



Community Empowerment Strategy in Tourism Village Development (Study on Batu Majang Village, Long Bagun District, Mahakam Ulu Regency)

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Abstract. *This study aims to describe and analyze: Community Empowerment Strategies in Batu Majang, Long Bagun District, Mahakam Hulu Regency, East Kalimantan and Inhibiting and Supporting Factors Affecting Empowerment in Tourism Village Development. The research is qualitative descriptive analysis. The data analysis technique uses a technique developed by McNabb (2002), namely Grouping the data according to key constructs, identifying bases for interpretation, developing generalizations from the data, testing alternative interpretations and forming and/or refining generalizable theory from case study. The results of the study show that the Community Empowerment Strategy in the Development of Tourism Villages in Batu Majang which is carried out includes: Planning is carried out through community proposals which are then mapped to potential based on usulan. Implementation of Community Empowerment in Tourism Village Development by involving all elements of Village Muspides, Tourism Awareness Groups and all communities, Providing guidance to the community in a sustainable manner by collaborating with the tourism office, increasing the productive economy. Evaluation or Monitoring of Community Empowerment in Tourism Village Development through a village-level musyawarah forum which is delivered in a village deliberative forum every 3 months. Factors that inhibit community empowerment in the development of Tourism Villages include limited resources, both budget and human resources, traditional community behavior, and limited land. The supporting factors encountered are the support of some people and the existence of promotional media that can support the existence of tourist villages.*

Keywords: *Development, Empowerment, Tourism Village.*

1. INTRODUCTION

National development is carried out in the context of the development of Indonesian people as a whole and the development of all Indonesian people. This can be interpreted that the development does not only prioritize external progress such as clothing, food, and boards, but also inner such as a sense of security, freedom of opinion, responsibility and education (Tirtorajarjo and Sula, 2000).

The development of rural areas leads to an improvement in the welfare of rural communities and can also be seen as an effort to accelerate rural development through the provision of facilities and infrastructure in order to create effective regional economic development. Development by directly involving the village community shows much better and more efficient results than village development that has been carried out with a project mechanism. Providing broad opportunities for villages to manage their own households by providing authority accompanied by balancing costs will accelerate development in accordance with the needs of the community.

Government policies in supporting village development, issuing village laws and regulations regulating Village Funds, as for the Law on Villages, namely Law Number 6 of 2014 concerning Villages, while regulations on Village Funds are regulated in Government

Regulation Number 43 of 2014 concerning the Implementation of Village Laws which are amended in Government Regulation Number 47 of 2015 and Government Regulation Number 60 of 2014 which is amended again in Government Regulations Number 22 of 2015 concerning Village Funds.

The hope of the issuance of Government Regulation Number 22 of 2015 concerning Village Funds is to improve the welfare and equitable distribution of village development through improving public services in villages, advancing the village economy, overcoming development gaps between villages and strengthening village communities as the subject of development. Government Regulation Number 60 of 2014 article 19 paragraph (1) which states that village funds are used to finance the implementation of government, development, community empowerment and community affairs. This makes the villages that receive the distribution of village funds to further advance their villages and make village development not inferior to urban development, especially in terms of village infrastructure.

One measure of how the village fund program has a positive impact on village development is by looking at the results of the village development index. This village development index was then realized by the village minister regulation no. 02 of 2016 concerning the developing village index. The Developing Village Index, or IDM, was developed to strengthen efforts to achieve the development goals of Villages and Rural Areas.

The Developing Village Index (*Indeks Desa Membangun* - IDM) classifies villages into five (5) statuses, namely: Very Disadvantaged Villages, Disadvantaged Villages, Developing Villages, Advanced Villages, and Independent Villages. The classification in the five (5) village statuses is also to sharpen the determination of the status of village development and at the same time recommend the necessary policy interventions. Based on the IDM calculation on 73,709 villages based on Podes 2014 data with an average figure of 0.566, it produces data on the number of Very Disadvantaged Villages of 13,453 Villages or 18.25%, Disadvantaged Villages of 33,592 Villages or 45.57%, Developing Villages of 22,882 Villages or 31.04%, Advanced Villages of 3,608 Villages or 4.89% and Independent Villages of 174 Villages or 0.24%.

