is to make an innovative tourism village that can solve the community’s social and social problems of the village to develop sustainable tourism and be able to improve the welfare of the community through the superior potential of the village (Purnomo, 2016; Utomo and Heny, 2021).

Village potential development must be able to increase the competitiveness of tourist villages by developing one village one product or now known as the village’s superior product. So that each village produces a product that is unique and typical of the village by utilizing local resources. Optimizing local resources is by increasing the capacity of human resources and preserving cultural resources and natural resources which are raw materials. With the cooperation of all parties in developing the village economy, it will certainly greatly support the economic development that is being developed. According to Todaro and Smith (2003), community welfare shows the results of community development in achieving a better life, including increasing abilities and equitable distribution of basic needs. So that the role of the government, the role of the private sector, community participation, and creative economy can realize people’s welfare.

3 Research Methods

This research seeks to study the relationship between variables so that it is included in the type of relational research. Based on the process, this research is designed in a quantitative research model. The population of this study is 431 people who live in Nglanggeran Village and are involved in community groups for the development of Nglanggeran Tourism Village. The method of determining the sample is stratified random sampling. This study uses primary data based on the Slovin formula, the error rate of 7 percent is 139 people.

The variables used in this study are classified into three, namely: (1) endogenous variables, namely community welfare (Y3); (2) intervening variables, community participation (Y1), and the creative economy (Y2); (3) exogenous variables, namely the role of the government (X1), and the private sector (X2). The indicators of this research are presented in Table 1.

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Research Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Government Role (X1)</td>
<td>X1.1 Moral and material stimulation</td>
</tr>
<tr>
<td></td>
<td>Pitana and Gayatri (2005)</td>
<td>X1.2 Infrastructure development</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X1.3 Tourism village development policy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X1.4 Tourism village development regulations</td>
</tr>
<tr>
<td>2</td>
<td>Private Role (X2)</td>
<td>X2.1 Ability to respond to community and consumer needs</td>
</tr>
<tr>
<td></td>
<td>Kotler and Lee (2005)</td>
<td>X2.2 Contribution to promotion and marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.3 Contribution to consulting and coaching</td>
</tr>
<tr>
<td>3</td>
<td>Community Participation (Y1)</td>
<td>Y1.1 Community participation in terms of being involved in planning</td>
</tr>
<tr>
<td></td>
<td>Tosun (2006)</td>
<td>Y1.2 Community participation in the implementation of development</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Y1.3 The community has the same opportunity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Y1.4 Community participation participates in supervising the course of development</td>
</tr>
<tr>
<td>4</td>
<td>Creative Economy (Y2)</td>
<td>Y2.1 Adding product variations every period</td>
</tr>
<tr>
<td></td>
<td>Purnomo (2016)</td>
<td>Y2.2 Availability of chocolate raw materials in a sustainable manner</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Y2.3 Utilization of technology with products that are able to compete nationally</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Y2.4 Skill specifications</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Y2.5 Availability of capital from non-government organizations</td>
</tr>
<tr>
<td>5</td>
<td>Community Welfare (Y3)</td>
<td>Y3.1 Earn better income</td>
</tr>
<tr>
<td></td>
<td>Todaro and Smith (2003)</td>
<td>Y3.2 Better health level</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Y3.3 Have expenses other than basic needs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Y3.4 Obtaining a higher level of education</td>
</tr>
</tbody>
</table>
Testing of research instruments is done by testing the validity and reliability. This study uses descriptive analysis techniques and quantitative analysis techniques with a structural equation model or Structural Equation Modeling (SEM) because: 1) the variables of this study consisted of three types of variables, namely exogenous, mediating, and endogenous variables; 2) this research variable is a latent variable which is reflected by the indicator variable. The analytical tool used in this research is SmartPLS.

## 4 Results And Discussion

### 1. Outer Model Test

Based on the outer test image, this research model has met the requirements. According to Hair et al. (2011) for early-stage research of the development of a measurement scale of a loading value of 0.5 to 0.6 was considered sufficient.

