

Optimizing the Role of Tourism Villages in Community Economic Development (Study in Sungai Kakap Village, Sungai Kakap Subdistrict, Kubu Raya Regency)

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Abstract: This research is entitled *Optimizing the Role of Tourism Villages in Community Economic Development (Study in Sungai Kakap Village, Sungai Kakap Subdistrict, Kubu Raya Regency)* with the aim of knowing how the role of Sungai Kakap Tourism Village in the economic development of the local community and raised three problems, first what factors influence in optimizing the development of Sungai Kakap Tourism Village, Sungai Kakap Subdistrict. second, how is the strategy to optimize the development of Sungai Kakap Tourism Village, Sungai Kakap Subdistrict optimally and third, how is the impact of the village in improving the economy for the local community. This type of research is a qualitative approach, the method used is the method of juridical sociological approach, the population in this study are business actors around the tourist village of Sungai Kakap sub-district. Data collection techniques through observation, interviews, and documentation techniques. The results of this study indicate that the tourist village in Sungai Kakap sub-district has received less attention from the government so that it has not been so optimal in improving the economy of the local community. The strategy to optimize the development of Sungai Kakap Tourism Village is the involvement of the local government to promote the tourism village, so that it will have a good impact on the local community in improving the economy.

Keywords: *Development, Economy, Tourism, Village*

INTRODUCTION

Tourism is a sector that plays an important role in efforts to increase income (Fatmi, Ahmad, and Kartika 2020; Satriana and Faridah 2018). Indonesia is a country with its natural beauty and cultural diversity, making the increase in the tourism sector is necessary (Haryana 2020; Pujiastuti 2019). This is because tourism becomes a sector that is considered profitable and has great potential to be developed as an asset that can be used as a source of income for the Nation and State (Haryana 2020; Iskandar and Setiawan 2015).

In the era of globalization, according to Fandeli, the use of the tourism sector is an activity that has a very strategic role and can support national economic development (King et al. 2021; Sovilj et al. 2023; Srivastava and Teo 2010). The tourism sector is predicted that apart from being a source of foreign exchange, it is also a sector that is able to absorb labor and encourage investment development. In order to develop the tourism sector, the

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government is trying hard to make plans and various policies that support the progress of this sector. One of the policies in developing the tourism sector is to explore, inventory, and develop existing tourist attractions as a competitive advantage and main attraction for tourists (Babolian Hendijani 2016; Hartarto, Wardani, and Wibowo 2022).

The development of tourism potential in villages can be carried out through one model of local economic empowerment of surrounding communities in the tourism sector, namely through the development of tourist villages (Rahadi, Muslih, and Cakranegara 2022). According to Martaleni, a tourist village can be interpreted as a rural area that offers an overall atmosphere that reflects the authenticity of the village in terms of socio-economic, socio-cultural, customs, daily life, has unique building architecture and village spatial structures, or unique and interesting economic activities, as well as has the potential to develop various tourism components (Batista et al. 2022).

Economic empowerment of local communities can be carried out by utilizing and maximizing local potential, which is expected to make communities more independent in order to meet their daily needs. However, the community needs to be empowered to survive and compete with other regions. According to Demartoto, this can be done by empowering the community through tourism development, increasing the roles and strategies of the community and government in obtaining economic, social and cultural benefits from tourism development, also providing equal opportunities for both men and women to take part in the tourism development process.

Local economic empowerment in the context of national development is basically a form of answer to the challenge of accelerating development. For this reason, several efforts of the government and community are needed from to create this development a success, one of which is through the development of tourism villages based on economic empowerment of local communities. For this reason, developing tourist village areas that are designed locally and adapt to the conditions and local wisdom of the surrounding community is highly recommended. In the empowerment approach, the community is not the object of various development projects, but is the subject of its own development efforts (Belonozhko, Barbakov, and Silin 2022; Chen et al. 2021).

In line with the ideas above, Adisasmita stated that the community needs to be invited and empowered because the community is considered to know and understand their problems and interests or needs, or in other words, the community needs to understand more about the social conditions and economic environment in their area. The above matters related to community empowerment are also stated in Law Number 10 of 2009 Article 19 Paragraph 2

concerning tourism that every person or community has priority rights to become workers or laborers, consignment, and management. Based on the laws above, a common thread can be drawn that every community has the same rights in managing and regulating tourism. One of the areas in Kubu Raya Regency with high tourism potential needs that needs to be developed and empowered is the Sungai Kakap Tourism Village. The Sungai Kakap is one of the areas in Kubu Raya regency, which has several tourist attractions and is one of the areas of a destination for national and foreign tourists. This place has a wealth of tourist attractions that can be relied upon and have opportunities for development