Crucial problems about rural development in Indonesia according to Kartasasmitha (1996) include: 1. Weak linkage of economic activities between urban and rural areas. 2. The limitation of quality human resources in rural areas leads to low productivity and the ability of the community to actively participate in development. 3. Lack of transportation facilities and infrastructure in rural areas, especially those that connect a poor area with a more developed area.

The challenges faced by the local government, especially Mahakam Ulu Regency, are

1. Limited transportation facilities and infrastructure. This results in 5 sub-districts in the Mahakam Ulu Regency area, as many as 4 sub-districts have not been accessible through roads and bridges. In addition, information and communication are also an obstacle in Mahakam Ulu Regency. There are still many areas that have not been reached by the flow of information and communication.
2. The quality of human resources (HR) is still low.
3. The quality of education is still low due to the limitations of facilities and infrastructure as well as the number of education personnel.
4. The quality of health services is still low due to the limitations of health facilities and infrastructure as well as the number of doctors and medical personnel.
5. Limited available power sources. As an illustration, Ujoh Bilang as the capital of Mahakam Ulu Regency in Long Bagun District only has a PLN / Village Electricity Unit (ULD) that provides services to the community for 6 hours, from 18.00 to 24.00. If there is a disturbance, of course there will be a complete blackout and a rotating blackout. Mahakam Ulu Regency, which consists of 5 sub-districts, only has 2 ULDs, namely in Long Bagun District and Long Tangga District. The services of the two ULDs have not been able to meet the needs of all people in the two sub-districts. People who have not received electricity services from PLN/ULD, use private generator sets (generators).
6. Limited clean water sources. The people of Mahakam Ulu Regency are very dependent on the Mahakam River to meet their clean water needs.
7. The economic level of the community is still low, which is more dominant as traditional farmers.
8. The poverty level is quite high. (RPJMD Mahakam Ulu Regency 2021-2026).

Mahakam Regency is one of the districts that implements rural development by involving every level of government starting from the district, sub-district and village governments. Related to the role of the government in rural development, Mahakam Ulu Regency itself has carried out many development activities, especially in the field of Tourism. Development in the field of Tourism seeks to realize an increase in tourism development as a base economic sector and the provision of tourism infrastructure as a support for the regional economy.

Tourism is an industry that generates a lot of foreign exchange for the country, so the government is trying to improve this sector by taking policy steps for tourism development. Judging from its geographical location, Indonesia is an archipelagic country rich in natural resources. This is a capital to develop the tourism industry by utilizing its great natural and cultural potential. Natural landscapes of mountains, rivers, waterfalls, forests, lakes, caves, and beaches are natural resources that have great potential for natural tourism areas. Thus, the country's economy can increase along with the increase in the tourism sector (Fandeli, 1995).

A tourist village is a form of integration between attractions, accommodations, and supporting facilities presented in a community life structure that is integrated with applicable ordinances and traditions. A tourist village has a distinctive attraction (which can be in the form of the uniqueness of the physical environment of the countryside, as well as the socio-cultural life of the community) which is packaged naturally and attractively so that the rural attraction can drive tourist visits to the village (Ministry of Culture and Tourism, 2011).

The Ministry of Tourism and Creative Economy, in accordance with the 2020-2024 RPJMN, targets as many as 244 tourist villages and 71,381 digital villages, certified as independent tourism villages in 2024. Tourism villages have an important role in many aspects, one of which is spurring the potential for the growth of the creative economy in the local environment, as well as opening jobs for residents who are close to tourist sites. Provisions regarding the authority of villages in tourism management can be seen in the Regulation of the Minister of Home Affairs Number 30 of 2006 concerning Procedures for the Handover of Regency/City Government Affairs to Villages explaining that one of the regency/city government affairs that can be handed over to the village is the tourism sector, including: a. Management of tourism objects in villages outside the tourism master plan, b. Management of public recreation and entertainment places in the village, c. Recommendations for granting permits for the establishment of tourist lodges in tourist areas in villages, and d. Assisting in the collection of hotel and restaurant taxes in the village.

