

Local Community Empowerment Strategy In Developing The Tourism Village Of Pulewulung Sleman

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Abstract

Purpose: Local community empowerment is an effort to increase awareness, capacity and independence of the local tourism village community in developing the Pulewulung Tourism Village. This research aims to determine the empowerment strategies and analyze the inhibiting and supporting factors in the process of empowering the local communities in the Pulewulung Tourism Village.

Methods: The method used in this research is descriptive qualitative with data collecting technique through interview, observation and documentation. This research uses a theory of 3 empowerment processes according to Adriyani (2017), namely the awareness process, capacity building process, and empowerment process.

Result: The results of this research show that tourism villages often do not have sufficient involvement in developing the tourism villages. Likewise, the Pulewulung Tourism Village still needs to optimize the capabilities of the local communities in developing a tourism village. The obstacle of empowering the local communities is the limited human resources (HR) who are competent in the tourism sector and almost all local communities use tourism villages as part-time job. However, local community empowerment also has supporting factor that is adequate infrastructure which supports the empowerment and commitment of the government and the local community of Pulewulung Tourism Village.

Keywords : *Strategy, Tourism Village, Local Community, Empowerment Process*

Introduction

Referring to the Regional Regulation of Sleman Regency No.11 of 2015 concerning the Regional Tourism Development Master Plan for 2015-2025, regarding tourism villages is a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that blends with applicable procedures and traditions. The development of tourism villages that utilize various attractions shows that it is in line with the concept of sustainable tourism. According to Yoeti and Oka in (Zakaria & Suprihardjo, 2014) Tourism Village is an area that has special characteristics to become a tourist destination. In this area, the population still has relatively original traditions and culture. Generally, tourism villages offer a unique and interesting rural atmosphere and have the potential to be developed.

Tourism villages that are formed later can be classified into four categories, namely pioneering, developing, developed and independent tourism villages. The classification carried out by the Sleman Regency Tourism Office aims to map and re-record tourism villages spread across Sleman Regency, as well as map problems and independence status

in the hope that it can motivate to continue to innovate and help develop these tourism villages

The classification of Pulewulung Tourism Village in 2022 is categorized as an advanced tourism village in Sleman Regency as the basis for the research conducted. This tourist village has been established since 2017 and is located in Kalurahan Bangunkerto, Kapanewon Turi, Sleman Regency. Pulewulung from decades ago until now is known as salak pondoh farming. The development of this area in addition to salak cultivation, tourism village services are also developed in the form of Salak farming, Outbound, River Crossing, Bedouin Dance, Camping / Makrab/ Homestay. There are also tour packages for those who want to do learning and research on Salak cultivation. The advantage of salak fruit in Pulewulung is a distinctive sweet taste with different qualities from salak in general. When the salak season arrives, visitors can take a salak picking tour along the plantation land that has been specially provided for salak picking tours.

Based on data obtained by the author from the 2022 classification, Pulewulung Tourism Village by the Sleman Regency Tourism Office, in terms of management and development, Pulewulung Tourism Village is said to be advanced. This is supported by adequate accessibility and supporting amenities in the form of sufficient networks and electricity sources, however, the development of tourism in this village is still limited and not optimal. Some of the obstacles faced include lack of attention to empowering local communities in tourism development. This is evidenced in the results of the 2022 classification regarding indicators that must be improved, namely HR and Institutional. The results of the 2022 classification state that there are still overlapping responsibilities, and the involvement of community groups is around 60% and most of them are women. Some of the programs that have been carried out by the Government are tour guide training and counseling on the development of tourism villages.

The improvement of local communities plays a role as a trigger for the success of tourism village development in the management of tourist destinations. However, local communities often do not have sufficient involvement in tourism decision-making and resource management. The development of Pulewulung Tourism Village is carried out by the local community in the tourist village. According to the results of a survey conducted by researchers to Mr. Haris and Mr. Dayat as managers of Pulewulung Tourism Village on September 11, 2023, Pulewulung Tourism Village still needs to optimize the ability of local communities to manage tourism villages. Therefore, researchers are interested in conducting research in Pulewulung Tourism Village with the title "Local Community Empowerment Strategy in the Development of Pulewulung Tourism Village in Kalurahan Bangunkerto, Kapanewon Turi, Sleman Regency".

