# COMMUNITY EMPOWERMENT IN TOURISM MANAGEMENT OF KAMPUNG FLORY TRIDADI VILLAGE, SLEMAN REGENCY, YOGYAKARTA

**\*Roels Ni Made Sri Puspa Dew[1], Yutsi Surya Pratama[2]**
[1]Pradita University, Tangerang, Indonesia, Email: roelspuspa16@gmail.com
[2]Tourism Studies, Gadjah Mada University, Yogyakarta, Indonesia
\*(Correspondence author)

## ABSTRACT

Community empowerment is needed in every management of the tourism industry. Kampung Flory has been developed for a long time and provides benefits to the community. The tourist attractions that are owned by Kampung Flory are quite diverse and offer many choices to tourists. This study aims to examine community empowerment in the management of destinations in Kampung Flory followed by an organizing of a management model according to the tourism institutions in Kampung Flory. This study uses a quantitative approach. Methods of data collection are carried out by observation, questionnaires, and literature study with the number of respondents were 123 people. Methods of data analysis using descriptive statistical analysis methods assisted by a Likert scale. The results of this study indicate that social empowerment and economic empowerment for the people of Kampung Flory are good. The average score of all these variables is 3.56 indicating that the community strongly agrees with empowerment, because from the initial stage to the tourism development stage in Kampung Flory is carried out all by the community. The form of community empowerment in Kampung Flory is in the form of community involvement in the management of tourism objects such as recruitment as labor and opening a business in the tourist area of Kampung Flory.

**Keywords:** Community Development; Management; Tourism Village

## INTRODUCTION

Yogyakarta, as a province and at the same time a region that has a lot of potential and tourist attractions, has become a tourist destination for both foreign tourists and domestic tourists. Yogyakarta not only offers cultural tourism, but also has tourist attractions such as natural tourism, educational tourism, historical tourism and sports tourism. The large number of attractions on offer is one of the reasons tourist visits in Yogyakarta are increasing in number.

Sleman is one of the districts which is a favorite destination in Yogyakarta because of its strategic geographical location and many and varied tourist

attractions. Sleman's strategic geographic location is proven by the presence of Mount Merapi, Prambanan Temple and several other temple sites, and its close proximity to the city of Yogyakarta. Sleman is also a district in Yogyakarta which has the largest number of tourist villages. The number of tourist villages in Sleman district in 2019 was 47 tourist villages (Dispar Sleman, 2019). The number of tourist villages is supported by the increasing number of tourist visits to Sleman Regency. The following is the number of tourist visits to Sleman Regency in the last five years in the table below:

Table 1. Number of Tourist Visits to Sleman Regency in 2014-2019

| Year | Number of Tourist | Precentage(%) |
| --- | --- | --- |
| 2015 | 4.950.934 | 17,23 |
| 2016 | 5.942.468 | 20,02 |
| 2017 | 6.814.558 | 14,67 |
| 2018 | 7.898.088 | 15,90 |
| 2019 | 10.357.000 | 31,13 |

Source: Sleman Tourism Department Performance Report for Fiscal Year 2019

The table above shows that the number of tourist visits to Sleman Regency continues to increase significantly. The increase in the number of visits was also accompanied by the addition of various tourist attractions. Sleman Regency is one of the tourism milestones besides Yogyakarta.

The form of tourism offered in every tourist village that has developed in Sleman Regency does not necessarily take the form of a complete tourist village, but there are other forms such as tourist attractions and tourist destinations. One of the tourist attractions that uses the tourist village concept in its management is Kampung Flory. Flory Village is located in Tridadi Village, Sleman District, Sleman Regency, Yogyakarta. Flory Village began to be developed in 2015 by the local community. The name Flory Village comes from the name of a flower, namely "flory". Flory Village was originally a place to develop ornamental plants and fruit plants to be sold directly to visitors. Visitors who came then gave a lot of input on Flory Village, one of which was to develop tourism activities such as outbound tourism, educational tourism and culinary tourism. Flory Village has three tourist attraction divisions, namely: *Taruna Tani* as the plant and culinary division, Flory Tourism Village as educational and outbound tourism and Bali Ndeso as a provider of culinary tourism in the form of restaurants.

The position of Flory Village is located in two villages, namely Tridadi Village and Tlogoadi Village and in two sub-districts at once, namely Sleman District and Melati District. This situation makes it difficult for Kampung Flory to become a tourist village because the scope of the village is too wide. Apart from branding reasons, using the village name is more suitable for Flory Village, because only one hamlet is managed by the community, namely Plaosan hamlet. The management of Flory Village is carried out by the local community and is supported by the formation of a tourism awareness group called Pokdarwis Flory Village. Flory Village does not yet have an entrance fee for tourists who want to visit, tourists are only charged a parking fee.