### 2. Goodness of Fit Evaluation from Inner-Model

The goodness of fit (GOF) feasibility test as recommended by Tenenhaus et al. (2004). Based on Stone (1974) and Geisser (1974), the formulation of the model is described as follows.

\[
Q^2 = 1 - \frac{\sum (1-R_i^2)(1-R_j^2)}{\sum (1-R_i^2)(1-R_j^2)}
\]

Based on the calculation results, the \(Q^2\) value of 0.842 can be interpreted that 84.2 percent of the variation of the community welfare variable (\(Y_3\)) is expressed by the variation of the government role variable (\(X_1\)), the private sector (\(X_2\)), community participation (\(Y_1\)), and the creative economy (\(Y_2\)). While the remaining 15.8 percent of the variation in changes in the value of the social welfare variable cannot be explained by exogenous latent variables (\(X_1\), \(X_2\), \(Y_1\), and \(Y_2\)), and determined by other factors not included in this research model.
3. Hypothesis testing
Table 2 presents the results of hypothesis testing in this study.

Table 2. Hypothesis Test Results

<table>
<thead>
<tr>
<th>Original</th>
<th>Standard Deviation</th>
<th>T Statistics</th>
<th>P Values</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>X₁ -&gt; Y₁</td>
<td>0,396</td>
<td>0,115</td>
<td>3,450</td>
<td>0,001</td>
</tr>
<tr>
<td>X₂ -&gt; Y₁</td>
<td>0,286</td>
<td>0,120</td>
<td>2,377</td>
<td>0,018</td>
</tr>
<tr>
<td>X₁ -&gt; Y₂</td>
<td>0,293</td>
<td>0,109</td>
<td>2,673</td>
<td>0,008</td>
</tr>
<tr>
<td>X₂ -&gt; Y₂</td>
<td>0,178</td>
<td>0,082</td>
<td>2,179</td>
<td>0,030</td>
</tr>
<tr>
<td>Y₁ -&gt; Y₂</td>
<td>0,289</td>
<td>0,77</td>
<td>3,757</td>
<td>0,000</td>
</tr>
<tr>
<td>X₁ -&gt; Y₃</td>
<td>0,071</td>
<td>0,097</td>
<td>0,730</td>
<td>0,466</td>
</tr>
<tr>
<td>X₂ -&gt; Y₃</td>
<td>0,177</td>
<td>0,073</td>
<td>2,426</td>
<td>0,016</td>
</tr>
<tr>
<td>Y₁ -&gt; Y₃</td>
<td>0,150</td>
<td>0,082</td>
<td>1,835</td>
<td>0,067</td>
</tr>
<tr>
<td>Y₂ -&gt; Y₃</td>
<td>0,492</td>
<td>0,086</td>
<td>5,727</td>
<td>0,000</td>
</tr>
<tr>
<td>X₁ -&gt; Y₁ -&gt; Y₂</td>
<td>0,144</td>
<td>0,053</td>
<td>2,178</td>
<td>0,030</td>
</tr>
<tr>
<td>X₂ -&gt; Y₁ -&gt; Y₂</td>
<td>0,083</td>
<td>0,040</td>
<td>2,086</td>
<td>0,037</td>
</tr>
<tr>
<td>X₁ -&gt; Y₁ -&gt; Y₃</td>
<td>0,260</td>
<td>0,065</td>
<td>3,978</td>
<td>0,000</td>
</tr>
<tr>
<td>X₂ -&gt; Y₁ -&gt; Y₃</td>
<td>0,171</td>
<td>0,056</td>
<td>3,065</td>
<td>0,037</td>
</tr>
<tr>
<td>Y₁ -&gt; Y₂ -&gt; Y₃</td>
<td>0,142</td>
<td>0,043</td>
<td>3,293</td>
<td>0,002</td>
</tr>
</tbody>
</table>

