Community Empowerment Through Tourism Development in East Kalimantan

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ABSTRACT

The tourism sector is the government's mainstay sector in development because this sector experiences rapid development every year so that it can increase the country's foreign exchange, local revenue, absorb many jobs and generate other economic sectors. This study uses the Mix Method model with a case study approach in three sample areas. Data analysis uses Qualitative Data Software Analysis NVivo12 Plus, with the aim of describing tourism development that is determined and regulated by the government through laws and regulations providing an overview of community involvement in many things such as eradicating poverty which will ultimately improve people's welfare and increase economic growth. Community empowerment through the Enabling, Empowering and Protecting model is a combination of approaches taken by the government and the community, starting from making regulations as a basis for accommodating community potential, opening up opportunities so that people are increasingly empowered to become the subject of development to protecting policies and involving various private companies through the Corporate Social program. Responsibility and active involvement of MSMEs.

Keywords: Development, tourism, community empowerment.

INTRODUCTION

The tourism sector is the government's mainstay sector in development because this sector experiences rapid development every year so that it can increase foreign exchange, local revenue, absorb many jobs and generate other economic sectors such as SMEs in addition to transportation services, accommodation, tour guide services and various services. supporters, all of whom have contributed to increasing the income of the community, both around tourist destinations and the community at large (Arianti, 2014; Nugroho, 2020; Utami & Kafabih, 2021).

Nationally, the foreign exchange generated from foreign tourists in 2019 reached IDR 280 trillion with a total of 16,106,954 visits, which increased from 2018, which was IDR 270 trillion and contributed to the National GDP by 5.5%. In 2020 there was a drastic decline in foreign tourist arrivals and at the same time foreign exchange earnings from this sector. Along with the reduced spread of the Covid-19 virus, this sector is starting to revive with various regulations relaxed at airports, seaports and transportation routes that allow the mobilization of tourists.

The tourism industry is also famous for its high employment absorption, namely as many as 13 million people are absorbed in all destinations, both those involved as tourism industry entrepreneurs and those in other supporting sectors (Cudai Nur, Akib, Niswaty, Aslinda, & Zaenal, 2019). Therefore tourism development aims to improve people's welfare through various value-added activities for various products needed to support the smooth running of
tourism and to establish networks between regions and even between countries (Chen & Elston, 2013; Kadji, 2015).

This sector has a different character from other sectors because the economic impact it creates can be felt immediately when economic transactions at various stages of its activities occur. Therefore, through tourism development, the government continues to try to improve the performance of this sector by continuing to set targets for tourist visits (Putra, 2021). On the other hand, the government continues to synergize with other sectors in building tourism supporting infrastructure such as roads, bridges, transportation services, accommodation and the availability of restaurants or eateries which not only meet the needs of tourists but also as media for promoting various local products needed by tourists.

This is in accordance with the goals of tourism development stipulated in Law Number 10 of 2010, specifically in article 4 it is stated that tourism aims to: Increase economic growth; Improving people's welfare; Eliminate poverty; Overcoming unemployment; Preserving nature, environment and resources; Promote culture; Lifting the image of the nation; Fostering a sense of love for the motherland; Strengthening national identity and unity; Strengthening national friendship.

The tourism development goals set and regulated by the government through the laws and regulations above provide an illustration of community involvement in many things such as eliminating poverty which will ultimately improve people's welfare and increase economic growth. This goal can only be achieved if the government can actively involve the community as actors in various tourism businesses. Therefore UU Nomor 10 tahun 2009 tentang Pariwisata mengatur hak masyarakat dalam pembangunan pariwisata Pasal 19 as follows: 1). have the opportunity to meet tourism needs; 2). conducting tourism business; 3). become tourism workers/laborers; and/or 4). role in the tourism development process.

East Kalimantan is one of the areas that has potential tourist destinations both on a local scale and those that already have an international market share such as Derawan and Maratua Islands as well as other destinations in various regions.