Tourism development in Flory Village has been going on for quite a long time, reaching 5 years, but until now management has not run optimally. This is because Flory Village has not been able to determine the form of tourism it wants and is still

divided into three tourist attraction divisions which run separately and do not yet cover a single tourist destination. This phenomenon has also caused the development and development of tourism in Flory Village to be slow, and up to now we have not been able to set entrance fees for visiting tourists. Based on observations made, the number of tourist visits every day is quite large and interest in outbound tourism to Kampung Flory is also very high. Tourism activities carried out in Flory Village provide many benefits, especially to the surrounding community.

There are several businesses that were opened by the community and assisted by stakeholders, such as opening a souvenir shop which was funded by Bank Indonesia. Business activities and tourism activities in Kampung Flory as a whole are about empowering the community. Community empowerment is very important because it can provide benefits to society. Many tourist destinations make the community the main actor in tourism activities. Village community empowerment policies include the development of human resources, economics, institutions, facilities and infrastructure as well as information development (Mudana, 2015). The empowerment stage can be carried out in stages according to the conditions of a tourist attraction. The first stage of empowerment is awareness and behavior formation regarding abilities, attitudes and skills. The second stage is skills training from managers to the community and the third stage is increasing the intellectual abilities and skills of the community (Anggreswari and Jayaningsih, 2018). Forms of empowerment are divided into several forms such as: psychological empowerment, political empowerment and social empowerment which have different assessment criteria according to the extent of community involvement in tourism activities (Narulita, 2017).

Tourism activities carried out by the community can take the form of participatory community empowerment such as packaging tourism products, as MSME actors and tourism awareness groups (Nugraha et al, 2019). Community empowerment in tourism activities can also take the form of making handicrafts and souvenirs as well as providing tour packages or offering tourist activities according to the characteristics of the tourist attraction (Jalunggono and Destiningsih, 2018). According to Scheyvens (2002), there are four aspects of the community empowerment framework (Empowerment of Community Framework), namely: economic empowerment, psychological empowerment, social empowerment and political empowerment.

The benefits of community empowerment can be an effort to protect and conserve the environment at a tourist attraction. Communities can protect local resource assets as plantations to gain benefits in the social, economic and cultural fields (Mulyana, 2019). Community empowerment provides benefits in all aspects including the impact on the economic and social side of society. According to Sugeng (2013), a community is said to be empowered if they can appear as the main actors in solving problems and meeting their needs. Indicators of the success of empowerment can be seen from several aspects, namely awareness, willingness and concern, increased ability, ease of access, ability to solve problems, cooperative attitude and independence (Trisnani, 2014).

Several studies that have been carried out in Kampung Flory reveal that the management and development of the Bali Ndeso Kampung Flory tourist attraction

has been going well in terms of human resources and service performance to visitors or tourists (Hadi, 2019). Meanwhile, Luthfianna (2017) stated that marketing strategies that can be implemented in Kampung Flory are improving cooperative relationships with business partners and the government, optimizing the use of information technology, implementing pricing strategies, creating new products and services to improve services to visitors. There are three stages of empowerment, namely: the awareness stage, the capacity building stage and the empowerment stage (Wrihatnolo and Dwidjowijoto, 2007). According to Daulay (2009) empowerment is an effort made to encourage the community to have a bargaining position so that they are able to become actors in an active participatory development process.

Community empowerment in various tourism activity sectors in Flory Village can provide not only an economic aspect but also an impact on community awareness to increase their potential and resources in the world of tourism. Forms of community empowerment vary according to the form of activity offered to tourists. Based on the description above, research is needed regarding the management carried out by the community in developing Kampung Flory tourism so that it can determine the appropriate management pattern for Kampung Flory as well as forms of community empowerment in tourism activities in Kampung Flory.

**METHOD**

This research uses a quantitative research method approach. Data collection methods use observation, questionnaires, literature study and documentation. Questionnaires were distributed to 123 respondents. Questionnaires were given to the people of Tridadi Village who already had a Resident Identification Card (KTP) with an age requirement of 17-60 years. The research variables consist of 8 indicators, namely: Enabling, Motivating, Educating, Encouraging, Protecting, Empowering, Opportuning, Devoluting (Pitana, 2011). The data analysis method used is descriptive statistical analysis method.

The type of research method chosen is descriptive analysis, meanwhile the meaning of the analytical descriptive method according to (Sugiyono, 2019) is a method that functions to describe or provide an overview of objects studied through data or samples that have been collected as follows existence without carrying out analysis and making conclusions that apply to general. In other words, analytical descriptive research takes a problem or problem focuses attention on the problems as they exist at the time of research carried out, the research results are then processed and analyzed to be taken the conclusion.

**RESULTS AND DISCUSSION**

**Latest Tourism Overview in Flory Village**

The development of Flory Village has undergone many changes since it was first founded. There are three tourist destinations in which there are many tourist attractions that tourists can do. Flory Village has set a parking ticket, namely: Rp. 2,000.00 for motorbikes. Rp. 5,000.00 for cars and for buses and other tourist cars

Rp. 10,000.00. In Flory Village there is no set entrance ticket, there are only a few destinations that have prepared entrance tickets that must be paid by tourists, such as at the Dewi Flory tourist attraction, namely the selfie spot. Tourists must pay IDR. 15,000.00 per person to enter the selfie spot. Tourists visiting Kampung Flory are dominated by domestic tourists, especially families and school children.