Source: processed data, 2022

Information:
X₁ = the role of government;
X₂ = private sector;
Y₁ = community participation;
Y₂ = creative economy; and
Y₃ = community welfare

The Influence of the Government’s Role on Community Participation
In this study, the role of the government has a positive and significant effect on community participation. As a subject and object in development activities, community participation is needed and greatly influences the success of development programs. It is noted that there are various government programs related to tourism that focus on community development, including the National Community Empowerment Program (NCEP) independent tourism. The independent tourism NCEP itself is part of the independent NCEP which aims to increase effectiveness in poverty alleviation and job creation. Through independent NCEP, the government involves elements of the wider community starting from the planning, implementation, monitoring and evaluation stages. Based on Laksono (2017), the purpose of developing the Nglanggeran Tourism Village through the independent tourism NCEP program is to create and increase community capacity, both individually and in groups.

In this regard, the government then initiated the formation of a Tourism Awareness Group called POKDARWIS as a forum for the community to organize and participate in developing tourist areas. In the end, POKDARWIS becomes one of the stakeholders who come from the community and has a strategic role in developing and managing the potential of natural and cultural wealth owned by an area to become a tourist destination. Increasing community participation in the form of POKDARWIS itself is regulated by the government in various regulations. In addition, it is related to increasing community participation. Where to obtain village funds, POKDARWIS is obliged to become part of BUMDes (Village Owned Enterprises) in order to have legal force from the government. The advantage of being part of a BUMDes is that POKDARWIS has the legal power to manage the sultan’s ground and collect retribution from tourism.

The Gunungkidul Regency Government itself has issued a regional regulation on the implementation of tourism which focuses on community empowerment, which means that by law, community participation in tourism activities is the center of government attention. Regarding tourism in Nglanggeran Village, one of the government’s programs to increase community participation is to provide assistance in the form of village funds for the management of BUMDes so that they can support tourist villages. BUMDes itself in operating relies on the synergy between the community by integrating various business sectors such as tourism, wholesale, village economic enterprises, and TPS.
The Role of the Private in Community Participation

In this study, the role of the private sector has a positive and significant effect in increasing community participation. The role of the private sector through the CSR program in the Nglanggeran Tourism Village can be seen through the funds raised for capacity building activities and group facilitation. One of the groups that received training was women. PT Putri Kedaton Group conducts CSR for women’s empowerment through training in making chocolate scrubs in Nglanggeran Tourism Village. This chocolate scrub-making training aims to increase insight and skills for the women of Nglanggeran Tourism Village. From the CSR, the Purba Ayu Group was formed which consists of a number of women who become therapists.

The formation of this community empowerment has stages carried out, namely the process stage leading to action, preparation, checking process and field preparation stage. In the action stage, the community is involved in planning, where the community is asked to provide opinions, suggestions so that consensus is reached. Furthermore, Putri Kedaton held meetings and meetings with POKDARWIS to arrange ecospa tourism activities in the Nglanggeran tourist village, Gunungkidul. During the vetting process where a meeting was held to identify the need for a new ecotourism package, the community was given the opportunity to be involved in the decision-making process. From this examination process began the formation of the Purba Ayu Group. The field preparation stage is seen where the activities of the Purba Ayu spa group routinely carry out training and education activities in the spa sector, namely training on traditional Javanese massage treatments, body scrubs and masks; manufacture of spa materials such as chocolate masks, chocolate scrubs, candles, massage oils and aromatherapy; and manufacture of spa food and beverages. The results of the empowerment by training in the skills of making spa materials are carried out to support the knowledge of the spa treatment community. The training was carried out by a modern spa which was given to the Purba Ayu spa group in the Gunung Api Purba Tourism Village, Gunungkidul.

This is in line with research by Kamnoonwatana, Orada and Atip (2018), which states that the private sector in conducting CSR does not only include social development activities, but also includes investment in human resources, organizational change, new processes, and network development. To see the success of CSR in community participation is not only to monitor progress, measure success, and advertise to the public, but also from a sustainable perspective.