In RIPPDA East Kalimantan Tourism stage III for 2020-2023 it is explained that tourism development aims to: 1). Realization of tourist destinations that are innovative, safe, comfortable, attractive, easily accessible and environmentally sound so as to increase regional income and welfare attainment; 2). The realization of tourism marketing that is synergistic, superior and responsible for increasing tourist visits, both domestic and foreign; 3). The realization of a tourism industry that is competitive, credible, able to drive business partnerships and is responsible for the preservation and balance of the natural and socio-cultural environment; 4). Realization of Regency/City Regional Government Organizations, the private sector and the community, the development of human resources, regulations and operational mechanisms that are effective and efficient in order to encourage the realization of sustainable tourism; 5). The realization of a tourism-aware society to support the achievement of Sapta Pesona; 6). The realization of the region as a leading culture-based tourist destination in Southeast Asia which has regional characteristics and specificities with a variety of cultural tourist attractions.
In order to realize the objectives set out in the Tourism Development Master Plan above, it is clear that community involvement in tourism development is very much needed considering the multiple effects caused by the tourism industry have different characteristics from other industries.

METHODS

This study uses the Mix Method type, which integrates two types of data in one research approach, namely quantitative data and qualitative data which aims to provide a complete picture of the phenomenon or fact to be studied (Siyoto & Sodik, 2015). The research population is ten regencies/cities in East Kalimantan. To limit the research area, a sample area was used with a purposive sampling technique, namely determining the number of samples on the grounds that the area/region to be determined as a sample is the area that is the National Tourism Destination Development Area in RIPPDA Tourism 2010 – 2025, so that it becomes part of supporting achievement of National Tourism Development Goals. Based on the above method and with various considerations, three Regencies/Cities were determined as samples in this study, respectively: City of Samarinda; City of Bontang and East Kutai Regency.

As for the data analysis in this study, namely using secondary data and primary data were analyzed using different analytical methods before interpretation and research conclusions were carried out from the two forms of analysis (Sugiyono, 2019). Secondary data in the form of quantitative data were analyzed using simple statistics/descriptive statistics consisting of: frequency (∑), percentage (%), mean, graph, diagram and crosstab (cross table). Qualitative data from interviews were analyzed using Nvivo 12 analysis.

RESULTS AND DISCUSSION

Results

Tourism development in East Kalimantan is one of the leading sectors so that each region that has tourism potential and destinations is given the authority to develop this sector through the development of their respective regions. The Master Plan for Tourism Development is drawn up for each region as the direction of tourism development policy which is regulated in (UU Nomor 10 tahun 2009 tentang Pariwisata mengatur hak masyarakat dalam pembangunan pariwisata Pasal 19, 2009) which includes planning for the development of tourism destinations; tourism industry development planning; Tourism marketing development planning; Tourism institutional development planning as a guideline in compiling a five-year tourism development work program. RIPPDA of each area studied is as follows: 1). The Samarinda City Regional Tourism Development Master Plan starts in 2019 to 2025; 2). The Master Plan for Regional Tourism Development for the City of Bontang starts in 2021 to 2025; 3). The East Kutai Regency Regional Tourism Development Master Plan starts in 2020 to 2025; 4). Community empowerment in tourism development is an integral part of tourism development because the development of tourist destinations that receive support from the surrounding community will have an impact on improving the welfare of the surrounding community. Therefore the local government makes community development around tourist destinations play an active role as host in every event as well as participating in maintaining.
exploring potential and developing it into a tourist destination which will eventually become a regional tourism industry.

Community empowerment alone is not enough to revive the tourism industry without the support of various parties who are related and have an interest in existing destinations. The role of stakeholders around tourist destinations as coaches through Corporate Social Responsibility programs in several tourist destinations in East Kalimantan has made it relatively easy for several tourist destinations to develop both accessibility and the development of the tourism industry through various events. This approach is called (Noor, 2011) as: "Enabling" namely creating an atmosphere that allows the potential of society to develop.

