

Conference Paper

Empowerment by the Pringsewu Local Government: A Study on the Tourism Rest Area of Wates

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Abstract.

The Pringsewu bamboo monument tourist attraction is an icon or landmark of Pringsewu Regency which is located in Wates Village, Gading Rejo District. Apart from being a tourist attraction, this monument also has many benefits in the area. Inside, there are many public facilities that can be used by the community. There is also a large trading area, which is almost half of the the overall location of the Pringsewu bamboo monument. The main purpose of the construction area trade, in addition to providing a comfortable resting place for the visitors who come to the area, is the provision of field jobs for the surrounding community to be able to sell at that location in order to meet their daily needs. The main purpose of this research is to describe the political relationship between the Pringsewu Regional Government and the community economic empowerment in the Tugu Bambu rest area of Gading Rejo village. The research method uses a qualitative approach through a descriptive case study, where data is obtained from the results of interviews involving local governments, traders, and visitors. Observations and documentation were also carried out to find out the conditions in the field that the analysis is performed in. The results and conclusion of this study are obtained through observations of political relations and the economic empowerment of the community, namely through the construction of trading and public facilities areas, and the efforts made to increase the success of the local government namely by eliminating rent, intensifying promotions, and coaching community economic development for traders. These efforts can be said to be successful due to an increase in the number of traders from each year as well as the satisfaction of traders who can meet the needs of their merchandise.

Keywords: Politics, Local Government, Community Economic Empowerment

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1. INTRODUCTION

Community empowerment is a concept of economic development that encapsulates social and political values. Community empowerment is an effort to increase the dignity of layers of society who are unable to escape the trap of poverty and underdevelopment. In other words, empowerment is enabling and empowering the community. Community empowerment efforts can be seen from three sides, namely: First, creating an atmosphere or climate that allows the community's potential to develop, Second, strengthening the community's potential or power. Third, empowering also means protecting.

Economics is a science that studies how humans fulfil their basic, secondary and tertiary needs.¹ The economy and politics are two of the most important aspects or sectors of a country. These two aspects cannot be separated because they have a very close relationship, if they stand alone there will undoubtedly be a big problem in that country. Economics is the study of the financial system of a country. Meanwhile, politics is a science that studies the ins and outs of state administration, both related to development and justice.²

In the economy, the government can make policies to help increase economic growth, namely by protecting property rights and maintaining political stability. Political stability is very important for economic growth, this is because political stability will affect economic growth, though, a political institution, where political institutions will become, an indicator of success, and economic growth.³ Institutions are tasked with regulating a person's property rights over goods and services, regulating and controlling redistribution, income evenly and the system of government that is applied to a country, namely a democratic country.⁴ There are 3 concepts that place politics to be closely related to economics in the end, such as:

1. Politics as government

In this concept, it is clear that politics is positioned as institutions or institutions that make strategic policies for an area that includes the state level. This study also discusses issues regarding government organization, distribution of power and the role of government which are the main focus by looking at the existing conditions of relevance as one unit in the latest political economy discussions.

However, in this concept, there are some visible weaknesses, such as the scope of government which is considered too narrow when we talk about the state in the realm of power, the neglect of discussions about the correlation between the

private sector and the government, personal or group interests in government that have the potential to fight fraud.

2. Government as a public

In the focus of this study, we are invited to enter areas that are very economical in nature, namely in the form of an event that exists in the midst of society, such as a debate between what is called public affairs. The public is also inseparable from the fulfilment of individual needs which affect the welfare and even the existence of the general public, in this case, the public. In the discussion of public and private we know the term "Public Good", what is meant by public good are goods and services that are considered valuable and are very strategic in nature for the needs of society. If we depart from John Dewey's thinking, the public sector is a real form of responsibility and responsibility of the state.

3. Politics as the allocation of value by the authorities

In studies in this field, the emphasis is strictly on what is meant by the distribution of values in society with certain authorities. Why this approach is considered relevant as a form of effective integration between politics and the economy because both agree on the method of allocation. If from an economic point of view, scarcity is inseparable from the production sector and this is closely related to politics which has almost full authority such as the distribution of natural resources, technical skills in terms of the quality of the means of production and so on.

The reduced success rate of community economic empowerment is a problem for the Regional Government, which results in a decrease in public quality and community welfare. So that in overcoming this problem the Regional Government carries out bureaucratic reform whose aim is to improve performance by using political concepts so that it can regulate and develop its potential Public. The existence of this bureaucratic reform is expected to be able to carry out transparent organizational communication in disclosing the performance and actions taken by bureaucratic leaders.