The current conditions in Flory Village have started to improve from when it was previously closed due to the global pandemic in March and reopened in September. Flory Village has implemented health protocols in every tourist destination. Tourists who visit must wear masks and there are many places provided to wash their hands. There are not as many tourists visit as before, because usually Flory Village has a lot of tourists from school children who come for outbound tours and educational tours in Flory Village. Flory Village can maintain its existence because since the Covid-19 pandemic, many people have been filling their time by farming and buying plants in the *Taruna Tani* Zone. Visitors who come and tour around Kampung Flory and eat at several restaurants such as: *Iwak Kalen, Bali Ndeso and Omahe Pak Tani.*



Figure 1. Implementation of Health Protocols

**Forms of Community Empowerment in Flory Village**

Forms of community empowerment involve community participation starting from planning, implementation and evaluation. The obstacles in community empowerment are related to efforts to maintain culture and customs against the current of modernization, community attitudes, limited human resources and availability of tourist accommodation as well as lack of promotional activities (Andriyani et al, 2017). The process of community empowerment through developing a tourist village in the Brayut Pandowoharjo Sleman Tourism Village has three stages, namely the concept socialization stage, the capability transformation stage, and the stage of gaining independence in managing the tourist village (Hendryantoro, 2014). The forms of empowerment in Flory Village are divided into two, namely economic empowerment and social empowerment. Community empowerment is supported by community involvement in every tourism activity in Flory Village. Economic empowerment consists of facilitation, empowerment, providing opportunities and encouragement. Social empowerment consists of providing motivation, learning, protection and granting authority. The following is an overview of economic empowerment and social empowerment:

**Economic Empowerment of the Flory Village Community**

Community economic empowerment consists of: enabling, empowering, opportuning and encouraging. The community empowerment scale measurement of enabling or facilitation is getting an average score of 3.16, which means agreeing with the empowerment carried out by the community. The following is the assessment graph for enabling.
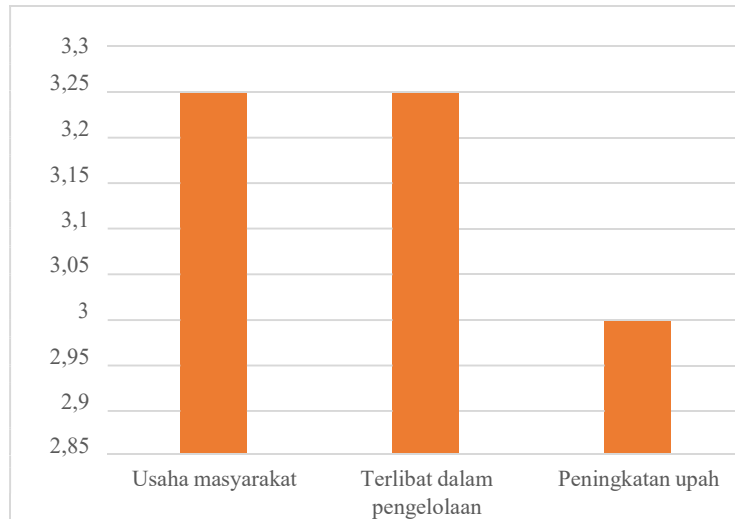


Figure 2. Community Empowerment in Enabling
Source: field data processing, 2021

Community empowerment in enabling means the community is involved in managing three destinations in Flory Village and has the opportunity to open a business in the Fory Tourism Village area.
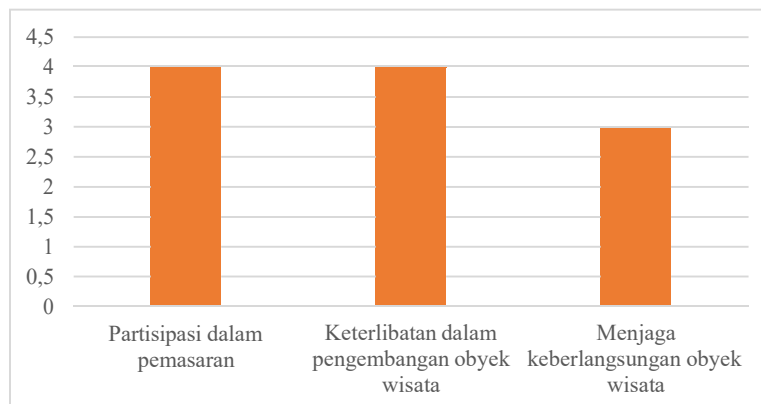


