

Conference Paper

Community-Based Empowerment in Kaki Langit Market Tourist Village Bantul Yogyakarta

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Abstract

This research study was conducted to observe activity designs of community-based empowerment in order to find the result of the empowerment through tourist village development. The method employed in this study was descriptive qualitative. The instruments used to collect the data were observation, interviews, and documentation. The applied data analysis techniques were data collection, data reduction, data display, and conclusion drawing. The result of this study pointed that the applied designs of the community-based empowerment were: association, mentoring, funding, construction of facilities and infrastructure, cooperation, and formation of organizations. The implemented model or design hit its target. The target was determined based on the community needs. The results of the implementation of the empowering program were independence and economic improvement of the community.

Keywords: Community Empowerment, Tourist Village, Community

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1. Introduction

Poverty is one of the main issues in Indonesia. Hence, some plans have been made, to solve the problem, by various parties such as government sector, Non-Governmental Organization, and association/organization. One of the efforts made by the parties is community empowerment. The community empowerment becomes the focus of public attention and is considered as one of the right approaches to overcome social problems, especially poverty [1]. The implementation of community empowerment aims to make communities independent so that they can face various challenges in life.

Community empowerment has been implemented through various programs, one of the programs is tourist village program. Tourist Village Development is a community empowerment program aimed to strengthen as well as a way to alleviate poverty in one area by managing the potential of the area. It is expected that through the implementation of the program, communities benefit from the tourists visited the area.

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The tourist village program can provide useful benefits to improve the standard of living of the communities. As stated in the Republic of Indonesia Ministry of Tourism Regulation Number 29 Year 2015 regarding village-based tourism development, this program will mobilize economic activity in rural tourism area so that it can prevent urbanization of rural communities to cities [2]. Tourist village development will encourage nature conservation that will ultimately have an impact in reducing global warming. It is expected that the tourist village program will give positive contribution to community developers.

Indonesia is a country which has a great potential on nature and culture but there is a lot of potential that is not utilized by the communities. Tourist village development can be an option for the communities supported by the government to develop tourism in Indonesia. The existence of tourist villages can also help to preserve nature because one of the things offered by tourist village is beautiful environment. By developing tourism villages, it can be economically advantageous for its communities because they can get new sources of income to improve the local economy.

One of the villages succeeded in implementing tourist village program to actualize community-based empowerment was Tourist Village of Kaki Langit Market, Dlingo Bantul Yogyakarta. Tourist Village of Kaki Langit Market is located in Magunan Dlingo, Bantul. Kaki Langit Market is a culinary tourism market which has its own uniqueness, as it can be seen from traditional clothes worn by the officers and the sellers, wood coin as payment instrument, wood mortars used by elders as musical instruments in order to empower them, traditional games, and traditional snacks. Kaki Langit Market is a tourist destination which a lot of people talk about on Go Digital, a social networking service initiated by Ministry of Tourism in collaboration with Generasi Pesona Indonesia (GenPI) Jogja. The existence of Tourist Village of Kaki Langit Market can increase the community income by selling something in the tourist sites. Therefore, this study discusses about community empowerment carried out by GenPI Jogja.

This research study is important because it describes an analysis of activity designs of community empowerment and shows an empowerment concept of tourist village.

2. Literature Review

Community is a group of people who are care about each other more than they should, in which there is a close personal relationship between the community members because of similarity of interest or values [3]. It is in line with the solidarity of GenPi Jogja community members. Caring attitude towards members and other people which is

considered important by GenPI makes the community initiate to help others alleviate poverty by empowering communities through development of tourist villages.

Tourist Village is a form of integration of attraction, accommodation, and supporting facilities that is presented in a community life structure that is merged with prevailing custom and tradition. Tourist village usually relates to rural area which has its own characteristics and attractiveness as a tourist destination [4]. The Tourist Village of Kaki Langit Market has uniqueness in terms of its inherent traditional culture. The cultural characteristics of the village are utilized by GenPI in the process of empowering the village community. The community empowerment is one of the efforts to improve skill and ability of the community so that the community can maximally build their identity, values, and dignity in order to survive and improve themselves independently in economic sector, social field, religion, and culture [5].

3. Material & Methodology

This research study applied descriptive qualitative approach. Qualitative research focuses on quality of goods and services [6]. This study was conducted in Jl. Mangunan, Subdistrict Dlingo, Regency Bantul, Yogyakarta, in which Kaki Langit Market is located. There were 16 informants involving a coordinator of GenPI, whose name is Elzha, three members of GenPi Jogja, Mr. Sumijan as head of village, and 11 sellers of Kaki Langit Market. This research study was done to find data of activity design of community-based empowerment which were obtained from interviews, observation, and documentation. Data analysis techniques employed in this study were data collection, data reduction, data display, and conclusion drawing [7].