In this context, this study focuses on empowerment strategies carried out in Pulewulung Tourism Village as recommendations for existing problems, namely the lack of optimal ability of local communities in tourism village management, limited Human Resources (HR), and lack of attention to local community empowerment. This research is a research that examines the empowerment of local communities for the first time in Pulewulung Tourism Village, hopefully it can be a recommendation for local governments and become a reference for future research in Pulewulung Tourism Village.

Methods

The research entitled "Local Community Empowerment Strategy in the Development of Pulewulung Sleman Tourism Village" will be carried out in Pulewulung Tourism Village in November-December 2023. This study used qualitative descriptive method. The form

is based on qualitative descriptive information about information in research about the actual situation in the form of data sources for problems that are occurring. Direct observations made in this study related to local community empowerment carried out by the local community of Pulewulung Tourism Village. In addition, interviews were conducted by collecting information directly from the Head of Human Resources (HR), Chairman, Secretary I, Secretary II, and Treasurer 1 of the Pulewulung Tourism Village Management. The documentation of this research includes the empowerment process carried out by the local community of Pulewulung Tourism Village.

Results.

Local Community Empowerment Process

The description of the results of research obtained in the field using empowerment theory according to (Wrihatnolo & Dwidjowijoto, 2007) there are 3 (three) empowerment processes (1) Awareness Process (2) Capacitation Process (3) Empowerment Process. The results found by the author in the field are as follows:

1. Awareness

The awareness stage in Pulewulung Tourism Village was carried out through socialization carried out by the empowerment executive and the Sleman Regency Tourism Office. Initially before it was formed into Pulewulung Tourism Village, people in the village worked as farmers who on average also had their own salak plantations. However, because the price of salak which at that time fell caused economic problems in the village. While some mothers do not work or only as housewives. From these problems, the village then seeks solutions by developing existing potential. Mr. Irkham Hidayat as the person who initiated the formation of Pulewulung Tourism Village, had previously wanted to make a brick factory and rent party equipment. However, because it requires a large cost and there is no large enough land, it was then undone. Then, Mr. Irham accidentally had a guest, Mr. Sarjono, who then discussed about tourism, making a hamlet that could be organized, and rural culinary.

Then after discussion, Mr. Irkham gathered the existing local groups to follow up on the idea of the tourism village. This became the root of the formation of Pulewulung Tourism Village which stands until now. The awareness process in Pulewulung Tourism Village is carried out through a special stage to the public, starting from existing groups or institutions. Starting from the cadet reef then widened to farmer groups to PKK mothers and SMEs. The farmer group of Pulewulung Tourism Village has a good reputation and has been widely known in Yogyakarta and its surroundings.

Then, awareness was also carried out by the Sleman Regency Tourism Office as a forum to facilitate new tourism villages in Sleman Regency. The Sleman Regency Tourism Office supports the potential and development of tourism villages through tourism awareness campaigns by bringing in resource persons and also local communities in each tourism village so that understanding of tourism villages is carried out in a structured manner, as well as encouraging local communities to actively participate in the awareness. This campaign provides an overview of tourism villages, the potential of tourism villages, and the development of tourism villages Then, the Sleman Regency Tourism Office always provides information related to programs, resources and opportunities for the development of tourism villages

The awareness carried out by the local community of Pulewulung Tourism Village fostered their desire to establish a tourism village. This proves that the awareness process has been successfully carried out in Pulewulung Tourism Village. The community began to realize to participate in the development of Pulewulung Tourism Village by being involved in expanding the land used for Salak harvest tourism. Farmer groups that participate in incorporating gardens as part of tourism villages, it can be concluded that awareness in Pulewulung tourism village is purely because of their own community. In addition to merging salak plantations to be used as tourist attractions, data collection of houses that are not lived in is also carried out to be used as homestays. The homestay offers a beautiful rural atmosphere, but what is interesting here is that tourists or visitors have daily activities according to what the landlady does.