One of the tourist attractions in Kubu Raya Regency that is interesting to develop is the Sungai Kakap Tourism Village, Sungai Kakap Regency. This is due to the increasing need for tourism, as well as the large number of people who like knowledge of agriculture, animal husbandry and arts, and culture, thereby empowering the community's economy. The local area can have a positive impact on the local income of Kubu Raya Regency. Sungai Kakap Tourism Village is a village located in Sungai Kakap District, Kubu Raya Regency, West Kalimantan. Most of the residents in this village are Bugis and the livelihoods of the residents are dominated by farmers, fishermen, and traders. Nature tourism and other tourism and education in Sungai Kakap Village increasingly provide color and interest for every visitor who visits Sungai Kakap Village. Not only residents of Kubu Raya Regency visit this place, but there are also residents from outside Kubu Raya Regency and even foreign visitors.

The tourist attractions in the Sungai Kakap Tourism Village include: 1) central temple religious tourism, 2) nature tourism, 3) educational tourism, 4) culinary tourism, and 5) annual traditional robo-robo tourism (Jejaring Desa Wisata 2023). The existence of the Sungai Kakap Tourism Village, with its various supporting tourism potential, makes the implementation of government policies at both the village and regional levels a necessity. In this case, the village government, that is the Kubu Raya Regency government and the village government should pay more attention to the availability of supporting facilities, which are still lacking in Sungai Kakap Village. The regional government through the Kubu Raya Regency Tourism Office should also have a special strategy in developing and promoting the existence of Sungai Kakap Village and the supporting tourism in it because it is no less interesting than other tourist attractions in Kubu Raya Regency. Empowering the local economy, especially the economy of village communities, with a recreation or tourism product center model can be an option for developing regional potential for excellence in the tourism sector considering that the tourism industry in Indonesia is able to contribute to state foreign exchange earnings and regional income.

According to Martaleni, each village has superior specifications that can be empowered with its economic potential so that the community can be encouraged to further increase the development of tourist villages, which of course has an impact on the economic empowerment provided. Besides to improve the economic conditions and income levels of the community. Through local economic empowerment, people are able to make the Sungai Kakap Tourism Village a more competitive tourist destination and have a positive impact on the surrounding community. It is expected that the harmony between the economic empowerment of the community and the existence of the Sungai Kakap Tourism Village will further advance development in the region and in Sungai Kakap Village.

Empowering the local economy in Sungai Kakap village certainly requires participation from the village government, regional government, and the people of Sungai Kakap Village itself in order to increase creativity and innovation in the development and management of tourism potential. Developing the potential of the Sungai Kakap tourist village through empowering the local economy is considered very important. Besides to increase income for the local community, this will certainly have an impact on improving the economy as well as increasing and contributing to the progress and development of the Kubu Raya Regency area. Based on this literature, the author is interested in conducting this research.

RESEARCH METHODS

This research method is qualitative with a descriptive method using a juridical sociological approach (Peter Mahmud Marzuki 2017; Sugiyono 2020). The sources of this research were based on library research by collecting library data related to the problem to be researched and field research of a complement obtained from several respondents involved. The location chosen for conducting this research is Sungai Kakap Village, Sungai Kakap District, Kubu Raya Regency - West Kalimantan. The data collection method used in the research was the purposive sampling method, that the researcher has his own considerations regarding the information obtained from sources that was closely related to the main problem to be studied. The resource person was the government regency, village government, business actors, and community. Data collection tools were through interviews and document studies. Data analysis was carried out after the data collection stage and data processing. The data obtained were classified and then analyzed using a qualitative normative method, namely discussing the data obtained based on legal norms, legal theories, and legal doctrines that are relevant to the main problem (Suwendra 2018).

RESULTS AND DISCUSSION

Optimizing the Role of Tourism Villages on the Sungai Kakap in Economic Development

Sungai Kakap Village is one of village thematic in Sungai Kakap District, which is located in Kubu Raya regency, which has destination tourism. This becomes potential possessed by society local at a time as form preservation Bugis culture specifically for tourism annual robo-robo.

Based on results interview with Mr Siswanto as public local visitors, tour annual robo-robo crowded, However, visitors to culinary tours, the centre temple and nature are still relatively low. So that it has not been able to provide maximum benefits to the community, especially in terms of the economy as they expect the presence of visitors. Therefore, it is necessary to optimize the potential of tourism villages so that the benefits can really be felt by the community at large.

Community efforts local in optimizing potency of Sungai Kakap Village tour in empowerment economy public around is through promote and introduce to audience society. Besides, its needs attention from local governments and for co-operation between local governments.

The Impact of Tourism Villages in Improving the Economy for Local Communities

The results obtained by the community are the end of activities to optimize the potential of the tourist village. The enthusiasm of the community in optimizing local potential is an important factor in successfully improving the economy. Optimizing the potential of this tourist village is a form of improving community welfare, making Sungai Kakap Village a tourist destination and also as a form of introducing the culture of the annual robo-robo tourism tradition to the wider community and preserving culture.