Based on these conditions, Mahakam Regency has tried to develop its tourism sector as well as the development of tourist villages as one of the efforts to empower its community. Mahakam Ulu Regency is one of the areas in East Kalimantan that is still trying to increase tourism and development. One of the developments and development of tourist villages in Mahakam Ulu Regency is the Batu Majang Tourism Village with a majority of Dayak Kenyah ethnicity/tribe with a population of 1,367 people, which is located in Long Bagun District, Mahakam Ulu Regency, East Kalimantan Province. Batu majang tourist village managed by pokdarwis bangen tawai has natural and cultural tourism attractions. Pokdarwis Bangen Tawai was established in 2015 and won the Third Place in the East Kalimantan Provincial Level Pokdarwis Competition In 2017, in 2023 it won 1st place in the Mahakam Ulu Regency level Pokdarwis Competition and 1st Place in the East Kalimantan Provincial Level Creative Content Competition.

Based on the initial survey, the problems faced in the development of the tourist village, in the Batu Majang tourist village, according to the explanation of the Village Head, include the community's mindset related to awareness and development and maintenance of tourist

attractions, the cleanliness of tourist attractions, and limited funds for the management of tourist attractions. The management carried out so far is only self-help by the community itself. Based on these conditions, the Government of Mahakam Ulu Regency and Batu Majang Village, in particular, must play a greater role in empowering the community around the Batu Majang Village tourist area because it will be useless if tourist attractions have been developed but the community is not able to see opportunities that have a good impact on the community itself. because Batu Majang Village is supposed to host tourist attractions and can take advantage of this great opportunity. That way the community can also be more independent and prosperous through the use of the tourism sector by doing business around the area.

One of the strategies that thrives and becomes a stakeholder is the strategy of community empowerment in building / developing tourist villages. According to Solihin (2012), strategy is "the determination of longterm goals of an enterprise and the adoption of courses of action and the allocation of resources necessary for carrying out of these goals" which means, strategy is an effort to determine long-term goals for a company and the implementation of an action and allocation of resources needed to achieve goals. Based on this, this study more broadly aims to describe and analyze 1. How is the Community Empowerment Strategy in Batu Majang, Long Bagun District, Mahakam Hulu Regency, East Kalimantan. 2. What are the Inhibiting and Supporting Factors that Affect Empowerment in the Development of Tourism Villages.

2. THEORETICAL STUDIES

According to Siagian (2005) development is "an effort of growth and change that is planned and consciously carried out by a nation, state, and government towards modernity in the context of nation development". In developing countries that take off from a low-level state to a high-level state, namely modernization, where variables in development can undergo changes for the better. Therefore, it takes initiative, criticality, and activity for every citizen to be able to act in the right direction and by being able to make resources in decision-making by the government in development.

Village Development is a process of development activities that take place in the village which covers all aspects of community life and livelihood. According to the Government Regulation of the Republic of Indonesia Number: 72 of 2005 concerning Villages as referred to in paragraph (2) that village development planning is prepared in a participatory manner by the village government in accordance with its authority and according to paragraph

(3) that in preparing village development planning it is mandatory to involve village community institutions.

Muhi (2011) stated that village development is essentially all forms of human activities (community and government) in the village in building themselves, families, communities and the environment in the village area, both physical, economic, social, cultural, political, order, defense and security, religion and government which are carried out in a planned manner and bring a positive impact on the progress of the village. Furthermore, Armas (2015) defines village development as a continuous and continuous process of change organized by the community and the government to improve physical and mental, material and spiritual welfare based on Pancasila that takes place in the village.

Based on Law Number 6 of 2014 concerning Villages, Article 78 of Village Development aims to improve the welfare of village communities and the quality of human life as well as poverty alleviation through the fulfillment of basic needs, the development of village facilities and infrastructure, the development of local economic potential, and the sustainable use of natural resources and the environment. Village development includes the planning, implementation, and supervision stages. Based on the explanation that has been explained about village development, it can be understood that in village development must include the community. If it starts from the community itself, it will definitely also have an impact on everything, starting from the economy, social, even the environment and also an example for other villages. The community discusses, determines activities, plans and implements together to achieve the goals.