Based on the description above, the researcher is interested in further researching about the success rate of community economic empowerment carried out by the Regional Government of Pringsewu Regency, so the formulation of the problem can be stated as follows, How is the Political Relations of the Regional Government of Pringsewu Regency to Community Economic Empowerment in the Pringsewu Bamboo Monument rest area? What are the efforts of the Regional Government of Pringsewu Regency in achieving a level of success in Community Economic Empowerment in the Pringsewu Bamboo Monument rest area?

2. METHODS

This type of research uses a qualitative approach which aims to make a systematic and factual description of the facts and characteristics of a particular population or object. Types and Nature of Research This research is a case study. Data sources In this study, the authors collected the data needed in the preparation of this thesis using primary data and secondary data. The data collection techniques used are observation, interviews, and documentation.

3. RESULTS

3.1. Political

Community economic empowerment in the Tugu Bambu rest area is related to politics in improving the rest area, namely the rent money for empowered traders is replaced with cleaning money, according to Mr. Joko Hermanto, namely:⁵

”Three years after the Tugu Bambu rest area was inaugurated as an experiment in community economic empowerment, then there was an improvement following a policy from the Regent of Pringsewu, namely Mr. H. Sujadi Saddam who ordered the Regional Government to abolish the rent for traders before every month the traders were charged rent. replaced with cleaning money in a day each trader gives a thousand rupiah. The existence of this policy provides convenience for traders who are empowered to achieve community welfare.⁶

Community economic empowerment in the Tugu Bambu rest area is related to politics in improving the rest area, namely the rent money for empowered traders is replaced with cleaning money, according to Mr. Joko Hermanto, namely:

”The Pringsewu Regent gave directions to the Regional Government when he was re-elected to improve the Tugu Bambu rest area by building a stilt house as a meeting place for regional officials and others, then building a radio tower at Tugu Bambu as a place of information about the Pringsewu area for the Pringsewu community both about announcements or news. Repairs to the construction of the Tugu Bambu rest area are due to several years of trials, the rest area is increasingly crowded with visitors, therefore the Tugu Bambu rest area is being repaired so that there will be more visitors and traders will increase their income.”

Community economic empowerment in the Tugu Bambu rest area is related to politics in improving rest areas as implementing promises during campaigns to improve the Tugu

Bambu rest area as a community income, according to Joko Hermanto namely:⁷ "The treatment given by the Regent of Pringsewu as a political effort during the election of the Regent was to repair the Tugu Bambu rest area as an icon of Pringsewu Regency, then being re-elected, he ordered to make the improvements promised by the community to achieve and realize people's welfare".

Community economic empowerment in the Tugu Bambu rest area is related to politics in improving the rest area, namely the construction of stilt houses and radio broadcasting, according to Mr. Sigit Budiarto, namely":⁸ Additional developments such as houses on stilts are a way to add facilities that are typical of Pringsewu which can be used as meetings, places for counseling activities or seminars, then radio broadcasting as a way to make it easier to spread information or news as well as entertainment for visitors or the public."

3.2. Local government

Regional Government has a role in the development of occupied areas. The following is the statement of Mr. Achmad Iwan Kurniawan as head of the Pringsewu Economics and Natural Resources Sector, namely":⁹ Our job is to organize and serve the people of Pringsewu, one of which is the Bamboo Monument as our plan which has now been implemented. Previously, Pringsewu Regency had not had many rice fields along the road and it was difficult to have shade for resting, so a rest area was a necessity. On the other hand, the natural beauty of the Bamboo Monument really supports it. can be processed in increasing economic income independently.

Based on the author's observations, the Bamboo Monument is the initial entrance for people outside the area when they are about to enter and leave the Pringsewu area, so that before the rest area was built many motorists just stopped to take pictures at the Bamboo Monument and rest.¹⁰

The role of the Regional Government to build the regional economy. The following rara as head of the Pringsewu area Infrastructure and management, namely":¹¹ Our role at that time was to build the regional economy, apart from the rest area being used as a place for drivers to rest, we built it as jobs."