It is expected that optimizing the potential of tourist villages will be able to provide a positive impact, especially welfare for the people of Sungai Kakap Village.

With there is a tourist village and it is filled with it with visitors able to have quite a big impact on the surrounding community, because with lots of people visitors so society that has business selling naturally merchandise them will selling. In fact, several communities make trading business their main source of livelihood. Some people are starting to leave their old jobs and switch to traders.

As stated by Mrs. Hatmi as a trader on the banks of the Sungai Kakap as follows:

My livelihood is as a trader, I really hope that lots of visitors will come here, at least if it's crowded, it will result in my merchandise and sell it. If the visitors are quiet, it is hard for me.

As stated by Mrs. Yuyun as a trader on the banks of the Sungai Kakap as follows:

My husband is a fisherman. I become a trader to cover my daily needs. If there are a lot of visitors then I sell my merchandise, if there are few visitors, my merchandise will be quiet. Before the existence of Angkringan Kampung Jawi, I opened a small shop at home, when I found out that there were new job opportunities opening up in Kampung Jawi, I was interested in joining, it is not bad to be able to increase my income, I can participate in advancing the village too.

One source of community income local is the existence of the Sungai Kakap Tourism Village. The increasing number of tourist visits to the area will have a positive effect on people's income because the demand for goods and services will increase, thereby creating jobs for the community. Increasing income will affect the welfare of society.

DISCUSSION

Influencing Factors in Optimizing the Development of Sungai Kakap Tourism Village and Strategies for Optimizing Tourism Village Development

Generally, the people of Sungai Kakap Village, especially those who live in the coastal areas of the river, have quite low incomes where the majority of the people there work as fishermen and traders. Low income combined with low education and limited skills makes it difficult for pre-prosperous communities to move forward. Thus, it continues to be trapped in the same condition for years. Most wives depend on their husband's income or work as laundry workers, open small shops and others. Their income is not able to meet the family's needs. Sungai Kakap Village, which has a tourist destination, has not been able to provide benefits to the wider community, especially in terms of the economy. By working as a trader, they only rely on visits from local and foreign tourists.

Considering these conditions, the local community hopes that the local government can be involved in optimizing the potential of the tourist village so that the benefits can truly be felt by the community.

This is in accordance with what is described by Winardi that optimization is a measure that causes the achievement of goals, while if viewed from the point of view of maximizing activities to realize the desired or desired benefits. In addition, listed in the Big Indonesian Dictionary (KBBI) Optimization comes from the word optimal which means best

and highest. Therefore, optimization is a process of optimizing something or the process of making something the best.

The first thing to do in optimizing a tourism village process is to promote and introduce it to the public and the need for attention from the local government and the need for cooperation between the local government and the community.

The Impact of Tourism Villages in Improving the Economy of Local Communities

The benefits of a tourist village can be felt by the community if there is attention from the local government and cooperation with the government. The local potential will be more optimal by slowly developing the tourism village. The benefits will be felt by the people of Sungai Kakap Village at large. Tourism Villages open the way for underprivileged communities to achieve a much better life. This development program is a program from the community and returns to the community. From the creation of these jobs, the people of Sungai Kakap Village, from teenagers to adults, especially mothers, have become independent and can produce something to improve their standard of living. The meaning of independence is that mothers whose income previously depended on their husbands or worked odd jobs can now make their own money, which is the result of optimizing local potential through Tourism Villages.

Improvement of the community's economy from an economic perspective of the people of Sungai Kakap Village has increased quite a lot, especially people who work as traders as their main livelihood, in contrast to employees who use *Angkringan* as a side job. However, with attention from the government to promote and provide information to tourists, it will be able to improve the community's economy in fulfilling family needs.

By selling their processed products, such as traditional food or drinks, they get additional income which can be used to meet their daily needs. Income is wages received from business work that can be exchanged for money because it is the main source of income. As the result, this income can be used to meet household needs in an effort to improve family welfare. These needs include primary, secondary, and tertiary needs. If these needs can be met, then prosperity will be realized.

CONCLUSION

The influencing factors in optimizing the development of the Sungai Kakap Tourism Village are a lack of attention from the local government and promotion to the general public, resulting in a lack of visitors. The key strategy for maximizing the development of Sungai Kakap Tourism Village in the Sungai Kakap District involves active participation from the

local government to promote tourism villages. The impact of a tourist village in improving the economy for the local community when it is optimized is that the results or benefits that will be obtained by the local community are firstly the creation of jobs and secondly, an increase in the economy and/or community income when there are a lot of visitors to the tourist village. Future researchers are expected to be able to further study about the sources or references related to optimizing local potential and community economic empowerment so that it will produce the better and more complete research results.

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