Figure 3. Community Empowerment in Enabling
Source: field data processing, 2021

Community empowerment in the empowering stage received an assessment score of 3.62, which means strongly agree. The community receives regular hard skills and soft skills training every month. The management of Flory Village has utilized natural resources and local human resources effectively and efficiently.
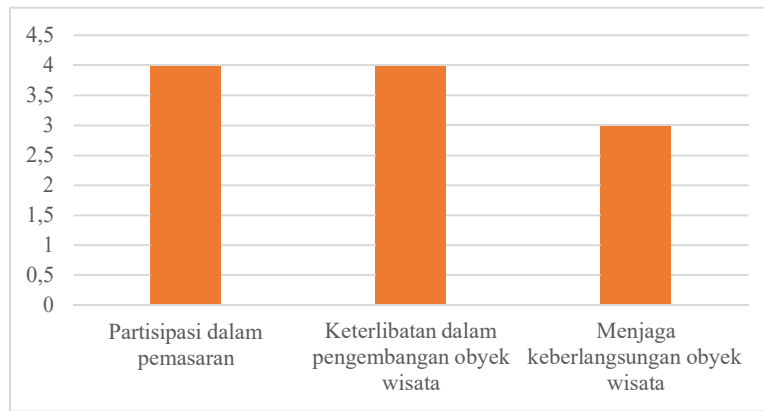
Figure 4. Community Empowerment in *Opportuning*
Source: field data processing, 2021

Empowerment at the stage of providing opportunities got an average score of 3.67, which means strongly agree. The community is involved in developing and maintaining the sustainability of tourist attractions. Promotional activities are carried out by the entire community using social media or direct interaction with visiting tourists. The community's persistence in building Flory Village from the start has resulted in tourist visits continuing to increase as in the following picture.
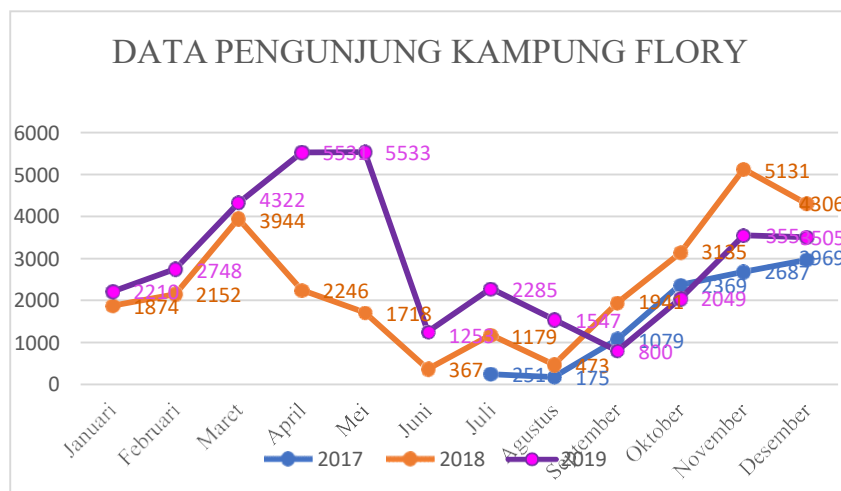


Figure 5. Graph of Tourist Visits by year 2017-2019
Source: Flory Village Tourism Secretariat, 2021

Tourism activities in Flory Village are running well and bringing in quite a large number of tourists. The most popular tourist activities are plant educational tourism activities in the *Taruna Tani* Zone and outbound activities at Dewi Flory.
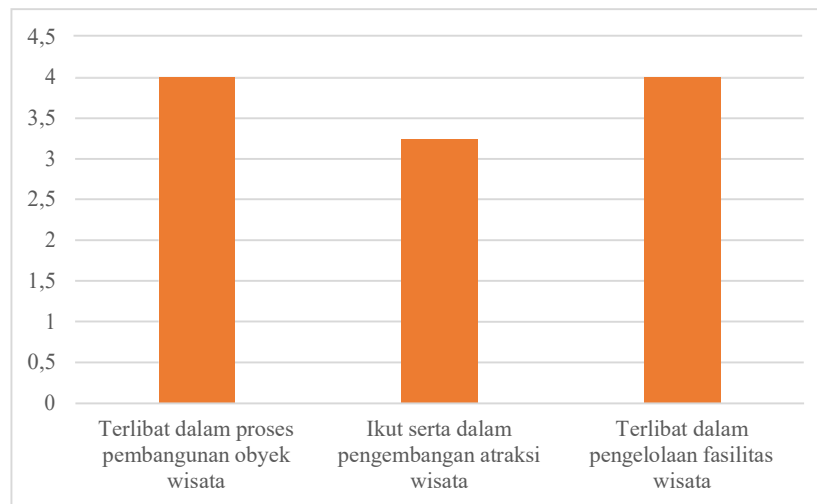
Figure 6. Community Empowerment in *Encouraging*
Source: field data processing, 2021

Community empowerment at the encouraging stage has an average score of 3.75, which means strongly agree. The community is involved in the process of tourism development activities and the development of tourist attractions. The initial development of Flory Village was initiated by the community and the joint growth and development of the efforts of the entire Tridadi Village community. The management of all tourist facilities is also completely carried out by the local community.