The Pringsewu Regional Government has taken the opportunity to serve the needs of visitors by providing various facilities, namely restaurants, various traditional snacks, selling handicrafts, and stage houses that can be used for meetings and radio broadcasting.¹² The Regional Government provides facilities to support the community to

produce an independent economy. Based on Joko Hermanto's presentation as the head of the Pringsewu Trade Sector, namely:

"We invite unemployed youth, adults and parents who want to develop the Tugu Bambu rest area through trading in the rest area, so we are a trading place by building barriers. We have built a stilt house to be used for meetings and a museum and storage of several historical miniatures about Pringsewu Regency, tents for visitors to enjoy a variety of food and drinks with natural views of the rice fields. We mentor traders, capitalize and provide training." Based on the author's observations, counseling for traders in the rest area is carried out once a month, which is carried out like a seminar, on the agenda the traders are given information about marketing and motivation. Then, the traders are welcome for the complaints they experience while trading in the rest area and the speakers provide input and suggestions to the traders.¹³ The following is Sigit Budiarto's presentation as chairman of the Pringsewu Sports and Tourism Youth Service, namely:¹⁴ "Until now, we have managed and cared for the Tugu Bambu rest area, such as parks, stilt houses, broadcasting areas, security for traders and visitors. Management and maintenance aim to develop and advance the Tugu Bambu rest area as a place to relax with the family which can be called local tourism as well. We also promote the natural beauty of Tugu Bambu and various foods, drinks and handicraft souvenirs through managing a blog."

Based on the author's observation, promotion is carried out to take advantage of technological advances, by providing training to traders on how to promote through good photography, editing to make it interesting and posting the results of photos and videos through the mass media.¹⁵

3.2.1. Community Economic Empowerment

Referring to the regional regulation of Lampung Province No. 3 of 2016 concerning the protection and empowerment of micro, small and medium enterprises, namely institutional development, human resource development, financing or capital facilitation, technology application development, product development, marketing and business protection. Apart from that regarding Law No. 24 of 2019 concerning the creative economy, as well as Law No. 32 of 2004 concerning regional autonomy, namely by giving flexibility to the regions to develop their territory including development in the economic field.

Regional autonomy granted by the central government gives the rights, powers and obligations of the autonomous regions to advance their respective regions. Regulations

regarding autonomous regions are included in Law No. 32 of 2004 and also in Law No. 23 of 2004. Through regional autonomy, it is hoped that regional governments can advance the region through the potentials that exist in their respective regions so that they can prosper the community.

Empowering the community's economy is developing the ability of the community to be self-sufficient in income. The following is the presentation of Sigit Budiarto, head of the Pringsewu Economics and Natural Resources Division, namely:¹⁶

"Planning for community self-sufficient economic development in the village of Gad-ing Rejo to develop natural and human potential with the characteristics of Pringsewu, namely the Bamboo Monument to grow the community's economy to develop quickly and progress."

Based on the author's observations, the Pringsewu Regional Government has realized the National development agenda.¹⁷

The following is Rare's presentation as the head of the Infrastructure and Management of the Pringsewu area, namely:¹⁸

"On average, Pringsewu Regency has an income from trading and being a farmer. The rice fields on either side of the road belong to the community. We see this as an opportunity to cultivate the Tugu Bambu area as a resting place for drivers to take the opportunity to create jobs by building the Tugu Bambu rest area to reduce unemployment."

Based on the author's observations, during the day many motorists with two-wheeled vehicles, four-wheeled vehicles and so on visit the Tugu Bambu Rest area to rest, then pray in the prayer room, bathroom, eat and drink and so on. 23 Along the way there are beautiful, cool and natural rice fields accompanied by bright cloud conditions, then there are neat and beautiful gardens around the Tugu Bambu rest area. After a lot of existing infrastructure was built in Pringsewu Regency, to regulate both in terms of policing and future economic empowerment, the regional government based on the regent's regulation issued regulations, namely Pringsewu Regency regional regulation No 04 of 2016 concerning the arrangement of street vendors, and Pringsewu Regency regional regulation regarding management and preservation of cultural heritage.¹⁹

The Efforts of the Pringsewu Regional Government in Empowering the Community Economy in the Tugu Bambu Rest Area

The Pringsewu Regional Government seeks to provide reinforcement to empowered communities. Based on Joko Hermanto's presentation as head of the Pringsewu Trade Sector, namely:²⁰

”Processing the Tugu Bambu rest area to increase visitors, by way of promoting local tourism by sharing it on social media, photos and videos that are shared promote the natural beauty of Tugu Bambu so that people outside the area who will drive through Pringsewu Regency will be interested in visiting.”