The Government’s Role in the Creative Economy

In this study, the role of the government has a positive and significant impact on the creative economy. This is because the government also continues to encourage the people of Nglanggeran Village to continue to innovate and create new products that will later support tourism activities. It is noted that there are various assistances carried out by the government, including the following: 1) The Indonesian Institute of Sciences Yogyakarta’s Natural Materials Technology Research Institute, located in Gading, Gunung Kidul, provides knowledge, training, and technology transfer so that people can process cocoa into various kinds of beverages and foods derived from chocolate so that the resulting products are export-oriented or can substitute import products; 2) The Department of Agricultural and Biosystem Engineering, Faculty of Agricultural Technology, Universitas Gadjah Mada provides assistance and training on bean to bar chocolate processing at Griya Cokelat and also provides appropriate technology in the form of melanger machines, air conditioning production rooms, chocolate bar printing equipment, and packaging design; 3) The Government of the Special Region of Yogyakarta through the Privileges Fund provides assistance to develop the potential of villages/kelurahan. Currently Nglanggeran Village continues to make improvements and increase the capacity and ability of the village to continue to be able to get this privileged fund; and 4) Provided land assistance to become a chocolate plantation covering an area of 48 hectares. The government carried out the construction of a small reservoir commonly called the Nglanggeran dam. This dam is used as a rainwater reservoir to irrigate the surrounding orchards during the dry season. The dam can hold water up to 12,000 cubic meters.

The purpose of developing this activity is to encourage the creative economy in chocolate processing from upstream to downstream. Cooperation with the government is carried out by processing, developing, and assisting the cultivation of cocoa into various processed chocolate products. The synergy of several government institutions is
carried out in addition to providing training, also by providing facilities and infrastructure assistance in the form of equipment and construction of a production house or show room of Griya Cokelat Nglanggeran. Activities at Griya Cokelat Nglanggeran include processing cocoa pods into cocoa powder to ready-to-eat products and training on making chocolate lunghead and making chocolate-coated banana chips integrated in the Gunung Api Purba tour package. Local economic development in Nglanggeran Village is carried out in the form of a community-based business. The results of this study are in line with Srimuk et al. (2021), in developing the creative economy, government support is needed in providing facilities and infrastructure that provide convenience for tourists.

The Private Role in the Creative Economy

In this study, the private sector plays a positive and significant role in the formation of the creative economy in the Nglanggeran Tourism Village. This is because the Corporate Social Responsibility (CSR) program run by several companies in Nglanggeran Village has an impact on increasing the capacity or ability of the community to cultivate the potential possessed by the village. This is as done by PT. Putri Kedhaton Group, for example, teaches the community to process the cocoa produced by many residents into chocolate scrubs and also conducts spa-related training. With such a program, the community is then moved to continue exploring what they can process into a product that has a higher added value when compared to the raw materials. The results of the empowerment gave rise to service products and goods that were in accordance with ecotourism conditions in the Nglanggeran Tourism Village.

The products produced in the tourist village will eventually be more varied, tourist attractions are growing, which initially only consisted of mountain climbing activities, now they have become recreational reservoirs, visit Griya Cokelat by seeing the making of chocolate lunghead and coupled with ecospa activities that can provide additional new tourism in the Nglanggeran Tourism Village, Gunungkidul. These results are in line with research conducted by Sangchumnong (2019) which states that in building a creative economy, the role of the private sector should involve the community so as to gain an understanding of the problems and needs of the community. Indeed, the creative economy connects culture with knowledge and technology, expertise and products that characterize the region. Of course, product development must consider the potential that exists in the area, such as the availability of raw materials and the ability of human resources.