Figure 7. Development of Tourist Attractions by the Community

## Social Empowerment of the Flory Village Community

Community social empowerment consists of motivating, educating, protecting and devoluting. The assessment is adjusted to the activities carried out by the community in managing Flory Village. Community empowerment in motivating stage or providing motivation, the average score is 3.58, which means strongly agree.
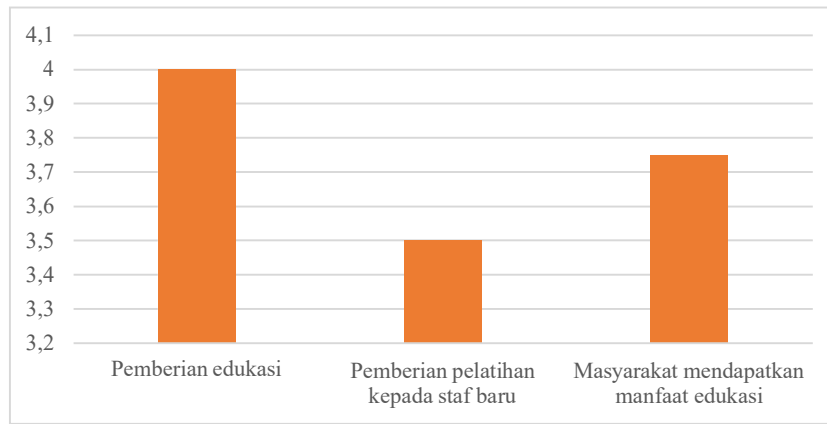
Figure 8. Community Empowerment in *Motivating*
Source: field data processing, 2021

Providing motivation to community motivation in the form of special training for the community such as tour guide training, tourist services (hospitality) and Standard Operating Procedures in managing tour packages. Apart from that, to increase performance motivation from the community, rewards are given to employees who excel once a month in the form of money or goods. This performance assessment is carried out by the Daily Management or what is usually called PH. The Daily Management consists of 7 people who are in charge of the main management of Flory Village as well as supervisors in the management of all tourist activities.
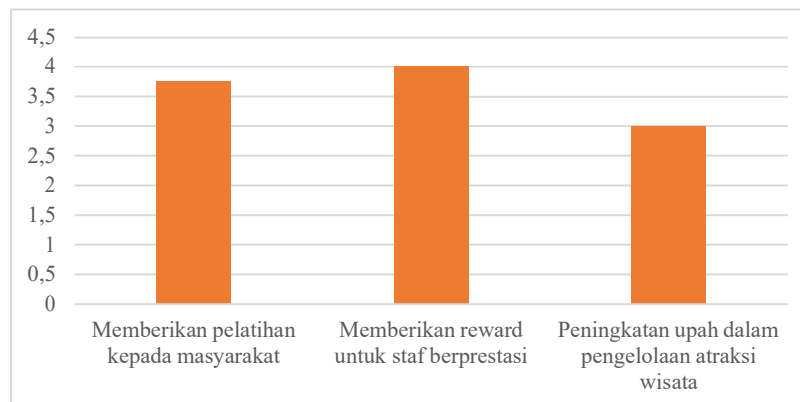


Figure 9. Community Empowerment in *Educating*
Source: field data processing, 2021

The average score at the Educating stage is 3.75, which means strongly agree. Apart from being involved in management, the community also gets a lot of knowledge about the tourism industry. One example is agricultural educational tourism, people who previously did not know how to cultivate good plants can automatically become familiar with this process. Communities can independently breed plants, including ornamental plants, fruit plants and other horticultural plants. This education is not only shared with tourists but can also be useful as a new means of livelihood in terms of plant cultivation.
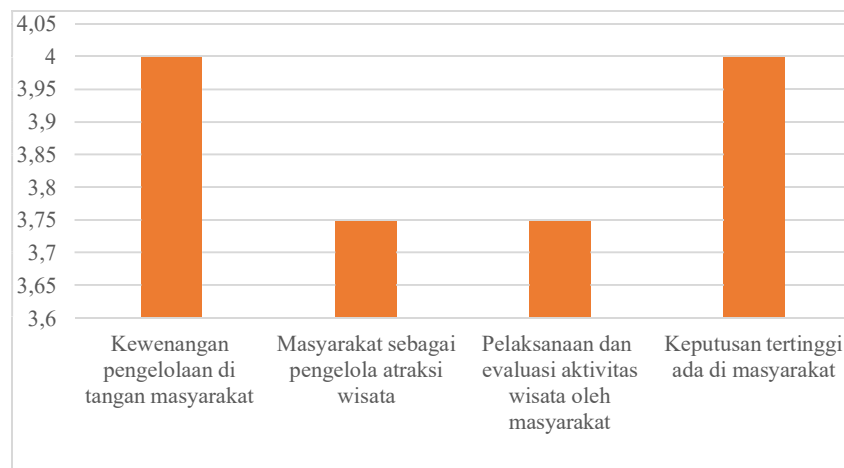
Figure 10. Community Empowerment in *Protecting*
Source: field data processing, 2021