2. Capacitation

It is a process to enable the empowerment of these local communities through training. Capcapacity aims to develop and improve the expertise possessed by each group. The capacity carried out is in the form of training tailored to the needs and fields of each local group. The existing trainings are a response to the various needs and interests of local groups in the development of tourism villages, so that they are useful for local communities in accordance with their roles and responsibilities in the development of tourism villages The author obtained data on the trainings attended by the Pulewulung Tourism Village Community are below.

Table 1 Pulewulung Community Training

No	Year	Training	Implementers
1	2017	Outbound Guide from Tosca Organizer	Swadaya
2	2018	Region Awareness Campaign	Sleman Regency Tourism Office
3	2019	Concierge Training	DIY Tourism Office
4	2019	Tourism Village Management Training	Sleman Regency Tourism Office
5	2019	Outbound Guide Training	Sleman Regency Tourism Office
6	2019	Culinary Training and Homestay Management	DIY Tourism Office
7	2020	Digital Marketing	DIY communication and information service
8	2020	Culinary Training and Homestay Management	DIY Tourism Office
9	2020	Cultural Independent Village Culinary Training	Bangunkerto Neighborhoods
10	2020	Tourist Destination Governance	Sleman Regency Tourism Office

No	Year	Training	Implementers
11	2021	Digital Marketing	DIY communication and information service
12	2021	Production and processing training as well as packing, branding to marketing	LPPM Universitas Mahakarya Asia Yogyakarta dan Omah Workshop Ma'e Etty (CV Mitha Az-Zahra)
13	2022	Wifi Digital Marketing Mentoring Training for Community Empowerment	DIY communication and information service
14	2022	Facilitate required training and training in making Eco Enzymes	DPPM UII Yogyakarta
15	2023	Human Resources Training (HR) Tourism Village	Sleman Regency Tourism Office
16	2023	Digital Marketing	Kominfo DIY
17	2024	Training and Assistance in Tourism Village Management, Pokdarwis Destination (CBT), Culinary Marketing Institutional Management of Pulewulung Tourism Village, Sleman Regency.	Sleman Regency Tourism Office

3. Empowerment

Empowerment is a stage to provide opportunities for local communities to implement skills based on knowledge and abilities that have been received in accordance with their respective capacities. The empowerment process carried out by the local community of Pulewulung Tourism Village certainly cannot be separated from the support of the local government. However, the implementation of the empowerment also depends on how the local community itself. This includes how local communities independently address problems and make decisions with consideration.

Pulewulung Tourism Village strengthens the participation of existing local community members, by maximizing local community members who are actively involved in the tourism village. That way, Pulewulung Tourism Village can overcome the obstacles of participation and build involvement in the development of tourism villages. In addition, the empowerment process involves the younger generation in Pulewulung Tourism Village to participate in managing the tourism village and join the cadet reef. However, the limited number of young people who join is still lacking, thus hampering the performance of this tourist village. Thus causing an excessive task load because it has to concurrently be from other tasks and hampers its performance.

Then the process of empowering the local community of Pulewulung Tourism Village involves cooperation and collaboration with several parties including the private sector and academics. This collaboration provides benefits in the exchange of knowledge, resources, and experience that can enrich tourism village development efforts. The author obtained on collaboration carried out by local groups of Pulewulung Tourism Village with various related parties. This can be seen in the table below:

Table 2 Collaboration with Pulewulung Tourism Village

No	Name	Forms of cooperation
1	TOSCA Organizer	<ul style="list-style-type: none"> - Prepare an Outbound trainer complete with tools, if there is a request from Pulewulung Tourism Village and have agreed on the amount of Outbound trainer fees. - Pulewulung Tourism Village provides places and facilities according to the request of Tosca Organizer for outbound guests / participants from Tosca who carry out activities in Pulewulung Tourism Village at an agreed price. - Collaboration between Pulewulung Tourism Village Outbound trainers and Tosca Organizer to complement each other's packages/types of games and provide learning opportunities for tourism village managers.
2	Pancoh Tourism Village, Kelor Tourism Village, and Sangurejo Tourism Village	<ul style="list-style-type: none"> - Sharing guests when Pulewulung Tourism Village is unable to accommodate the number of guests is transferred to a tourist village that has sufficient location, as well as if the guest schedule is full, and there are guests who want to do activities in the tourist village, they are directed to be able to do activities in the tourist village that has established cooperation - Collaboration as fellow Pulewulung and Sangurejo scout villages, conducting joint activities in order to develop the two areas.
3	LPPM Universitas Mahakarya Asia Yogyakarta and Omah Workshop Ma'e Etty (CV Mitha Az-Zahra)	<ul style="list-style-type: none"> - Providing assistance by sheltering all lines of the creative industry in Pulewulung Tourism Village.

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|---|--|---|--|
| 4 | One Hotel One Village dari Hotel Grand Tjokro Yogyakarta | - | GM Grand Tjokro provides promotional space in the lobby of Grand Tjokro Hotel Jl. Gejayan Sleman to display Pulewulung Tourism Village products and promotional brochures. |
| | | - | Grand Tjokro prepares an activity package in Pulewulung Tourism Village for group / family guests for outbound / gathering activities, garden tours and education processed salak. |
| 5 | DPPM UII Yogyakarta | - | Encouraging students to conduct research, field lectures, and preparation of theses / final projects to raise problems in Pulewulung Tourism Village. |
| | | - | Providing training facilitation for community members: eco print and waste management. |
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Inhibiting and Supporting Factors for Local Community Empowerment

1. Inhibiting Factors

In Pulewulung Tourism Village, there are several factors that hinder the process of empowering local communities. The author found this in the interview results of several informants including the following:

1) Limited Human Resources (HR)

Human Resources (HR) who are competent in the field of tourism are very limited so that local communities have to hold concurrent positions. The limited Human Resources (HR) who have competence in tourism or relevant capabilities in Pulewulung Tourism Village shows that most members of the local community have a medium level of ability in tourism. These limitations affect the effectiveness of tourism village development as a whole. This is due to the lack of qualified expertise and knowledge in utilizing the potential of tourism villages. Limited Human Resources (HR) who have competence in the field of tourism cause local communities not to have adequate capabilities in developing tourism villages. So that local communities are unable to understand the potential and challenges related to tourism villages, as well as lack of skills to plan, implement, and promote Pulewulung Tourism Village properly.

2) Tourism Village as a Part-Time Job

The local community of Pulewulung Tourism Village almost entirely has permanent jobs outside the tourist village. So that it can cause limited time and energy to actively participate in tourism village development activities. This can be an obstacle in developing Pulewulung Tourism Village, especially making the empowerment carried out not exactly according to needs or interests. This can lead to a lack of interest or relevance of empowerment carried out with the needs and potential actually owned by the local community in the development of Pulewulung Tourism Village.

2. Supporting Factors

These factors will support or promote the participation, independence, and growth of the local community of Pulewulung Tourism Village.

1) Adequate infrastructure

Adequate infrastructure is a major factor in the development of Pulewulung Tourism Village. The infrastructure includes supporting facilities and facilities to support tourism villages and supporting comfort. This includes good road access, quality lodging facilities, good accessibility to tourist attractions and other places. An organized environment facilitates access and mobility of local communities, and supports various empowerment activities. In addition, good accessibility ensures local communities are connected to the various resources and opportunities that exist. Good accessibility helps expand the tourism market, increase local community participation in empowerment activities and facilitate collaboration between parties. That way, an organized environment and good accessibility can be a strong foundation for the development of Pulewulung Tourism Village, as well as building a competitive local community.