Based on the author’s observations, what is promoted is food, drinks, handicrafts, ancient objects characteristic of Pringsewu, houses on stilts, radio and natural beauty and other facilities needed by visitors, with the Regional Government of Pringsewu promoted through blogs and providing promotional training to traders to promote their own business in the rest area through social media.²¹

3.3. The Political Relations of the Regional Government of Pringsewu Regency to Community Economic Empowerment in the Pringsewu Bamboo Monument Rest Area

3.3.1. Trading Area Facility Provide

The government has the main role in empowering the community’s economy in the Tugu Bambu rest area, namely realizing the policies of the Regent H. Sujadi Saddam. One of the objectives of building the Tugu Bambu rest area is to provide a place as a facility area for traders who are there, with the construction of a wide and varied trading location to provide a comfortable and preferred place for visitors. The good condition of the trading area facilities is also offset by government policy in its management, by eliminating rent from traders, this is intended as a form of assistance to traders so that they are not burdensome regarding other additional costs with an agreement that traders must take good care of the place.

The addition of developments such as houses on stilts is a way to add facilities that are typical of Pringsewu which can be used as meetings, places for counselling activities or seminars, then radio broadcasting as a way to make it easier to spread information or news as well as entertainment for visitors or the public.²² This is as regional economic development to achieve the goal of developing the territory of power through improving employment, in line with Miriam Budiardjo stating that political activity is to determine the goals of power and carry out the goals, in the form of various activities.²³

3.3.2. Provider of Public Facilities for the Community

Regional Government Affairs to protect, serve, empower, and prosper the community.²⁴ H. Nurul Aini explained that the function of the Regional Government is to regulate

regional affairs, and serve the public and civil society to respect equality.²⁵ The role of the Regional Government has influence in the economic, political and social fields of the local community.²⁶ Based on the change in the nature of the local government to desantrilis in the political field, it gives the advantage of full authority to regulate and manage the area based on conditions and needs. The advantage in the economic field is that the Regional Government has the power to manage and utilize the potential of the region.²⁷

The Pringsewu Regional Government has not only contributed to building the Tugu Bambu rest area, opening up employment opportunities and providing facilities and funds for empowered communities, but jointly advancing the rest area as a resting place for drivers traveling long distances and visitors for local tourism, enjoying the view of Tugu Bambu. then the task of the Regional Government until now is to process and care for the Tugu Bambu rest area such as parks, stilt houses, broadcasting areas, the security of traders and visitors. Management and maintenance aims to develop and advance the Tugu Bambu rest area as a local tourism, so the Pringsewu Regional Government promotes the natural beauty of Tugu Bambu and various foods, drinks and handicraft souvenirs through managing a blog.²⁸ Promotion is carried out to take advantage of technological advances, by providing training to traders on how to promote through taking good pictures, editing to make it interesting and posting the results of photos and videos through the mass media.²⁹

3.3.3. Creating Orderly and Safe Conditions

Creating conditions that are orderly, orderly and safe is one of the objectives of community management and empowerment. To achieve this goal, of course, is not only the task of the traders, but also the duty and responsibility of the regional government. One of the efforts made by the Government, in this case the Koperindag Agency, is to revitalize the trading environment and the surrounding facilities. Namely by improving the condition of the building and also adding public facilities needed by the community. Revitalization means changing the physical market and managing it in a modern manner with the aim of spurring trade growth by harmonizing it with its environment and in accordance with the demands of society's needs.

Other efforts made by the Regional Government towards traders are by implementing professional management of the trading environment, facilitating access to the provision of good quality public facilities, and also by constructing various other facilities around trading areas such as the regional radio as the information center for the Pringsewu

area, Apart from that, there are houses on stilts which are often used as a place for government activities or official events, there is a prayer room which makes visitors often come to worship, and there is also empty land which is often used for government events so that the situation in the Wait Bambu rest area is one of the most popular places. bustling with activities that are beneficial to all people at any time,so that in such circumstances the trade environment and its surroundings become orderly and secure.³⁰

3.4. Efforts of the Regional Government of Pringsewu Regency in achieving a level of success for Community Economic Empowerment in the Pringsewu Bamboo Monument Rest Area

3.4.1. Removing Rental Fees

The Pringsewu Regional Government in the process of empowering the community's economy provides reinforcement to traders. By easing the burden on traders in the form of eliminating rent, providing complete facilities, business capital and mentoring and training in business management.³¹ For example, providing a place to trade with barriers, there are cooperatives as a means of saving and borrowing capital, and carrying out guidance through counseling.³² Increasing the existence and independence of the community as well as the capacity of local governments and local care groups in overcoming poverty in their areas.