The average score at the protecting stage is 3.13, which means agree. A form of community empowerment in the protection stage is that Flory Village has become a legal entity by forming an institution in the form of a cooperative called the Flory Village Tourism Services Cooperative. Apart from that, working people are assisted in obtaining professional certification from the Tourism Office or other agencies that have this authority. The management does give people the opportunity to open businesses in Flory Village but does not guarantee people's freedom to do business. This is because unhealthy competition does not occur between communities. The solution is that the management opens up opportunities for the community in other fields, for example involving the community in gatering or outbound activities that require a lot of help to handle tourists. The community was also involved in preparing food in the form of orders from Kampung Flory during the outbound activities.
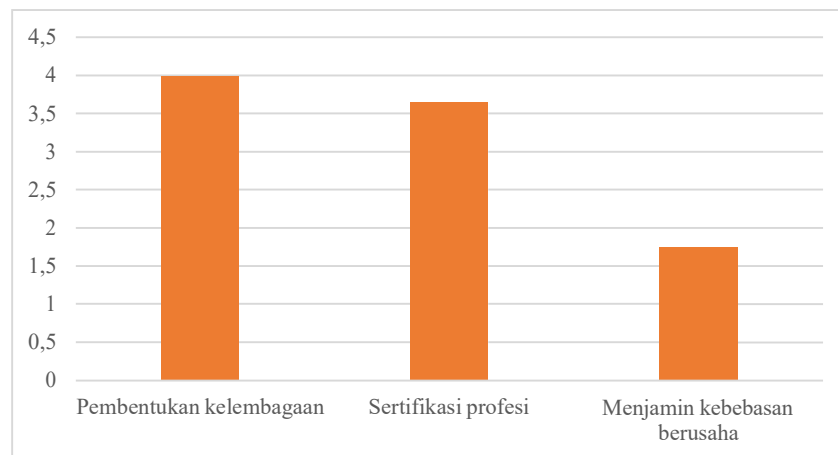


Figure 11. Community Empowerment in *Devoluting*
Source: field data processing, 2021

Community empowerment at the devoluting stage received an average score of 3.87, which means strongly agree. The authority to manage Flory Village is completely in the hands of the community. The community carries out all tourism

activities and self-evaluations every month. Every time there is a decision, it will be discussed together and accepted by the entire Tridadi Village community.

## Community Empowerment in the Management of Flory Village

The goal of empowerment can be achieved with various efforts and strategies in community-based tourism, community-based tourism and conventional tourism, where local communities involve themselves in enjoying the benefits of tourism development, and therefore further empower the community (Nasikun, 2010). Flory Village, which consists of three tourist destinations, has its own community empowerment and involvement. This management is divided into three destinations, namely: management of the *Taruna Tani* Zone, management of the Flory Tourism Village and management of the *Bali Ndeso* Resto group. This involvement is divided into several activities and community roles, namely as follows:

## Community Empowerment in the Management of the *Taruna Tani* Zone

In the Taruna Tani Zone, community empowerment takes the form of forming farmer groups to manage this destination. There are 20 farmer groups in the *Taruna Tani* Zone who also serve as employees. The community works as tourism activities in the Taruna Tani Zone. These activities include guiding educational tours, cultivating plants ranging from ornamental plants to fruit plants as well as maintaining the plant area at this tourist attraction. The community is also involved as employees at several restaurants in the Taruna Tani Zone, such as Iwak Kalen and *Omahe Pak Tani.*

The Kampung Flory business unit is run by the people of Tridadi Village. Through this business unit, the community is involved and becomes a new source of income from an economic perspective. Some of these business units are: buying and selling ornamental plants (plant showroom), culinary collaboration "*Iwak Kalen*", rabbit park rides and mini ponds, garden landscape services and plant cultivation training.

The obstacle faced by the community in managing the *Taruna Tani* Zone is that the administrators of the *Taruna Tani* Zone have their own business so they prioritize their own business. Sometimes visitors who come to the Taruna Tani Zone want to buy plants, but there are no stocks, the administrator suggests visiting the business. This problem makes the *Taruna Tani* Zone experience several obstacles in developing and becoming known to tourists.

## Community Empowerment in Management of the Flory Tourism Village

Community empowerment in managing the Flory Tourism Village, hereinafter referred to as Dewi Flory. Community empowerment in managing Dewi Flory is the recruitment of 16 employees as Dewi Flory administrators. The community is divided into several tourist activities at Dewi Flory such as parking management, working in the outbound division, working as cashiers or administrators and working at the Selfie Park spot. The business units at Dewi Flory are outbound, parking, souvenir outlets, regular rides, food court, HUMI, rocking bridge and bumper. These businesses are all run by the community and have become a magnet for tourist visits from Flory Village.

Community involvement can no longer run optimally due to the Covid-19 pandemic disaster. Many employees were laid off. There are currently only two people working at Dewi Flroy who work as administrators and as employees. People who are laid off are given the freedom to look for work outside. When there is an outbound booking, the community will be called back to participate in guiding tourists when carrying out outbound activities according to the number required.

A form of community empowerment apart from being employees and administrators of Dewi Flory is providing a food court for selling land for the people of Tlogoadi and Tridadi villages. The management provides space rental for MSME activists. Dewi Flory has 6 stands in her food court. The public is charged Rp. for renting the place. 10,000 per day and Rp. 15,000 if it's a holiday. Another form of community business is in the form of catering orders aimed at outbound participants, generally carried out by PKK women from Tridadi Village, numbering approximately 30 people.