The Role of Community Participation in the Creative Economy

In this study, community participation has a positive and significant effect on the formation of the creative economy in the Nglanggeran Tourism Village. People’s creativity is also shown by making processed products from food ingredients found around them. Regarding the manufacture of processed products, the community has groups that are used to develop their potential, for example the Purba Rasa Joint Business Group which is a group of local village women who produce various processed cocoa such as chocolate drinks, chocolate lunghead, chocolate coated banana, and chocolate bakpia whose raw materials come from their own garden.

Based on the above, community participation is positively related to the creative economy because the people of Nglanggeran Village have the openness to try new things and try to innovate to increase the attractiveness of Nglanggeran Tourism Village. To develop and evaluate the activities that have been carried out, the community holds a meeting every 35 days every Kliwon Tuesday night. This is in line with Thetsane's research (2019), which states that local communities are the main actors who know what is needed in developing the creative economy so that later the programs created meet the needs of the local community. By incorporating community needs into the creative economy and tourism development program, the community will voluntarily and work together to realize the development of their products based on the potential that exists in the local area.

The Government’s Role in Community Welfare

The results of this study, the positive role of government is not significant for the welfare of society. Initially, the TTP (Taman Teknologi Pertanian) which was developed by the Gunungkidul Regency Government and Gajah Mada University was planned to be a center for the development of downstream technology carried out by five groups, namely rice and cattle-based development in Padukuhan Nglnggeran Wetan (Mugodadi group) and Padukuhan Doga (group Margodadi), Goat and cocoa-based development in Gunung Butak (Ngudi Maktmur) and Karangsgi Padukuhan, while the processing and marketing of the produce is centered in Nglanggeran Kulon Village. However, in practice, each village has also developed innovative technology for integrating goat and cocoa (Wahyuni, 2018).
Internet problems are also the main thing affecting the welfare of the Nglanggeran Tourism Village because of its location in the mountains. A good internet network can increase tourist visits for welfare. A weak network will affect public services and it will be difficult for people to sell products and promote local potential. Weak internet also affects sales problems with non-cash payments, considering that QRIS also uses the internet network. Tourists visiting Wisat Nglanggeran Village must bring cash because of the well-known internet network because the nearest ATM is 3.5 km away so if tourists come without cash they will have difficulty buying souvenirs because sometimes QRIS is not connected.

The Role of the Private in Community Welfare

That the role of the private sector has a positive and significant impact on the welfare of the community. This is because in carrying out Corporate Social Responsibility (CSR) programs, the private sector relies on the potential possessed by the region to be developed later. This is because their success in carrying out CSR programs will be considered as the success of the company which will help improve the company's image. In its implementation, there are several companies that run their CSR programs in Nglanggeran Village, including PT. Putri Kedaton Group, its CSR program is empowering women through training in making chocolate scrubs and massage for spa purposes in Nglanggeran Tourism Village by considering the village's potential in the form of cocoa which is commonly found in the village. CSr must be based on the objectives of building reliable human resources, increasing wealth or alleviating people from poverty, maintaining company relations with the surrounding community, supporting clean corporate governance, and preserving the environment. Retnaningsih (2015), it is necessary to evaluate the implementation of CSR programs so that the program can be carried out in a sustainable manner and can empower the community. This research is in line with Astri (2012), which states that in CSR programs the company should provide opportunities so that people can develop themselves to be more independent and able to meet their needs. Thus, in the long term the welfare of the community will increase. This has been done in the Nglanggeran Tourism Village, has provided an opportunity for mothers who were previously unemployed to have jobs.

The Role of Community Participation in Community Welfare

The results of this study, community participation is not significant positive for the welfare of the community. In practice, not all people in Nglanggeran Village can participate and can feel the welfare as intended. In its implementation, only 3 (three) hamlets, namely Nglanggeran Wetan, Nglanggeran Kuluon and Gunung Butak are directly involved in the management of tourism activities in Nglanggeran Village. This happens because the locations of the three hamlets are close to the main attractions of the Nglanggeran tourist village in the form of the Nglanggeran Ancient Volcano and the Nglanggeran Embung. This situation ultimately made the other three hamlets in Nglanggeran Village unable to participate directly in tourism activities unable to receive compensation in the form of welfare. This is in line with research by Rosida (2014) concluding that there is still a lack of youth participation in the management of the Nglanggeran Tourism Village. Rosida (2014), said that the activeness of the youth was also not evenly distributed, and some were dissatisfied with the income they received when they joined POKDARWIS.