4. Results and Discussion

4.1. Profile of Generasi Pesona Indonesia (GenPI) Jogja

Generasi Pesona Indonesia (GenPI) Jogja is a community formed by The Ministry of Tourism of the Republic of Indonesia. It is the implementation of Go Digital tourism promotion program. The community of GenPI has a duty from the Ministry of Tourism to promote digital destination program and up to now, eight digital markets has been established in DIY, namely Taman Bumi Market, Telaga Jonge Market, Kerajinan Pam-pang Market, Kriya Bambu Muntuk Market, Laguna Market, Banyunibo Market, Nglinggo Market and Kaki Langit Market.

4.2. Activity designs of community empowerment

Community empowerment is a means to enhance skills and it is also a means to provide ability by parties having the ability to those who do not yet have the ability. The community empowerment aims to construct independent individuals and community. The role of GenPI Jogja in empowering the community of Kaki Langit Market is to educate the community to be independent without leaving cooperation, consensus, and deliberation as the community principles. The activity designs applied in the community of Kaki Langit Market are described as follows:

4.2.1. Association

Association of the village community and assistance from GenPI Jogja are rooms to educate, guide, and introduce, to the community, the potential of nature resources of their village and to show alternative potential development governance that is suitable to the condition and the needs of the local community. The association of the village community initiated by GenPI has become a routine. The association aims to give chances for the community to discuss and evaluate weaknesses. GenPI Jogja also educates the community about marketing, financial management in cooperatives, ethics of welcoming visitors, presentation and menu of traditional food, and the use of traditional clothing. The association is also intended to accept aspiration of the whole community so that a community-based empowerment aiming to construct an independent community using bottom up approach can be realized.

4.2.2. Mentoring

Mentoring activity is a result of a discussion in a meeting between GenPI Jogja and the tourist village community. This kind of activity is implemented by GenPI Jogja to control and see how far the development of Kaki Langit Market is processed. The process of GenPI mentoring involves visits to seller's stalls in order to greet or even ask the sellers to practice the procedure of greeting tourists who come to their stalls. The mentoring done by GenPI is used to encourage and stimulate the community in promoting Kaki Langit Market together.

4.2.3. Funding

From the start, GenPI has been providing financial support for the community to accelerate community empowerment in Kaki Langit Market. The amount of the support is 500.000,00 for traders who sell in Kaki Langit Market. It is expected that the funding can help the traders to get funded.

4.2.4. Construction of facilities and infrastructure

Facilities and infrastructure are built based on a theme, namely digital destination. It aims to activate *instagramable* destination through social media which should contain local content. The stalls are made of woven bamboo and wood, this is done to make the traditional nuance show, building infrastructure such as praying room, restrooms, and parking lot, is proposed by the community. Seating facilities are purposely set facing a stage to make tourists feel comfortable in enjoying traditional art performance such as *gejog lesung* that is played by elders, *karawitan*, traditional dance, pantomime, and *kallanthung*, while eating snacks.

4.2.5. Cooperation

Preservation of values existing in the community is promoted massively by GenPI Jogja, such as suggesting the community to do mutual cooperation. This is done to strengthen empathy and solidarity of the community. This activity will also function as an effort to stimulate an active participation of the community in building the village to form a community which can improve themselves and maintain their environment.

4.2.6. Formation of organizations

GenPi formed an organization for the community. The organizations were in form of cooperatives. This was purposely done to raise independency of the community. The profits of the cooperatives were saved and managed by the community.

4.3. Interdependency as the result of community empowerment

Community empowerment is a step or process to develop, improve, and strengthen community's skill. Community empowerment is not only oriented to physical ability but

also non-physical ability. Community empowerment should be based on principles and values that will be used as a fulcrum to decide which changes will be made. It is important that the community does not only become an object of the development but also be a subject having a strategic position to determine on how the community can grow and improve themselves.

The community empowerment activity designs result to skillful, powerful, and independent community. The independence will take time. Kaki Langit Market brings changes to the economic activities of the community. Previously, the sellers were mostly farmers, or even housewives. As the Kaki Langit Market is known to tourists, it helps the community to increase their income by selling or doing other activities in the market.

5. Conclusion

Based on the explanation above, it can be concluded that the community empowerment carried out by GenPI Jogja has 6 activity designs: association, mentoring, funding, construction of facilities and infrastructure, cooperation, and formation of empowerment organizations which goals are based on community needs. The results obtained from the empowerment were independency and economic improvement. This shows that empowerment through tourism in Kaki Langit Market contributed to the income of the community.

Recommendation

A recommendation for future research in Pasar Kaki Langit Tourism Village would be about how the community can take care of the tourist village so that they can develop sustainable village tourism.

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