The distribution of tourism income in Dewi Flory has been divided into posts. The distribution is in the form of employee salaries, funds for the community, social funds for the RT and funds for hamlet officials. The results of this tourism have been shared in such a way as to provide justice for all communities. The community cannot be fully involved because there are too many, therefore the community is involved to support certain activities and receive special funding allocations to support community welfare.



Figure 12. Community Business Activities

**Community Empowerment in the Management of the Bali Ndeso Group**

Tourist visits to Kampung Flory are increasing so that on May 28 2017 Bali Ndeso Resto was built as a culinary center with a rustic, traditional and natural feel concept. The construction of this restaurant adds new job opportunities for the community. There are several business units from the *Bali Ndeso* group, namely Culinary *Bali Ndeso,* Wahana Dolan Ndeso and Kopi Keceh (for meetings and wedding activities). The *Bali Ndeso* Group consists of two business units, namely *Bali Ndeso* Resto and *Kopi Keceh*. The number of employees reaches 40 people. The form of community empowerment at *Bali Ndeso* Resto is through joint investment between the community and the Bali Ndeso group. Investors consist of 3 people with 2 investment groups. The workforce consists of 50 percent of people from outside Tridadi Village and 50 percent of the workers are local people. Community

empowerment starts from investors, employees and suppliers who supply raw material needs from *Bali Ndeso* Resto such as fish and vegetables.

## Validity Test and Reliability Test

Measuring community empowerment through questionnaires assisted by interviews shows that the lowest score is on protecting. Therefore, validity and reliability tests were carried out on these variables.

## Validity test

Validity tests are carried out to measure whether the indicators used in the protection stage are appropriate or valid. Calculations were carried out according to the number of respondents, namely 123 people, with the significance  level used being 0.01 = 0.2907. Df= n-2 = 123-2 = 121. The following is a table of validity test results assisted by SPSS version 27.00.

Table 2. Validity Test Results

| No | Empowerment indicators for the Protecting  stage | *Corrected Item-Total Correlation (rbt)* | Df =121 | **Status** |
|---|---|---|---|---|
| 1 | Institutional formation | 0,985 | 0,2907 | Valid |
| 2 | Professional certification | 0,984 | 0,2907 | Valid |
| 3 | Guaranteeing people's freedom to build businesses | 0,982 | 0,2907 | Valid |

Source: Excel and SPSS V.27.00 data processing results

Through the validity test, all statement indicators in the protecting variable  of the 3 indicators were all declared valid. Therefore, it can be concluded that each of these indicators is considered good. All statement indicators have a positive total weight coefficient (r result) and are greater than r table, so all the indicators above are declared valid.

## Reliability Test

The Reliability Test results of the 3 statement indicators show reliability with r Alpha = 0.987. The following is a table of reliability test results

Table 3. Reliability Test Results

| Variabel | R Alpha | Status |
|---|---|---|
| *Protecting* | 0,987 | Reliabel |

Source: Excel and SPSS V.27.00 data processing results

## CONCLUSIONS

The forms of community empowerment in Flory Village are divided into 2, namely social empowerment and economic empowerment. Social empowerment consists of: motivating, educating, protecting and devoluting. Economic empowerment consists of: enabling, empowering, opportuning and encouraging. The results of calculating social empowerment and economic empowerment of the Flory Village community using a Likert scale are good. Social empowerment consists of motivating with an average score of 3.58, educating 3.75, protecting 3.13 and devoluting 3.87. Economic empowerment consists of enabling with an average score of 3.16, empowering 3.62, opportuning 3.67 and encouraging 3.75. The  average score of all research variables is 3.56. The average score for each variable shows that

the community strongly agrees with the empowerment that has been carried out so far. Community empowerment can run well because from the initial stages to the tourism development stage in Kampung Flory it is carried out entirely by the community.

Community empowerment in managing destinations in Flory Village is divided into 3, namely community empowerment in managing the Taruna Tani Zone, Flory Tourism Village, and Bali Ndeso. Community empowerment in managing the Taruna Tani Zone includes the community forming a Taruna Tani group and being involved as employees in carrying out activities such as guiding educational tours, cultivating and breeding plants, and maintaining the Taruna Tani Zone area. Community empowerment in managing the Flory Tourism Village includes recruiting people as Dewi Flory administrators, being involved in tourism activities such as parking management, working in the outbound division, working as cashiers and administrators at the Selfie Park spot, and opening business opportunities at the food court. Community empowerment in managing Bali Ndeso includes recruiting as employees, investing in joint shares and getting the opportunity to entrust the community's merchandise to *Bali Ndeso.*

## REFERENCES

Andriyani, A., Martono, dan E., Muhamad. (2017). "Pemberdayaan Masyarakat melalui Pengembangan Desa Wisata dan Implikasinya terhadap Ketahanan Sosial Budaya Wilayah (Studi di Desa Wisata Penglipuran Bali)". *Jurnal Ketahanan Nasional Volume 23.*

Anggreswari, N. P.Y. dan Jayaningsih, A. A. R. (2018). "Pemberdayaan Masyarakat melalui Pengembangan Obyek Wisata Hidden Canyon Beji Guwang". *Jurnal Ilmiah Ilmu Sosial. Vol. 4 No.1 Juni 2018. pp. 30-40.*

Arikunto, S. (2006). *Metode Penelitian Kualitatif.* Jakarta: Bumi Aksara.

