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Indonesian Journal of Community Services Cel

Journal homepage: <https://ijcomcel.org>



Development of Tourism Villages in Tegal Bungur Village, Natar Subdistrict, South Lampung Regency through a Community Empowerment Approach

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ARTICLE INFO

Article History:

Received 30 April 2024

Revised 18 May 2024

Accepted 10 June 2024

Published 19 June 2024

Keywords:

Community empowerment,

Local culture,

Tourism village,

ABSTRACT

The development of tourism villages in Tegal Bungur Village, Natar Subdistrict, South Lampung Regency utilizes the potential of nature, culture, and local resources as a tourist attraction that can improve the welfare of the local community. This community empowerment activity aims to increase the literacy of the villages' community in Natar Subdistrict regarding the development of tourism villages so that they can actively participate in educational development, especially regarding entrepreneurship and tourism education. The methods in this activity consisted of initial survey, training, monitoring, and evaluation. Through the active involvement of the local community in the entire development process, the villages' community in Natar Subdistrict can optimize their local potentials in a sustainable manner. In this context, solid collaboration among the government, local community, and other relevant parties is important to create a conducive environment for the development of tourism villages. Tegal Bungur Village serves as an example for other villages in optimizing their local potentials for sustainable development of tourism villages. Strong synergy between various parties will provide significant benefits to improve local economic growth, cultural preservation, and community welfare in Tegal Bungur Village and the surrounding regions.

1. Introduction

A tourism village is a village with certain characteristics and is typically managed by the local community in accordance with existing attractions. This type of village is also characterized by the ability of the local community to manage their resources in such a way to attract tourists and generate additional revenue (Admaja et al., 2020). Tegal Bungur Village, Natar Subdistrict, South Lampung Regency has been known as one of the villages that has the great potential to become a tourism village, owing to its location in a rural area with great natural and human resources potential.

One important aspect in the development of a tourism village is the active involvement of the local community. The local community is not merely the object of tourism, but also the subject that plays an active role in tourism management and development. This can be implemented through various trainings and capacity building programs encompassing various subjects, such as service, tourism management, and entrepreneurship. By doing this appropriately, the community can take advantage of the economic opportunities that arise from the arrival of tourists, while maintaining and preserving their local culture and environment (Friza, 2019).

The participation of local community in tourism village management efforts is part of community empowerment to preserve culture, customs, and moral values (Andayani et al., 2017). Prabowo et al (2016) stated that one way to design and implement this effort is by involving the community through empowerment activities in accordance with the roles of each community member. According to Tatura et al (2024), community empowerment activities, which are carried out through community learning and training on the management of tourist attractions, can increase public awareness of the potentials of a tourism village for achieving sustainable development goals.

The role of the community in decision-making activities for the development of tourism villages is based on knowledge and skills in recognizing the existing potentials in their region (Andrianto & Damayanti 2018). According to Wearing & McDonald (2002), the optimization of unique and distinctive local potential is one of the success factors for the development of tourism villages. Natural beauty, cultural uniqueness, or distinctive handicraft products are characteristics that can attract tourists. Identifying and developing these potentials certainly requires solid cooperation between the local community and external parties, mainly including the government and academics. The government as a policy maker can provide support in the form of infrastructure and promotion, while academics can assist in the form of research and development of appropriate strategies. In relation to the development of tourism villages, the social phenomena occur in Tegal Bungur Village are presented in Table 1.

Table 1. Social phenomena in Tegal Bungur Village, Natar Subdistrict, South Lampung in relation to the development of tourism villages.

Village	Social Phenomena
Tegal Bungur	<ol style="list-style-type: none">1. The community is hoping for sponsorship to build an inn in the village.2. The village-owned enterprises (BUMDes) program is still in the early stages of development.3. The role of BUMDes is currently restricted to being a distributor for stalls.4. The community of Guranteng Village is not yet fully proud of the potential of their village.5. There is a socialization regarding tourism hygiene, especially concerning cattle farming.6. Public knowledge about tourism is still minimal.7. The community wants special assistance and coaching on how to pack tourism activity so that Guranteng Tourism Village can attract visitors to stay for 1–2 nights.