According to the People's Core Tourism (PIR), what is meant by a tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic life, socio-culture, customs, daily life, has a distinctive building architecture and village spatial structure, or unique and interesting economic activities and has the potential to develop various tourism components, For example: attractions, accommodation, food and beverages, and other tourist needs. According to Muliawan (2008) a tourist village is a village that has the potential for uniqueness and distinctive tourist attractions, both in the form of the physical character of the rural natural environment and the socio-cultural life of the community which is managed and packaged in an attractive and natural manner with the development of its tourism supporting facilities, in a harmonious environment and good and planned management so that it is ready to receive and move tourist visits to the village, and able to drive tourism economic activities that can remind the welfare and empowerment of the local community.

According to Muliawan (2008) the criteria for a tourist village are as follows: a. It has the potential for uniqueness and distinctive tourist attraction (tourist attractions), both in the form of the physical character of the rural natural environment and the socio-cultural life of the community. b. Having support and readiness of tourism support facilities related to rural tourism activities, including accommodation/lodging, community interaction rooms with tourists/guests, or other supporting facilities. c. Have interaction with the market as reflected in tourist visits to the village location. d. The support, initiative and participation of the local community in the development of the village related to tourism activities (tourism villages). Community empowerment according to Mardikanto (2013) is defined as a process of social, economic and political change to empower and strengthen community abilities through a positive joint learning process, so that there is a change in behavior in all stakeholders (individuals, groups, institutions) involved in the development process, for the realization of an increasingly empowered, independent, and participatory life that is increasingly prosperous in a sustainable manner.

According to Fahrudin (2012), community empowerment is an effort to enable and make the community independent with the following efforts:

1. Enabling, that is, creating an atmosphere or climate that allows the potential of the community to develop. The starting point is the recognition that every human being, every society has potential that can be developed. Empowerment is an effort to build that power by encourage, motivate and raise awareness of the potential it has and strive to develop it.
2. Empowering, namely increasing capacity by strengthening the potential or power possessed by the community. This strengthening includes concrete steps such as providing various inputs and opening access to various opportunities that can make the community more empowered.
3. Protecting, which is protecting interests by developing a protection system for the community that is the subject of development. In the process of empowerment, it must be prevented from becoming weaker, because of the lack of empowerment in facing the strong. Protecting in this case is seen as an effort to prevent unbalanced competition and strong exploitation of the weak

According to Mardikanto (2013) there is a community empowerment strategy, he stated that there are five important aspects that can be done in carrying out community empowerment, especially through training and advocacy for the poor, namely:

a. Motivation

In this relationship, every family must be able to understand the value of togetherness, social interaction and power through an understanding of their rights as citizens and members of society. Therefore, every household needs to be encouraged to form a group which is an important institutional mechanism to organize and carry out community development activities in their villages or sub-districts. This group is then motivated to engage in income-enhancing activities using their own resources and abilities.

b. Awareness Raising and Skills Training

Increasing public awareness can be achieved through basic education, awareness improvement, immunization, and sanitation. Meanwhile, vocational skills can be developed through participatory ways. Local knowledge that is usually acquired through experience can be combined with outside knowledge. This kind of training can help the poor to create their own livelihood or help improve their skills to find work outside their territory.

c. Self-Management

Each community group must be able to elect their own leaders and organize their own activities, such as conducting meetings, conducting records and reporting, operating savings and credit, conflict resolution and management of community ownership. In the early stages, external companions can help them in developing a system. The group can then be given full authority to implement and regulate the system.

d. Resource Mobilization

To mobilize community resources, it is necessary to develop methods to collect individual resources through regular savings and voluntary donations with the aim of creating social capital. This idea is based on the view that everyone has their own resources which, if collected, can substantially improve socio-economic life. The development of the system of gathering, allocating and using resources needs to be carried out carefully so that all members have the same opportunity. This can ensure sustainable ownership and management.

e. Network Building and Development

The organization of non-governmental groups needs to be accompanied by an increase in the ability of their members to build and maintain networks with various social systems around them. This network is very important in providing and developing access to resources and opportunities for improving the empowerment of the poor.