The Role of the Creative Economy on Community Welfare

In this study, it is known that the creative economy has a positive and significant impact on people's welfare. The creative economy that is currently developing makes Nglanggeran Tourism Village have many products that can make Nglanggeran Village superior when competing with similar tourist villages. The development of the creative economy in the Nglanggeran Tourism Village is due to an increase in tourism products and processed products produced by the community. In 2020 there was a decline in welfare due to the COVID-19 pandemic that hit the world and had a negative impact on all economic sectors in Indonesia, including the economic sector run by the people of Nglanggeran Village. This resulted in the chocolate processing business actors to stop production. This condition ultimately makes the craftsmen of processed chocolate products to be more innovative by selling their processed products online to relatives and colleagues. Tour managers also innovate on tourist visits in the form of virtual tours where tourists are invited to tour Nglanggeran Village from Tugu Station to Pendopo using the Zoom Meeting application. Tourists can shop for local products virtually as well. Nglanggeran Tourism Village with superior chocolate products, virtual tourists will be able to shop for various processed chocolates from Nglanggeran Tourism Village. They will be brought into Griya Cokelat Nglanggeran, see the products and the manufacturing process and finally will shop virtually using the non-cash payment mechanism. From this activity, tourism village managers still
earn income, although not as much as before the pandemic. This is in line with the research results of Nasir and Said (2017), With the innovation process from the existing natural potential and mapping the conditions of the creative industry, it can be seen that the craft industry has an impact on community welfare, especially the local community in the location where the handicraft production process occurs, especially the business actors. Innovation is needed to maintain sustainability by utilizing the internet and technology. Innovation can be done by conducting virtual tour activities and promoting tourist areas that are indirectly able to move the economy in the region.

The Government’s Role in the Creative Economy through Community Participation

In improving the creative economy in the Nglanggeran Tourism Village, the government plays a role both directly and indirectly by using community empowerment programs. The government's improvement of the creative economy is carried out through the institutions under it providing a variety of knowledge, training, and technology transfer in managing the village's potential. Of course, the government is obliged to conduct deliberations with the community so that they are involved in the course of development. From this deliberation it will be seen what is needed by the community, so that community empowerment can later be measured towards sustainability. The community as the main actor is the party who better understands the potential that exists in their area, as was done in Nglanggeran Village, they have cocoa beans because almost every house grows a cocoa tree. They are aware that if cocoa beans are sold directly without being processed, the selling value will be low. Starting with making chocolate lunkhead, the community finally tried to develop more varied cocoa preparations. The government's role is very much needed in the assistance of resource skills, capacity building, and technology. This is as done by the Research Institute for Natural Materials Technology, Indonesian Institute of Sciences Yogyakarta and the Department of Agricultural and Biosystem Engineering, Faculty of Agricultural Technology, Universitas Gadjah Mada, which play a role in helping rural communities in developing cocoa into various processed chocolate products. This means that the government has specifically played a role in building a creative economy in the chocolate processing sector which is considered potential to be developed.

The government also provides assistance to increase community participation which will have an impact on increasing the creative economy in Nglanggeran Village. With this assistance, the government is accelerating the creation of a creative economy through community involvement. With a pattern like this, the community is required to be able to develop a creative economic based on the potential they have, which means that they have the flexibility to develop their potential both in terms of products, tourism, as well as arts and culture without any intervention from the government regarding which sectors they should develop. The results of this study are in line with research by Dalidjo (2014), which states that the government has a role as a driver of local communities, while local communities act as managers or actors of creative economic activities in the tourism sector.