Daulay, A. H. P. (2009). *Pemberdayaan Pendidikan Islam di Indonesia*. Jakarta: Rineka Cipta.

Dinas Pariwisata Kabupaten Sleman. (2019). *Laporan Kinerja Dinas Pariwisata Kabupaten Sleman Tahun 2019.* Yogyakarta: Dinas Pariwisata Kabupaten Sleman.

Hadi, W. (2019). "Studi tentang Studi tentang Kepuasaan Wisatawan Dampak dari Pengembangan Wisata di Bali Ndeso Kampung Flory sebagai Wisata Alam dan Kulineri". *Jurnal Khasanah Ilmu. Vol 10 No. 1.*

Hendryantoro, A. (2014). "Pemberdayaan Masyarakat melalui Pengembangan Desa Wisata dan Implikasinya terhadap Ketahanan Sosial Budaya (Studi di Desa Wisata Brayut Pandowoharjo, Kecamatan Sleman, Kabupaten Sleman, D.I. Yogyakarta). *Jurnal Ketahanan Nasional.* XX (2).

Jalunggono, G. dan Destiningsih, R. (2018). "Pemberdayaan Masyarakat dan Dampak Ekonomi Pariwisata di Desa Wisata Kutawaru Kabupaten Cilacap". *Jurnal REP. Volume 3 No. 2.*

Luthfiana, T. (2017). Strategi Pemasaran Agrowisata Kampung Flory di Kecamatan Sleman, Kabupaten Slamen, Yogykarta. *Skripsi*. Universitas Sebelas Maret.

Mudana, W. I. (2015). "Pemberdayaan Masyarakat di Daerah Tujuan Wisata Desa Pemuteran dalam Rangka Pengembangan Pariwisata Berkelanjutan". *Jurnal Ilmu Sosial dan Humaniora. Vol. 4 No. 2 Oktober 2015.*

Mulyana, E. (2019). "Upaya Pemberdayaan Ekonomi, Sosial dan Budaya pada Masyarakat Melalui Pengembangan Bisnis EKowisata". *Business Innovation and Entrepreneurship Journal.Volume 1 No. 1 2019.*

Nasikun. (2010). *Sistem Sosial Indonesia.* Jakarta: Raja Grafindo Persada.

Narulita, M. D. (2017). "Pemberdayaan Masyarakat dalam Mendukung Pengembangan Desa Wisata Cihideung, Kabupaten Bandung Barat. *Tourism Scientific Journal. Volume 3 No. 1 Desember 2017.*

Nugraha, A.R., Perbawasari, S., Zubair, F., dan Novianti, E. (2019). "Pemberdayaan Masyarakat Melalui Pelatihan Komunikasi Efektif Berbasis Potensi Wisata dan Kearrifan Lokal". *Jurnal Pengabdian dan Pemberdayaan Masyarakat. Volume 3 No.1 Maret 2019.*

Pitana, I.G. (2011). *Hiperdemokrasi dalam Pembangunan Pariwisata*. Denpasar: Pustaka Larasan.

Sugiyono. (2019). *Metode Penelitian Kuantiatif. Bandung*: Alfabeta.

Sugeng B. (2013). *Pemberdayaan dan Kelembagaan Masyarakat Pesisir*. Presentasi. Jakarta.

Scheyvens, R. (2002). *Tourism for Development (Empowering Communities).* England: Pearson Education Asia Pte Ltd.

Trisnani, W. T. (2014). Pemberdayaan Pemuda Melalui Program Usaha Ekonomi Produktif Oleh Karang Taruna Jayakusuma Di Desa Singosaren Banguntapan Bantul*. Thesis.* Program Studi Pendidikan Luar Sekolah, Fakultas Ilmu Pendidikan, Universitas Negeri Yogyakarta.

Wrihatnolo, R. R. dan Dwidjowijoto, R. N. (2007). *Manajemen Pemberdayaan*. Jakarta: Elexmedia komputindo.

## AUTHOR BIOGRAPHY

**Roels Ni Made Sri Puspa Dewi**, Lecturer of S1 Hospitality and Tourism, Pradita University. Master Degree in Tourism Studies from Gadjah Mada University 2019. Hobby of Traveling. Id Scholar https://scholar.google.co.id/citations?hl=en&user=4Uj62l4AAAAJ.

**Yutsi Surya Pratama,** Graduated Student of Master Tourism Studies Gadjah Mada University 2021. Hobbies playing guitar, reading book and an Audio Engineer. Email: yutsispratama@gmail.com