3. RESEARCH METHODS

This study uses a type of descriptive research with a qualitative approach. Qualitative research methods are used to research in natural places, and research does not make treatments, because researchers in collecting data are emic, that is, based on the view of the data source, not the researcher's view (Sugiyono, 2014). The informants in the study included authorized officials consisting of the Regional Secretary of the Mahakam Ulu Regency Government, the Head of Batu Majang Village, Mahakam Ulu Regency, and the Representative of the Pokdarwis Bangen Tawai. The data analysis technique in the study uses a technique developed by McNabb (2002), namely Grouping the data according to key constructs, identifying bases for interpretation, developing generalizations from the data, testing alternative interpretations dan Forming and/ or refining generalizable theory from case study.

4. RESULTS AND DISCUSSION

Community Empowerment Strategy in Batu Majang, Long Bagun District, Mahakam Hulu Regency, East Kalimantan

The process of community empowerment means the ability of a person to understand and control their social, economic and political conditions which are indispensable in an effort to improve their position in society, in other words the process of empowerment is any educational effort that aims to arouse awareness/understanding and sensitivity in community members to social, economic, and/or political developments so that in the end community members have the ability to improve and improve their position in society, or become an empowered society. An empowered society is a society that lives in a civil society, that is, a society that believes in the ability of its members to create a better life and a society that is aware of its rights and obligations in community life where the conditions of empowerment will be realized if community members get the opportunity to be more empowered (Tila'ar, 1997).

Basically, community empowerment has the goal of improving the knowledge, attitudes and skills of students in accordance with the profession and skills of each individual so that they have the ability to work and strive independently in order to improve their quality of life. Another opinion states that community empowerment aims to increase the potential of the community in order to be able to improve a better quality of life for all citizens through self-help activities (Sutarto, 2007).

The strategic process of community empowerment through the development of a tourist village in Batu Majang Village goes through three stages, including the planning stage, the implementation stage and finally the evaluation stage

1. Planning

The planning function is an activity that starts from the initial discussion of ideas to implementation. Likewise in community empowerment in the Development of Tourism Villages in Batu Majang Tourism Village, the planning function occupies the most important part in the process of community empowerment in the Development of Tourism Villages. The planning process and determination of plans for community empowerment in Tourism Village Development includes several steps: a). Determining the potential based on mapping so that the priority scale of empowerment of tourism villages is obtained. This potency and mapping is based on proposals received from various levels of society as well as from the village government itself. b). Awareness and formation of community behavior. The importance of awareness and formation of community circles, especially people who live around the location of the tourist village. The awareness and behavior of the community can create an environmental atmosphere that is conducive to the implementation of tourism village activities, in this case the surrounding community is expected to be a good host, as well as actively participate as sympathetic tourism actors (providers of services needed by guests/tourists. c). The planning process is based on community participation. The involvement of local communities related to community empowerment efforts in the development of tourism villages allows the community to be involved in the sustainable development process starting from (1) the planning stage; (2) implementation or implementation stage; (3) and in terms of evaluation in order to obtain benefits or benefits (share benefits) both economically and socio-culturally. d). Addition and development of rides at tourist sites so that all community empowerment planning programs in tourist villages are expected to provide benefits for the village community itself, in addition to paying attention to the common interests of each level of society. e). Things planned in an effort to protect the common interests in the development of tourist villages in Batu Majang Tourism Village. carried out by issuing a Perdes as an aspect of the legality of the development of tourist villages has legal certainty and there are clear rules in its implementation.

A good plan or strategy for the future with good long-term goals must be designed systematically and have clear goals, so that they can be applied clearly. Planning or strategy must be incremental (always increasing) and continuous, and carried out based on the perspective of what will be faced in the future, strategy always starts from what can happen

and not starts from what has already happened. A good strategy emphasizes and prioritizes good observation of the potential, participation and support of the community as well as the existence of clear rules through a Village Regulation.