Regulations made by the government provide space for the community in groups through various organizations and individuals to explore tourism potential, develop and maintain it until it is packed into various events which will ultimately provide opportunities for community economic empowerment and at the same time provide opportunities for MSMEs to grow and develop. This approach model in tourism development is called (Crotti & Misrahi, 2017) as The Community Approach, namely an approach that emphasizes maximum community involvement in the tourism development process.

The formation of Pokdarwis in each tourist destination area is generally a community initiative as a form of participation in building and developing tourism in the region. This can be seen from the results of data analysis in the form of the following figure:

![Figure 1. Formation of Pokdarwis](image)

**Source:** NVivoPlus12 data processing results

The results of the analysis above show that the formation of Pokdarwis in the areas studied came from ideas and ideas as a form of community participation, while only a few Pokdarwis came from the government. This illustrates that public awareness to participate in exploring and developing tourism potential in their region is quite high so that it becomes the government's initial capital in developing tourism in the region.
The community's positive response to the existence of Pokdarwis can be seen in the following analysis figure:

**Community response to Pokdarwis**

![Figure 2. Community response to Pokdarwis](source)

Almost all communities responded well to the existence of Pokdarwis in their area so that it became the government's capital to jointly build and develop tourism potential in their area. As mentioned (Noor, 2011) that elements related to empowerment apart from the government are also community organizations outside the government environment that grow from and within the community itself (local community organizations) such as BPD, PKK, Karang Taruna and so on.

Coordination with the government in various matters related to tourism development is carried out by all Pokdarwis both in terms of fostering Pokdarwis and those aimed at developing tourism as shown in the following analysis picture:

![Figure 3. Coordination With Government](source)

**Source:** NVivoPlus12 data processing results
The data above shows that almost all Pokdarwis always coordinate with the government in various matters related to tourism development and involvement in various events held by the government. Likewise with the Village/Kelurahan Government which generally provides coaching support in many ways such as socialization of various matters related to tourism development and coordination when there are tourism events held in the Village/Kelurahan environment.

The high motivation of the community to participate in tourism development as seen from the enthusiasm in Pokdarwis is the government's capital to explore more community potential to jointly promote tourism in their area. The existence of (Pokdarwis) in each tourist destination is very much felt by its role in advancing regional tourism, especially natural, cultural and religious tourist attractions. While there are artificial ODTWs that do not require the existence of a Pokdarwis because they are managed using company or individual capital. Community participation through Pokdarwis in advancing Tourism in their respective regions can be seen from the various tourism events held, promotions through the sale of various tour packages and collaboration with MSME/Creative Economy actors in providing various tourist needs. There are many small businesses that exist selling various souvenirs, food and services that can increase people's income, such as Pokdarwis Serayu and Puncak 30.

Based on the results of interviews and data analysis, the motivation and purpose of forming Pokdarwis is to maintain culture, make the village a well-known tourist destination and mobilize MSMEs. The magnitude of the community's desire to elevate local culture into tourism objects that are packaged in various tourist events helps the government make local culture with their respective characteristics as new destinations that can have an impact on increasing the community's economy. The various activities carried out by Pokdarwis are in accordance with the tasks set by the government, including increasing the role and position of the community as an important subject/actor in tourism development, synergizing and partnering with relevant stakeholders, fostering positive community support through Sapta Pesona values.

The introduction of Sapta Pesona to the community aims to create a conducive atmosphere in tourism development carried out by the Tourism Awareness Group and the government through be various ways to society. The results of the data analysis show that the strategy for recognizing and understanding Sapta Pesona implemented by Pokdarwis for the community, especially those around tourist destinations is described as follows:
In addition to the use of warning signs, Sapta Pesona’s understanding of the community is also carried out through various activities such as those carried out by Pokdarwis Pelangi Pesisir and Nusa Bale, through outreach to the wider community and a combination of various activities such as those carried out by Pokdarwis Nusa Bale, Lok Tuan and Trigona Reborn. So that a good understanding of Sapta Pesona will foster a conducive tourism climate, a community that supports tourism both directly and indirectly.