The Role of the Private in the Creative Economy through Community Participation

In improving the creative economy in Nglanggeran Village, the private sector plays a role both directly and indirectly with programs that involve the community. As has been done by the government, the improvement of the creative economy is carried out by the private sector by carrying out various capacity building training activities in processing the potential of the village into various products of high economic value through the CSR program carried out. Here the role of community participation is needed, especially to obtain CSR from the company, an active role is needed to obtain funds by submitting a proposal containing the activities and activities needed. The youth of Nglanggeran Village did the same thing. Where they are active to obtain assistance in improving the skills of local communities. To obtain private assistance, public awareness of the potential of the village is needed, then grouping is carried out based on the ability of the community. Increasing the capacity of tourism village managers can be done through training on the management of tourist villages. After that they formed a container in the form of POKDARWIS. With conditions like this, they finally got an appreciation for getting assistance in the form of CSR from several parties.

This is reflected in the CSR carried out by PT. Putri Kedhaton Group which teaches the community to process cocoa into chocolate scrubs and trains the community regarding spas. With this CSR, the public's understanding of new products that can be produced from cocoa is opened again, apart from the food or drinks they have developed so far. This training provides opportunities for women to improve their skills in processing cocoa into scrubs with available technology. From this CSR by involving the community, Griya Spa Purba Ayu was finally established. Griya Spa Purba Ayu which is part of ecospa tourism is included in physical or physiological motivation in the form of
relaxation, health, comfort, and participating in leisure activities. Chocolate, which is a superior product in Nglanggeran Village, is also packaged as a scrub, various processed aromatherapy products, and masks used in therapy because chocolate is believed to reduce stress levels. In addition, PT. Putri Kedaton Group also provides training to give confidence to spa therapists followed by certification of spa expertise because this therapist certification can increase tourists’ confidence in ecospa tours. This result is in line with Nusraningrum and Aditya (2019), it is said that CSR should prioritize programs needed by local communities in developing the creative economy in the tourism sector. This is because programs that are in line with the needs of the community are expected to be able to provide long-term effects to be utilized.

The Government’s Role in Community Welfare Through Community Participation

The role of the government directly does not have a positive effect, but indirectly through community participation it has an effect on welfare. In DI. Yogyakarta, the government provides a program for development in order to prosper the community through a cultured independent village. There are four pillars that must be achieved by a village that bears the title of a cultured independent village, namely a cultural village in fulfilling culture, a tourism village in fulfilling tourism, a prima village in fulfilling women’s empowerment, and a village-preneur in strengthening the economy. Nglanggeran Village itself is currently in the process of moving towards a cultured independent village by providing involvement for women in community groups that are synergized into various ecotourism activities. These groups are Purba Ayu by empowering women in the ecospa field, Purba Rasa which empowers women as culinary providers, and Griya Chocolate in chocolate processing. From the village-preneur side, besides being successful in forming the Purba Ayu, Purba Rasa, and Griya Chocolate business groups, POKDARWIS also succeeded in forming a merchant group, a home stay group, and a Retired migrant worker group.

The tourism-based activities carried out ultimately lead to changes in the level of community welfare in the form of increasing income levels, meeting daily needs, and part of the income can be used to buy additional needs and for savings, the unemployment rate is reduced due to the opening of jobs from the tourism sector, reduced number of villagers who migrated outside the area and chose to remain in the village to develop their own village. The results of Hermawan’s research (2016), show that the government’s role in the development of tourist villages carried out through community empowerment has a positive impact on the economic development of local communities in Nglanggeran Village. Among them there is an increase in people's income; increase employment and business opportunities; increasing local community ownership and control; increase government revenue through tourist levies.

The Role of the Private towards Community Welfare Through Community Participation

Success in developing sustainable human, natural and cultural resources is influenced by partnerships on community empowerment. The positive impact of community empowerment is on contributing to meeting the needs of rural communities by building an entrepreneurial spirit and increasing local economic and cultural capacity.