2) Government and Local Community Comics

There is a high commitment from several related parties in Sleman Regency to the empowerment of local communities. This commitment is a driver in supporting empowerment for local community participation in the development of tourism villages. Strong support from the local government, especially the Sleman Regency Tourism Office, can be realized in various forms, such as adequate budget allocation, and even providing a Decree (SK) directly if it has become a tourist village. The existence of a decree (SK) and the existence of a master plan shows that local governments understand the importance of developing tourism villages to provide strong support. Then also support from the Regional Apparatus Organization (OPD) which has approved the proposal submitted. This includes a commitment to provide resources and other support to implement such empowerment, such as financial assistance. The approved financial assistance for Pulewulung Tourism Village will help in improving the quality fund facilities of the tourism village. The funds are used to improve infrastructure, improve services to visitors, and develop various training and Human Resources (HR) development that can increase the capacity and skills of local groups in developing tourism villages and promoting tourism villages.

3) Collaboration with External Parties

Collaboration is the foundation for the development of Pulewulung Tourism Village. By involving various parties, Pulewulung Tourism Village can expand relationships, obtain additional resources, and get the support needed to overcome the problems faced in the development of tourism villages. In addition, it can also be a forum for exchanging knowledge and helping each other between collaborating parties.

collaboration carried out in Pulewulung Tourism Village to meet the needs and expectations of visitors. The collaboration begins by responding to requests from guests, which in this case is a need for appropriate activities. The tourism village cooperated with outside facilitators, but the team was replaced by the local community of Pulewulung

Tourism Village. So in this case it shows participatory collaboration, where the village not only relies on outside assistance, but also still participates in providing these activities. That way, local communities can learn about how outside facilitators do this by participating directly.

Discussion

Local Community Awareness Process

1. Awareness

According to Pranarka in (Syarifuddin, 2022) Growing awareness is a picture that the community has the strength, authority, and ability to build itself and its territory Referring to the Regulation of the Governor of the Special Region of Yogyakarta No. 40 of 2020, Tourism Villages are community groups that strive in the field of tourism which includes attractions, accommodation, and supporting facilities within the village/kelurahan area with the principle of community-based tourism and managed under the auspices. Then when viewed through the context of tourism, service becomes the main thing in the tourism business, including within the scope of tourism villages.

Pulewulung Tourism Village is a tourist village that already has awareness of the existence of a tourist village, the local community of the tourism village conducts awareness starting with cadet reefs and then expanding it to other groups in Pulewulung Tourism Village. This is an effort to create participation in Pulewulung Tourism Village, so that the awareness process can create strong support and synergy for the community in Pulewulung Tourism Village. Then, Pulewulung Tourism Village has a farmer group that is widely known in Yogyakarta. This helps shape the identity of the takal community, encourages participation in tourism village development activities, and to establish partnerships with other parties.

Following up on this, the local community of Pulewulung Tourism Village continues to improve their knowledge with resource persons to find out about tourism management, digital marketing and also relevant market opportunities. In addition, they also involve themselves with field visits, workshops and exchange ideas or discussions with other tourism village communities to share experiences of tourism village management with each other. The local community of Pulewulung Tourism Village has a high synergy and responsibility in the tourism village. This can be seen from the results of the classification carried out by the Sleman Regency Tourism Office every two years. Where the development of Pulewulung Tourism Village is very rapid. Starting from a pilot in 2018, then rising to a developing position in 2020, then getting a developed tourism village position in 2022.

In addition, the awareness process of Pulewulung Tourism Village was also facilitated by the Sleman Regency Tourism Office. This shows the active role of the Regional Government in supporting the development of tourism villages. The awareness was carried out through the Tourism Awareness Campaign by bringing in quality speakers. In addition, the Sleman Regency Tourism Office provides information about programs, opportunities, resources that can be used by the local community of Pulewulung Tourism Village for the development of tourism villages. Through the information provided, the Sleman Regency Tourism Office provides direction to Pulewulung Tourism Village which also includes training programs, financial resources, technical support or partnership opportunities.

2. Capacity

According to (Wahyuni, 2018) Captivation includes increasing human capacity, organization and value systems. Human capacity is carried out through the provision of skills and knowledge about tourism village management. Capacity in Pulewulung Tourism Village is carried out by training and coaching to develop skills needed by local communities for tourism village development.