Government facilitation and assistance either through the Tourism Office directly or through Related Regional Apparatus Organizations are implemented differently in the three regions. In addition to the government's role in fostering tourist destinations and communities around tourist objects. Guidance for Pokdarwis is also carried out through the Corporate Social Responsibility program of several private and state-owned companies around tourist destinations.

Through intensive coaching from Corporate Social Responsibility, Pokdarwis can more easily create and run tourism destination development programs through scheduled events such as Pokdarwis Lok Tuan and Pokdarwis Benua Etam Guntung in Bontang City under the auspices of PT. Pupuk Kaltim, Pokdarwis Selangan City under the auspices of PT. Badak LNG, Pokdarwis of Ketupat Village, Samarinda City. The results of the data analysis show that tourism partnerships in terms of developing tourism in their respective regions are carried out with various parties in the form of partnerships, coaching and Corporate Social Responsibility programs. The results of the analysis above show that partnerships are carried out by Pokdarwis with one to three partners in various programs. There is only one Pokdarwis that does not have a partnership with other parties, namely Pokdarwis Nusa Bale.

The results of the analysis above illustrate that there are no obstacles to cooperation in tourism development with partners such as HPI, Indonesian Recreation Association, Pertamina, PHRI, PT. Pupuk Kaltim, PT. Badak LNG and other partner institutions. Communication barriers experienced by Pokdarwis Selangan City, for example, both with partner companies and with the government because the position of this tourist attraction is in the sea area, the internet.
network is often disrupted and transportation to this tourist destination is also limited.

Various activities carried out in partnership with various partner institutions in the form of education, packaging and marketing of tour packages, training for the community, especially tourism industry players such as SMEs and other communities are going well.

Tourism development programs carried out together with the community are packaged in the form of tour packages, training in various skills in managing tourism objects, managing guest houses where tourists stay and preparing photo spots that are characterized by local tourist objects as well as various creations carried out by the community so that tourist destinations in their area have attractiveness, and widely known. Direct community involvement in tourism development is not only through Pokdarwis but also through various economic activities such as trade and services, all of which bring benefits in the form of increasing people's income.

The collaboration between Pokdarwis and other community groups such as small and medium business actors and women's groups in managing tourism objects is carried out in almost all tourist objects so that they become an important part in advancing tourism in their regions. The results of the analysis show that the benefits that the community gets from being involved in managing tourism are the management of their own business so that people feel they are part of tourism development.

Various methods are used by community groups and the government to foster a positive attitude and support from the community in building and developing tourism such as empowering groups of mothers, empowering rural youth and introducing various product innovations. This can be seen in the following analysis image:

How to cultivate a positive attitude and community support

![Crosstab Query - Results Preview](image)

Figure 5. How to cultivate a positive attitude and community support

Source: NVivoPlus12 data processing results

Various methods carried out by each Pokdarwis according to the characteristics of the community have yielded positive results in the form of community support for the existence of Pokdarwis and the active involvement of the community in exploring tourism potential,
Community empowerment in tourism development in East Kalimantan is carried out by the government together with the community and related private parties. Various efforts have been made to mobilize the community to actively take part in tourism development.

Through the formation of tourism awareness groups (Pokdarwis) which is a form of direct community involvement in tourism development both initiated by the community and formed based on ideas from the government. The progress of tourist destinations in various regions can be seen from tourist visits in East Kalimantan which show an increasing trend in various existing destinations.