2. Implementation

Implementation means the function carried out in the Community Empowerment Process in the form of direction from the Village Head, the implementers of the empowerment program are willing to carry out their duties, encourage and motivate, and create a conducive work climate or atmosphere, so that a good mutual understanding arises and fosters work discipline and a sense of belonging. The Implementation Function is important for the implementation of a program because each part related to the program has its own ideology and vision and mission. If the implementation function can be applied in a directional manner, then the implementers will understand very well the purpose they are patronizing, including in the process of community differentiation in tourist villages. The implementation of a plan is called organization or organization, the first step in organizing is realized through planning by determining the fields or functions including the scope of activities that will be organized by a certain cooperation group. The implementation process of the plan on community empowerment in the Development of Tourism Villages includes several steps: a). The planning of community empowerment in the development of tourist villages in Batu Majang Tourism Village, the Village Head is carried out by the Village Muspides, Tourism Awareness Groups and all communities. b). Involving all parts of the community, both the village government itself and empowerment institutions c) Providing guidance to the community in a sustainable manner by collaborating with the tourism office to discuss the next program. d) The policy of increasing community capacity in the development of tourist villages in Batu Majang is directed to increase the productive economy in increasing employment for the community around the village. e) Motivate the community to cooperate or work together in carrying out joint activities or programs.

3. Evaluation

Evaluation is a process to ensure that the activities carried out are correct or not in accordance with previous planning. In an organization, the use of evaluation is very important in order to assess organizational accountability. Monitoring and evaluation is the measurement of progress on program objectives in improving the quality, performance, or productivity of the program, so that the focus is aimed at the process, output, and benefits obtained by

community empowerment in the development of tourist villages. The purpose of monitoring and evaluation is to assess the effectiveness and efficiency of the activities or programs that have been carried out by referring to the accuracy of program implementation procedures. In addition, monitoring and evaluation also aim to measure program progress and the use of the program budget used in accordance with the field or program used. Monitoring is a management function that is carried out during an ongoing activity and if it is carried out by the leadership, it contains a control function. The monitoring includes, among others: (a) tracing the implementation of activities and their outputs (b) reporting on progress (c) identification of management and implementation problems. Meanwhile, Evaluation is a management function that is carried out after a certain period of time or after an activity has passed. The evaluation includes the following: (a) Assessment of the collective impact of all (or most) of the activities that have been carried out, on different locations and/or target groups. (b) Description of the output and results/benefits as seen from the perspective of the beneficiaries. The evaluation process on community empowerment in Tourism Village Development includes several steps: a). The evaluation process is carried out through a village-level musyawara forum which is submitted in a village deliberative forum every 3 months. b). Evaluation is carried out directly to the Tourism Village implementing body or management by paying attention to what are the problems or shortcomings. c). The evaluation stage is carried out by the Village Government, BPD (Village Consultative Body) and the Community d). Actions in the evaluation include improvements and improvements to provide the best solution to the problems encountered.

Strategy evaluation is necessary because today's success is not a guarantee of future success. Regarding the mission, the goals and strategies that already exist are logical cloud points for strategic management because the current situation and conditions of the Tourism Village may hinder certain strategies and may even dictate certain actions. The strategic management process is dynamic and sustainable. Whatever happens, strategic decisions have consequences for various main functions and long-term influences in the Management of Batu Majang Tourism Village Strategy of community empowerment through the development of tourist villages in Batu Majang Tourism Village through three stages, including the planning stage, the implementation stage and finally the evaluation stage in accordance with the opinion of Taufiqurokhman (2016), Strategic Management is the science of formulation, Implementation and evaluation of cross-functional decisions that enable the organization to achieve its objectives, namely: a. Strategy Formulation: Includes activities to develop the organization's vision and m.e., identify opportunities and external threats of the organization,

determine the organization's internal strengths and weaknesses, set long-term organizational goals, create a number of alternative strategies for the organization, and select certain strategies to use. b. Strategy Implementation: requires the company to set annual goals, make policies, motivate employees, and allocate resources so that strategic formulation can be implemented. c. Strategic implementation includes developing a culture that supports the strategy, creating an effective organizational structure, redirecting marketing efforts, preparing budgets, developing and utilizing information systems, and linking compensation for employees with organizational performance. d. Strategy Evaluation: this stage is the final stage of strategic management, the three main activities in strategy evaluation are: reviewing external and internal factors that are the basis for the formulation of the strategy that is currently being implemented. Then measure performance, take corrective actions. Strategy evaluation needs to be done because today's success is not a guarantee of tomorrow's success