The Sleman Regency Tourism Office is a facilitator for the development and training of tourism villages. According to (Wahyuni, 2018) government participation is needed, the government must invite, motivate, and encourage the community to be able to develop their villages. Capacity starts from preparing Human Resources (HR). In line with this, the Sleman Regency Tourism Office strengthens the Human Resources (HR) of tourism villages, namely through DAK in six (6) training activities including tourism village management, culinary offerings, homestay management, digital marketing, cultural tour guide training, ecotourism guide training. The training was attended by the local community of Pulewulung Tourism Village very well, they followed a series of training activities that were held very well.

In 2021, Kalurahan Bangunkerto was confirmed as one of the Cultural Independent Villages in the Special Region of Yogyakarta. Preparations to become a Cultural Independent Village were carried out, one of which was training needed by tourism villages in Bangunkerto district. The DIY Tourism Office followed up this with the assistance of Human Resources (HR) as a whole. The trainings went smoothly because almost all local communities of tourist villages in Bangunkerto enlivened and participated in the training activities very well.

In addition, the development of Pulewulung Tourism Village cannot be separated from the involvement of external parties or the private sector in the capacity carried out. As well as what was done by LPPM Universitas Mahakarya Asia Asia Yogyakarta and Omah Workshop Ma'e Ety (CV Mitha Az-Zahra) who provided assistance by sheltering all lines of creative industries in Pulewulung Tourism Village from processing to product packing. Furthermore, DPPM UII Yogyakarta facilitated training for the local community of Pulewulung Tourism Village, namely eco print training and waste management.

The existing capacity is tailored to the needs and fields of each local group, so that it is appropriate to increase relevant knowledge and local communities get concrete and relevant benefits for their role in tourism villages. The Sleman District Tourism Office identifies specific needs in each local community, so training is focused as needed

3. Empowerment

Empowerment gives responsibility to local communities to improve the quality of tourism villages and activities related to tourism village management. According to Rajaratnam in (Prasiasa & Widari, 2019) there are eight main attributes in influencing the quality of destinations, namely facilities, accessibility, logistics, experience, cleanliness, information, safety, and hospitality. The local government also provides support to tourism villages to be able to manage tourism villages effectively and independently, improve facilities and also experience in providing services to tourists. Especially the Sleman Regency Tourism Office which provides space for each tourist village to further discuss the problems that may be faced by tourism villages. This is done by active

communication between the government and local communities in every tourist village in Sleman Regency.

Pulewulung Tourism Village strengthens the active participation of existing local communities, possibly because in every community the lack of Human Resources (HR) is always a problem that must be faced. Therefore, Pulewulung Tourism Village overcomes these problems by maximizing existing members. This makes local communities have overlapping positions because they still have to handle each other. The author conducted field research on this subject, and indeed only a few local communities are on the ground to be responsible when there are visitors.

Empowerment is the provision of power or empowerment in the narrow sense. At this stage the target is given power, power, authority or opportunity. This award is in accordance with the quality of skills that have been possessed (Wrihatnolo & Dwidjowijoto, 2007).

Empowerment encourages all local communities in Pulewulung Tourism Village to actively participate in tourism village management, including decision making. However, in this case, the local community of Pulewulung Tourism Village is less actively involved in the development of tourism villages if it is calculated to reach around 86%. However, over time the number of participants decreased to 60%. This is because of the busyness of each member who is not only in the management of tourist villages. In addition, the contribution of the younger generation is also very limited. That's because they study and also work outside the area so they don't join the local community. In addition, the development of Pulewulung Tourism Village has an impact on the lives of local residents. They can still maintain their profession as salak farmers because agriculture is integrated as part of tourism.

Empowerment provides Pulewulung Tourism Village with opportunities and resources to involve several private parties and academics by collaborating. This is an effort by the local community of Pulewulung Tourism Village in exchanging knowledge, resources, and experience. Collaboration with private parties such as TOSCA Organizer and Grand Tjokro Hotel Yogyakarta plays an important role in helping the availability of facilities in tourism activities and for product marketing.