Ecospa as part of ecotourism develops community participation in the form of community empowerment. The success of sustainable development of human resources, natural resources, and culture is influenced by partnerships on community empowerment. Empowerment in Nglanggeran Village Gunungkidul was carried out by providing massage and reflexology skills training to community groups, namely the Purba Ayu spa group. Training on making spa products such as body scrubs, masks, bath salts, herbal compresses, aromatherapy candles, and several other products were also provided to support spa treatments. The communication carried out jointly by POKDARWIS represented by the Purba Ayu spa group in managing ecospa tourism was carried out for the advancement of tourism in Nglanggeran Tourism Village, Gunungkidul. Good and professionally managed communication between POKDARWIS and the Purba Ayu spa group is the key to success in carrying out CSR carried out by PT. Putri Kedaton Group. Ecospa tourism with community empowerment and marketing partnerships has an impact on quality spa businesses. These results are in line with the research of Wulandari et al. (2019), the main factor in CSR carried out by the private sector is communication of the needs and potentials of the village. The private sector responds to this need and provides training to improve the competitiveness of their products, as well as assist in promotion.

The Role of Community Participation in Community Welfare Through the Creative Economy

Community participation directly does not have a positive effect, but indirectly through the creative economy has an effect on welfare. The community empowerment program which aims to improve the economic condition of
the Nglanggeran tourist village is carried out in almost all aspects of the Nglanggeran tourism village and has succeeded in boosting the community's economy. This happens because the tourism conscious group innovates in packaging or exploring the potential selling points that exist in a group and then packaged as a tour package that can be enjoyed or chosen by visiting tourists.

Cocoa farmer groups, for example, where tourism awareness groups provide direct involvement so that cocoa farmers become guides in tour packages offered by Nglanggeran tourism village. This allows cocoa farmers to increase their economic value or income not only from selling cocoa pods, but also to earn income when they become guides explaining the process of planting, caring for, and harvesting cocoa pods to tourists who come. In addition, the cocoa fruit harvest in Nglanggeran village is also processed independently by the women's group at Griya Cokelat.

Griya Chocolate is one of the empowerment products in Nglanggeran village. The construction of Griya Cokelat aims to empower cocoa products to be sustainable by turning cocoa processed products into original processed products from Nglanggeran village. The processed cocoa products produced are sold and can be used as souvenirs for local and foreign tourists who come. This has become one of the boosters of the community's economic income due to the empowerment process in agriculture and cocoa processing, from planting to being processed cocoa products native to the Nglanggeran tourist village. In line with Al-Kuatsari's research (2017), community participation by increasing the active role of the community in developing superior products based on their potential is the main thing that must be done in developing the creative industry. Where the creative industry processing process will be sold to tourists to become tour packages. In addition to tour packages sold to tourists, creative economy actors can sell products to tourists so that they can increase their income. The level of participation is significantly related to changes in welfare in terms of income levels, environmental conditions, and social conditions (Manik and Djuara, 2021).

5 Conclusion

In the Nglanggeran Tourism Village, the community has been involved in the process of planning, implementing and evaluating tourism village development activities. This proves that the development of tourist villages already uses the full participation type. The government's role is considered not optimal in providing infrastructure, especially the internet network. Apart from that, of the five hamlets in Nglanggeran Village, there are two hamlets that are less involved because of their remote location.

There are several things that can be suggested as a follow-up to the results of this study, as follows: 1) the need for a road map for the development of a tourist village that synergizes with Neighborhood Associations, Hamlets and Villages. By synergizing the development of tourism villages in the future it is more planned, structured and can touch all hamlets in Nglanggeran Village. 2) the need for government support in infrastructure such as proper road access and community empowerment programs, this is done to increase community participation. The limitations in this study have not examined the extent to which the creative economy is produced in an effort to protect the environment, so it is necessary to study the relationship between the creative economy and ecotourism performance.

References