Inhibiting and Supporting Factors Affecting Empowerment in Tourism Village Development

To analyze a number of factors that are then used as an influence in a program will certainly provide implications for a number of variables that will then become an influence on the continuity of a program or activity. In the implementation of Empowerment in Tourism Village Development, of course, there is a variable that can then be a supporting factor for the sustainability of the program as well as a number of factors that hinder the program so that the program is somewhat stalled. Community empowerment through tourism villages is expected to make economic contributions, both directly and indirectly to the local community, and improve social life. In addition to the local community benefiting from the arrival of tourists, the community can simultaneously maintain and maintain local culture and nature preservation in their area, because that is the main capital of the local community. Empowerment must be carried out continuously and comprehensively to achieve a dynamic balance between the government and all segments of the government. Therefore, community empowerment strategies are very necessary to be carried out because they are able to see the problems that occur in certain areas, by involving community participation in overcoming problems in the surrounding area. The success of the community empowerment program organized by the manager of Batu Majang Tourism Village is inseparable from various factors that support and empower.

Every development program will have various problems or obstacles faced, in general, the obstacle faced in empowering the community in the development of tourist villages is that

the development of tourist villages desired by the community has not been achieved. This is certainly related to the various limitations of resources owned by the village itself. One of the limitations that is often encountered is the budget which is still considered inadequate in addition to the limited human resources owned. The obstacles faced are generally related to culture and culture that causes the mindset of people who are still traditional. The traditional mindset of the community does not support empowerment. Public awareness of the importance of tourism village management is carried out by socialization and tourism awareness counseling. Socialization activities are carried out with the intention, purpose and benefits for the community when participating in the management of Tourism Villages. Meanwhile, tourism awareness counseling activities aim to 1) provide an understanding of the benefits of tourism development, 2) provide an understanding of the position and role of the community in tourism development, 3) provide an understanding of tourism awareness. The community empowerment program is expected to produce good results. The implementation of community empowerment through the management of the Batu Majang Tourism Village will provide results in increasing the skills and independence of the community, the development of the management of the Batu Majang Tourism Village and the maximum exploration of natural and cultural resources if there are supporting factors.

Supporting factors in general the existence of social media that is quite helpful in promoting, a location close to crowds and attractive natural resources Supporting factors are the location of Batu Majang village, the existence of promotional media through social media and natural resources that are manageable. The support that exists is generally in tourism promotion, especially through social media. Tourism promotion is carried out through social media to inform, persuade or increase consumers or tourists so that the tourists concerned have the desire to come and visit the Batu Majang tourist village area. Therefore, promotion must be carried out through effective communication media, because the people who are the target of promotion have different tastes and desires. The success of the community empowerment program organized by the manager of Batu Majang Tourism Village is inseparable from the participation and support of the community, some people of Batu Majang Village are enthusiastic about the management of the Tourism Village and participate in the community empowerment program implemented by the manager. The community implements the knowledge gained in the training by participating in the management of tourist villages, involved in tourism and entrepreneurial activities.

5. CONCLUSION

The Community Empowerment Strategy in the Development of Tourism Villages in Batu Majang includes: a. Planning is carried out through community proposals which are then mapped to potential based on usulan. Increasing community awareness and behavior, involving all community participation, empowerment programs are directed at mutual benefits for the community and making joint regulations. b. Community Empowerment in the Development of Tourism Villages by involving all elements of the Village Muspides, Tourism Awareness Groups and all communities, Providing guidance to the community in a sustainable manner by collaborating with the tourism office, increasing the productive economy and motivating the community to cooperate or work together in carrying out joint activities or programs. c. Evaluation or Monitoring of Community Empowerment in Tourism Village Development through a village-level musyawarah forum submitted in a village deliberative forum every 3 months, evaluation directly to the Tourism Village implementing body or management and evaluation actions for improvement and improvement. Factors that inhibit community empowerment in the development of Tourism Villages include limited resources, both budget and human resources, traditional community behavior, and limited land. The supporting factors encountered are the support of some people and the existence of promotional media that can support the existence of tourist villages.

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