Empowerment is also given to local communities in running their businesses such as culinary businesses or homestays. Pulewulung Tourism Village is quite good in utilizing processed salak from salak agricultural products. The local community of Pulewulung Tourism Village processes quality salak into processed products that are of selling value. Such as salak chips and also wajik salak.

Pulewulung Tourism Village in relation to promotion, such as the promotion of Pulewulung Tourism Village is carried out by implementing digital marketing, namely through social media. Social media including Facebook, Instagram and also websites. For now, social media has become intensively promoted for tourism villages because the reach is very wide and easy to help provide information on tour packages. Especially for the Facebook marketplace and website, tourists only have to go to the tour package page to find out the price of each package in Pulewulung Tourism Village. There are even contacts that can be contacted by tourists to book tour packages. However, in this case, the use of digital marketing in Pulewulung Tourism Village has not penetrated all aspects, for example for the sale of processed Salak products. That's because almost all parts of SMEs are mothers who have not been able to market their products through social media such as shopee. So far the marketing of processed salak products is offered to tourists

who come to visit, deposited in the shop by – by and assisted by collaboration with Grand Tjokro Hotel which displays these processed products in the hotel lobby.

The development of the tourism industry implements sustainable tourism, along with this the Ministry of Tourism in 2018 is increasingly eager to develop the development of tourist destinations. One of them is the ISTA (Indonesia Sustainable Tourism Award). The inclusion of Pulewulung Tourism Village into the nomination category at ISTA for two consecutive times, proves that Pulewulung Tourism Village is able to compete in the development of tourism villages.

Inhibiting and Supporting Factors for Local Community Empowerment

1. Inhibiting Factors

1. Limited Human Resources ,

According to Hausler in (Wibhisana, 2021) community-based tourism is a form of tourism that provides opportunities for local communities to control and be involved in tourism management and development. Human Resources in Tourism Village is a problem that must be faced by Pulewulung Tourism Village. The lack of competent Human Resources in the field of tourism results in the difficulty of local communities who manage tourism villages effectively and are experienced in managing those related to tourism. In line with Sunaryo in (Masitah, 2019) stated that to realize tourism development that runs and is managed properly, the fundamental thing is to facilitate broad involvement of local communities in the development process".

If the existing empowerment is not followed by local communities who have competence in their fields. This can lead to problems, such as lack of innovation for the community to come up with new ideas that can improve the development of tourist villages and lead to inefficient use of resources. Therefore, it is very important that a local community in a tourism village has several competent Human Resources (HR) in the field of tourism. Empowerment programs are designed with the needs and competencies of local communities in mind, and provide the necessary training and support to develop the needs and competencies of the community, and provide the training and support needed to develop capabilities in relevant areas.

2. Tourism Village as a Part-Time Job

Almost the average local community of Pulewulung tourism village makes a tourist village into a part-time activity, they have the main activity or main job besides being a tourism village manager. In this case, the empowerment of local communities is hampered because of the availability of time and energy of the local community. In fact, according to Tikson in (Supriatna, 2020) stated that the empowerment process is very important to be carried out so that those who follow have the ability both individually and together to achieve independence. Often empowerment activities are adjacent to their main activities so that local communities find it difficult to participate consistently and effectively in empowerment. Their attention is divided between following empowerment and their busy life outside the tourist village.

1. Supporting Factors

1) Adequate infrastructure

Pulewulung Tourism Village has adequate infrastructure in supporting the empowerment of existing local communities. The existing infrastructure in Pulewulung Tourism Village includes facilities and infrastructure such as access roads that have been paved smoothly from entering Pulewulung Village to tourist sites, lodging facilities are also well available, then for road signs have also been installed so that new visitors who come will not be lost. In addition, the availability of wifi access for tourists who come to Pulewulung Tourism Village is also a support for the convenience of tourists. In addition, the provision of wifi access makes it easier for local communities to upload documentation – documentation of activities, digital marketing and others.