Training and literacy enhancement on tourism village certainly play an important role in the development of tourism villages. Based on a study by the Lampung Provincial Tourism and Culture Office on the development potential of Tegal Bungur Village, it was stated that the capabilities of related human resources, namely village managers, village organizations, local community, and all other parties are still need to be improved ([Lampung Provincial Tourism and Culture Office, 2023](#)).

Based on the aforementioned background, community services activity in Tegal Bungur Village, Natar Subdistrict, South Lampung is a very important initiative to improve the welfare and quality of life of the local community, which often faces challenges in terms of access to education, health, and economic development. Through this activity, it is hoped that these problems can be addressed through a holistic and sustainable approach. Therefore, this community services activity was conducted in the form of an independent empowerment program through the development of partnership-based assisted villages to provide training for the community in Tegar Bungur Village and other villages in Natar Subdistrict.

2. Methods

This community empowerment activity was conducted in Tegal Bungur Village, targeting the villages' heads, BUMDes managers, and youth organization (*Karang Taruna*). The activity began with an initial survey in February 2024, followed by training in March 2024. Then, monitoring and evaluation were conducted until December 2024 using a flexible schedule to suit the needs identified in the initial survey. In general, this community services activity aimed to increase the literacy of local community in Natar Subdistrict regarding tourism villages so that they can actively participate in educational development, especially regarding entrepreneurship and tourism education.

The community service team adopted the 7D community empowerment model through various methods to overcome existing problems faced by the community. According to [Dhamotharan \(2009\)](#), 7D community empowerment model consists of the following stages:

1. D1 - Developing Relationships: At this stage, a trusting relationship is established among community group members, as well as between the community and external parties, such as facilitators, resource persons, and government officials.
2. D2 - Discovering Capacities: At this stage, the community seeks to recognize and realize past achievements and understand the current problems they face.
3. D3 - Dreaming of Community's Future: At this stage, the community is encouraged to articulate their collective aspirations. A collective aspiration is a creative image of a positive future. After formulating the aspiration, the community then develops it into a vision.
4. D4 - Directions of Community's Actions: At this stage, the community sets clear goals as the direction for their activities.
5. D5 - Designing Community's Actions: At this stage, the community designs actions by translating the vision, goals, and activities into a plan with a clear and logical structure.
6. D6 - Delivering Planned Activities: At this stage, the community implements the plan that had been developed. Internal and external inputs must be organized appropriately so that the designed activities can be implemented successfully.
7. D7 - Documenting Outputs, Outcomes, and Learning: At this stage, the community reflects on the "journey" they have been going through and the results achieved. The reflection is conducted by the community group and all external parties involved.

After conducting initial survey to obtain the data regarding the villages' potential and existing problems, the community services team designed a training that suited the needs identified in the survey. The training participants were all village officials, BUMDes managers, and youth

organizations from the five villages in Pagerageung Subdistrict. In this training, interactive media such as PowerPoint and videos were employed to deliver a material on several subjects: tourism, BUMDes management, financial management, and tourism villages marketing management. The training material was presented and delivered interactively by the team.

The team also provided assistance through online media, such as WhatsApp groups, to provide remote guidance. The team actively provided guidance and relevant inputs regarding tourism village management based on experiences from advanced tourism villages.

3. Results and Discussion

This community service program included a variety of activities designed to empower the community of Tegal Bungur Village and other villages in Natar Subdistrict. The activity included skills training, health counseling, and access improvement to technology and information. Skills training on modern agriculture, handicrafts production and marketing, and entrepreneurship were intended to open up new economic opportunities for the community. Meanwhile, health counseling aimed to increase the awareness and knowledge of the community about the importance of healthy lifestyle and disease prevention.