There are no significant obstacles to community empowerment in tourism development in East Kalimantan. The results of data analysis show that in general there are no barriers to community empowerment in tourism development. Barriers to empowerment are only in the nature of the location of the destination in the middle of the sea and are of a communication nature as illustrated in a visual form as a result of the following data analysis:

![Figure 6. Obstacles to community empowerment](image)

**Source:** NVivoPlus12 data processing results

(Noor, 2011) mentioning elements related to community empowerment including the government, national and local community organizations, community institutions that grow from and within the community itself (local community organizations), cooperatives, community involvement that is more capable, especially in the business and private world and empowerment must be reflected in the process national development as a bottom up process.

Based on the results of the research, it is known that community empowerment in tourism development is bottom up, the research data shows that the community is involved spontaneously and voluntarily both individually and through groups of community organizations, the private sector and the business world, especially those involved in the tourism industry and SMEs. This involvement illustrates that tourism development does not make the community the object of development but as a government partner in implementing development.
Discussion

Tourism development in East Kalimantan is developing in line with the development and progress of other sectors and is a leading sector because this sector is interconnected with many sectors such as the economic sector, employment, transportation, accommodation, services and various main sectors and supporting sectors in development.

To support the implementation and direction of tourism development policies for East Kalimantan Province, (Undang-undang No. 10 tahun 2009 mengatur bahwa pembangunan kepariwisataan, Pasal 8 Ayat 1, 2009) carried out based on RIPPDA Tourism both National, Provincial and City Districts.

Especially for East Kalimantan, Peraturan Pemerintah Nomor 50 tahun 2011 tentang Rencana Induk Pembangunan Pariwisata Nasional tahun 2010-2025 it was stipulated that the division of the East Kalimantan tourism development area is divided into three National Tourism Destination Development Areas consisting of: Long Bagun – Melak National Tourism Destination and its surroundings; Tenggarong National Tourism Destination - Balikpapan and its surroundings and Derawan National Tourism Destination - Kayan Mentarang and its surroundings.

Community involvement in tourism development both as individuals, groups/organizations and business entities to become government partners starting from exploring tourism potential, developing, managing to marketing tourism objects, so that partner involvement in tourism development is a government asset to achieve tourism development goals, for this the government is obliged to develop the potential of human resources so that they are professional in managing tourist destinations, form tourism awareness groups, and form a Tourist Attraction Management Board.

Community Empowerment in Tourism Development

Community empowerment in tourism development in this study is empowerment carried out by the government through tourism development policies in their respective regions which are contained in tourism development policy documents both concerning economic empowerment and partnerships in managing tourist destinations by involving the surrounding community through the formation of Tourism Awareness Groups (Pokdarwis) (Kadji, 2015; Revida et al., 2020).

Community empowerment in the management of strategic tourism areas is carried out with the aim of increasing the community's economy through various business and industrial activities, producing trained and professional tourism actors as government partners in community-based tourism development and being pioneers in maintaining security and cleanliness of tourist destinations in addition to encouraging business creative community in order to meet the needs of tourists.
CONCLUSION

Tourism development in East Kalimantan, in particular the three regions under study, is carried out in accordance with the Regional Tourism Development Master Plan and the goals of national tourism development, namely increasing people's welfare and eradicating poverty. This can be seen from the opening of employment and business fields, both directly related to tourist destinations and supporting activities of tourism activities.

Community empowerment through the Enabling, Empowering and Protecting model is a combination of approaches taken by the government and the community starting from making regulations as a basis for accommodating community potential, opening up opportunities so that people are more empowered to become the subject of development to community protection policies becoming an approach in empowering the tourism sector. Using the Community Approach approach, community empowerment initiated by the government in the form of forming Pokdarwis and coaching UMKM through various programs and voluntary community involvement in exploring potential, managing and developing potential tourist destinations has added new tourism objects and brought economic benefits to Public.

Collaboration between government, community and private sector in the form of coaching through Corporate Social Responsibility programs in several tourist destinations encourages the development of tourism faster than destinations that are not involved in Corporate Social Responsibility programs. The community's response to the existence of Pokdarwis as a government partner in managing tourism is generally good and positive, making it easier for Pokdarwis to carry out various tourism development programs.

REFERENCES