2) Government and Local Community Commitment

High commitment is owned by Sleman Regency in supporting empowerment for tourism villages. This commitment is manifested in the budget allocation used for the development of tourism villages, providing or facilitating tourism villages ranging from pioneering, developing, advancing and independent to conduct training in order to support capabilities, as well as decreasing direct decrees (SK) for Tourism Villages that have entered the pilot category. Then, the proposal submission used by the tourism village will be quickly approved by the Regional Apparatus Organization (OPD) in relation to the development of the tourism village. Especially for the development of existing infrastructure in Pulewulung Tourism Village such as road signs and for the construction of pavilions.

In addition, the commitment of the local community of Pulewulung Tourism Village also cannot be ruled out. (Komariah et al., 2018) which states that tourism activities are community-based activities, meaning that the resources and uniqueness of local communities are the main driving elements. In this case, even though it is constrained by limited Human Resources (HR), it can still be overcome by the local community of Pulewulung Tourism Village, so that the empowerment process can still be carried out properly. This can be seen from the rapid development of Pulewulung Tourism Village starting from the stub category to the current advanced category. It proves that the local community of Pulewulung Tourism Village has a strong commitment in the development of tourism villages.

3) Collaboration with external parties

According to Anindita in (Masitah, 2019) Tourism village development must be based on sustainability, which must create job opportunities for all parties to be involved through a healthy and competitive system. Pulewulung Tourism Village collaborates to meet the needs and requests of visitors. The collaboration carried out by the local community of Pulewulung Tourism Village includes Tosca Organizer, LPPM Universitas Mahakarya Asia and Omah Workshop Ma'e Ety (CV Mitha Az-Zahra), Grand Tjokro Hotel Yogyakarta, DPPM UII Yogyakarta, and involves Surrounding Tourism Villages such as Pancoh Tourism Village, Kelor Tourism Village, and Sangurejo Tourism Village. Each collaboration has different involvement but has the same goal, which is to learn from each other and benefit from the collaboration.

Conclusion

1. Local Community Empowerment Process

2. Awareness

The empowerment of local communities at the awareness stage in Pulewulung Tourism Village was done well. The local community of Pulewulung Tourism Village is able to recognize the potential of tourism villages that can be used as tourist attractions. The local community of Pulewulung Tourism Village has a high synergy and responsibility in the tourism village.

3. Captivation

The process of capacity of local communities in Pulewulung Tourism Village has not been good. Capacity is carried out in the form of training and coaching to develop skills needed by local communities.

4. Empowerment

The process of empowering the local community of Pulewulung Tourism Village is carried out quite well, independently able to develop on its own without having to be forced.

2. Inhibiting and Supporting Factors for Local Community Empowerment

1. Inhibiting Factors

The inhibiting factor for the empowerment of the local community of Pulewulung tourism village is the limited number of Human Resources (HR). The existing empowerment is not followed by local communities according to their fields. If the existing empowerment is not followed by local communities who have competence in their fields. Most of the local communities of Pulewulung tourism village have main jobs so that it interferes with the empowerment of local communities, if the empowerment schedule collides with the schedule at the main job. In addition, it also disrupts the focus of the local community while attending training.

2. Supporting Factors

The existing infrastructure in Pulewulung Tourism Village includes facilities and infrastructure such as access roads that have been paved smoothly from entering Pulewulung Village to tourist sites, lodging facilities, and road signs have also been installed. Sleman Regency has a high commitment in supporting empowerment for tourism villages. This is shown through training, proposal approval and lowering of the Decree (SK) for tourism villages as an effort to protect the law. In addition, the commitment of the local community of Pulewulung Tourism Village also cannot be ruled out. This can be seen from the rapid development of Pulewulung Tourism Village starting from the pilot to the current advance. Pulewulung Tourism Village collaborates by involving various parties. Such collaboration can expand relationships, increase resources and get support in empowerment. Pulewulung Tourism Village collaborates to meet the needs and requests of visitors.

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