In addition, this activity also focused on improving village infrastructure, such as building public facilities and improving road access. With adequate infrastructure, it is expected that community's mobility and economic activities can be smoother and more efficient. This activity also involved active participation from various parties, namely local governments, educational institutions, and non-governmental organizations, to ensure that this activity runs effectively and provides real benefits for all villages' residents in Natar Subdistrict. Table 2 presents the detailed community services activity carried out using the 7D approach.

Table 2. Community services activity in Tegal Bungur Village using 7D model.

7D Model	Description of Community Services Activity
Developing Relations	The team conducted a visit and initial survey involving the head of Natar Subdistrict, villages' heads, BUMDes managers, and youth organization in Tegal Bungur Village. During the initial visit, the team explained the purpose of this community services activity and objectives of coming to the village and received a warm welcome. In this stage, there was a mutual introduction formed between the team and all parties involved. Contacts were also obtained through the establishment of a WhatsApp group to facilitate regular communication and periodic coordination.
Discovering Capacities	The initial survey was also an opportunity for brainstorming. On this occasion, the head of Natar Subdistrict as the villages' highest leader shared his views on the linkage of tourism with the villages' overall work agenda. At the same time, the five villages' heads expressed the potentials of their respective village. This brainstorming activity aimed to identify the villages' capacity to develop tourism activities.
Dreaming of Community's Future	Based on the results of the initial survey, the team identified various obstacles faced by the community in tourism village development. Efforts to equalize perceptions about tourism potential of the villages are expected to improve the welfare of rural community and reduce urbanization.

Directions of Community's Actions	After finishing the initial survey, the team formulated the direction of community action by providing training in accordance with the needs identified in the survey. The training delivered several subjects: tourism management, BUMDes management, and tourism village marketing management. This training aimed to improve the knowledges and skills of the community in managing and optimizing the tourism potentials in their villages.
Designing Community's Actions	Through training that discussed various matters as described above, the team provided guidance for the local community to design a tourism concept in accordance with the customs of each village, by particularly adopting the concept of halal tourism village in Natar Subdistrict. In addition, the team provided guidance on the effective BUMDes management and provided direct example from an advanced tourism village on how to effectively market the potentials of a village.
Delivering Planned Activities	After attending the training, the participants can immediately implement tourism development activities in their village. Through the WhatsApp group that has been established, the team monitored and evaluated the results of the training that has been provided. By doing this, the team can determine what type of training is needed to improve the development of tourism villages in Natar Subdistrict so that the villages can eventually become the advanced tourism villages.
Documenting Outputs, Outcomes, and Learning	The final step was to document the results, outputs, and lessons learned from this community services activity. The documentation was conducted using electronic devices, such as cameras, voice recorders, and cellphones to capture the progress of this activity. The team also distributed questionnaires to the training participants to assess three things: the effectiveness of the training, the method of material delivery, and the quality of service that had been provided. This mainly aimed to measure the results of the activities and obtain valuable inputs for future improvements.

At the initial survey, the team conducted brainstorming interviews involving the community and village officials to identify the potential attractions of each village, obstacles for tourism activities, expectations related to tourism village management, and training needs for tourism village development. The results of the initial survey are presented in Figure 1.