The efforts of the Pringsewu Regional Government in increasing the success of community economic empowerment through strengthening traders in the Tugu Bambu rest area to increase the community's economic independence, in line with Dhio Adenansi, Moch. Zainuddin and Binahayati Rusyidi Local Governments have the capacity to empower communities to overcome poverty.³³ The Pringsewu Regional Government has provided a role in empowering the community's economy, in line with Devi Chandra Nirwana, Muhammadiyah and Muhajirah Hasanuddin UKM (Small and Medium Enterprises) need the role of the Regional Government in providing guidance, mentoring, mentoring, training, capital or funding and sufficient information in managing and develop the business so that the business is more dynamic.³⁴

3.4.2. Intensify Promotion

The Pringsewu Regional Government in processing the Tugu Bambu rest area seeks to intensify visitors, by way of promoting local tourism by sharing on social media, photos

and videos shared promoting the natural beauty of Tugu Bambu so that people outside the area who will drive through Pringsewu Regency will be interested in visiting.³⁵ Examples are the promotion of food, drinks, handicrafts, ancient objects characteristic of Pringsewu, stilt houses, radio and natural beauty as well as other facilities needed by visitors, with the Pringsewu Regional Government promoted via blogs and providing promotional training to traders to promote their own business in the rest area through social media.³⁶

The Pringsewu Regional Government seeks to promote the natural beauty and facilities in the Tugu Bambu Rest area as well as food and beverage children to promote local tourism in the Tugu Bambu rest area in increasing visitors, in line with Hary Herawan that local tourism is related to local wisdom according to potential existing nature, customs, and culture that can be managed, developed and advanced with the community in achieving these local tourist attractions.³⁷

3.4.3. Development of Independent Economic Development

Planning for independent economic development for the community in the village of Gading Rejo to develop natural and human potential with the characteristics of Pringsewu, namely the Bamboo Monument to grow the community's economy to develop quickly and advance.³⁸ Based on this presentation, the Pringsewu Regional Government has realized the National development agenda,³⁹ in line with Cornelis and Miar community economic empowerment. The Regional Government implements National development as an effort to regional economic growth.⁴⁰

Maintaining the natural potential that exists in the Tugu Bambu rest area in the processing of local tourism, namely the coolness of the rice fields with a natural natural atmosphere is part of the steps for community empowerment, so for processing natural potential not through artificial means, it still maintains the function of rice fields owned by people who earn income from farmers.⁴¹ Along the way there are beautiful, cool and natural rice fields accompanied by bright cloud conditions, then there are neat and beautiful gardens around the Tugu Bambu rest area.⁴²

The natural potential maintained by the Pringsewu Regional Government as a step in empowering the management of the Tugu Bambu rest area tourism, according to Syahrul Falah and Irham Zaki's statement, strengthens the potential of the community, as a step in empowering the community's economy towards success.⁴³ Community economic empowerment activities strengthen the handling network between Regional

Governments, empowered communities, surrounding communities and visitors to maintain local tourism.⁴⁵ From the several efforts that have been made by the Pringsewu regional government, it has resulted in an increase in the number of traders every year, according to the data provided, namely in 2015 there were still 15 traders, then it increased to 50 traders in 2019 which was due to the government's efforts to fulfill economic empowerment and provide field profession.⁴⁴

4. DISCUSSION AND CONCLUSION

The Pringsewu Regional Government is related to political relations in empowering the community's economy, one of which is building a bamboo monument rest area as a natural potential that is developed to open up employment opportunities as traders for the community in fulfilling their daily needs by building a good trading area, as well as a resting place for visitors with provide supporting facilities in the form of complete public facilities with the aim of making the location a lively place and many activities, both public and government, to attract the interest of the public or visitors. The local government is also trying to create orderly and safe conditions by maintaining every existing facility and having a police guard post that always secures the location.

Efforts made by the Pringsewu local government to achieve a level of success in economic empowerment are to help reduce expenses for traders by eliminating rent so that it does not become a burden for traders, in addition to providing business capital, guidance, and training aimed at assisting traders in developing their trade. Cooperatives are provided as a means of savings and loan capital and counseling about business. Intensifying promotions such as information on blogs and print media were also carried out by the Pringsewu regional government in increasing visitors. So that the local government in its efforts succeeded in achieving a level of success in economic empowerment by showing an increase in the number of traders each year and the satisfaction of traders who can make ends meet.

Notes

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⁴²Agustina Pudji Rahayu, observation at the Rest area of the Gading Rejo Bamboo Monument, Lampung, 13 February 2020.

⁴³Syahrul Falah and Irham Zaki, "Empowerment, h. 340-352.

⁴⁴Syahrul Falah and Irham Zaki, "Economic Empowerment, h. 340-352.

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