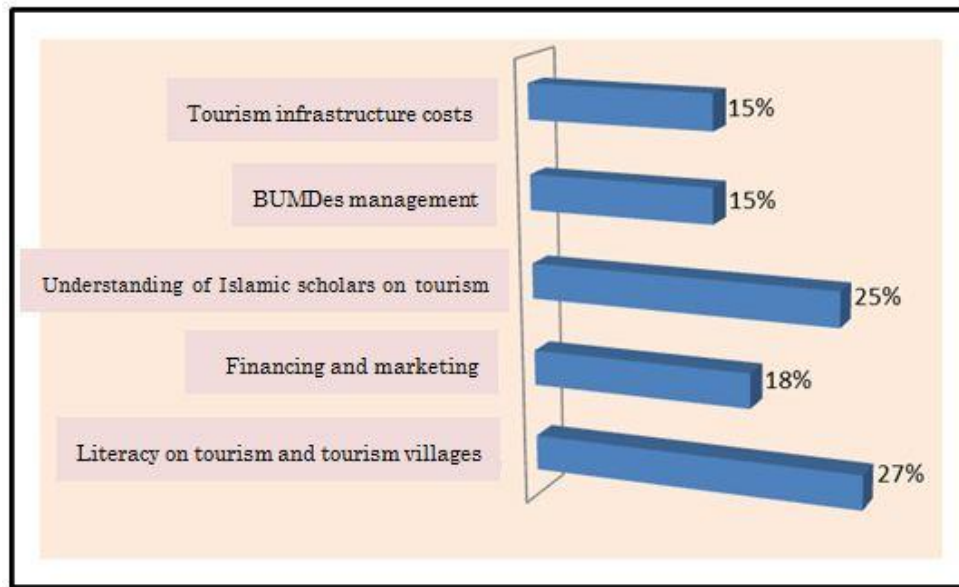


Figure 1. Results of initial survey on the problems faced by the villages' community in Natar Subdistrict

As seen in Figure 1, the problems or phenomena faced by the villages' community in Natar Subdistrict can be identified as follows:

1. Literacy on tourism and tourism village is the main problem faced by the community, with a percentage of 27%, the highest among that of other problems identified. This reflects the need for a deeper understanding on the concept of tourism and how to properly develop tourism villages in this region.
2. The second problem is the understanding of Islamic scholars (*alim ulama*) on tourism, with a percentage of 25%. This is particularly important because the majority of people in Natar Subdistrict are Muslims, and the villages in this region are famous for its Islamic culture, mainly including Islamic students (*santri*) and Islamic boarding schools (*pesantren*).
3. BUMDes management is another issue with a percentage of 15%. This is thought to be due to the limited understanding of the community regarding the function and role of BUMDes in village management, thus emphasizing the need to improve the quality of BUMDes management to support the development of tourism villages.
4. Financing and marketing are other problems faced by the community, with a percentage of 18%. These problems include limited capital available to develop the products and services of their villages, as well as a lack of understanding on how to effectively develop marketing strategies.
5. Optimizing villages' potentials and improving villages' infrastructures are also problems faced by the community, each with a percentage of 15%. The community wants to feel proud of the potentials of their respective villages so that infrastructure improvements are considered necessary to support the development of their tourism villages.

The analysis above indicates that there are various challenges that still need to be overcome for the development of tourism villages in Natar Subdistrict. Alternative solutions include training, mentoring, and a deeper understanding on tourism and overall village management. In addition, infrastructure and capital support are also necessary to ensure the successful development of tourism villages in this region.

4. Conclusions

The development of tourism villages in Tegal Bungur Village, Natar Subdistrict, South Lampung Regency through a community empowerment approach has demonstrated great potential to generate positive impacts for the development of both local community and local resources. Through the active involvement of the local community in all stages of development, from potential identification, training, to program implementation, they can optimize the local resources and cultural wealth of their respective villages. This approach allows the community to assume a greater role in decision-making and implementation activities, thus creating a sense of ownership and sustainability in the management of their respective villages.

The community empowerment approach carried out in Tegal Bungur Village can serve as a good example for other villages in Natar Subdistrict in terms of optimizing local potentials for sustainable tourism development. In this context, cooperation among the government, local community, and various other related parties is the key to ensure the success. Through strong synergy and collaboration, the tourism villages in Natar Subdistrict can continue to grow and provide significant benefits for the welfare of local community, ensure long-term cultural preservation, and improve the economic growth in this region.

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