Community Empowerment as a Tourist Attraction and Creative Economy Development in Kota Tua Jakarta

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ABSTRACT

The Kota Tua Jakarta area is one of the leading tourist attractions in DKI Jakarta Province based on cultural heritage. Currently, the City Government of DKI Jakarta has carried out a revitalization, namely the construction of a rearrangement of the old city, so that it becomes an urban tourism area in the past (history). The purpose of this research is to build a community empowerment program as a tourist attraction and create a creative economy in Kota Tua. The concepts used are empowerment, community, attraction and creative economy. The research method used is a qualitative approach with data collection techniques through interviews, observation and literature study. This research resulted in a community empowerment program, namely building community awareness and communication in creating economic improvements for the welfare of communities around Kota Tua. To realize the need for community information community mapping, namely the initial stage of conducting initial mapping of communities in Kota Tua, designing community empowerment for economic improvement and building the community's creative economy.

Keywords: Empowerment, Community, Tourist Attraction, Creative Economy

ABSTRAK

Kawasan Kota Tua Jakarta merupakan salah satu tempat wisata unggulan di Provinsi DKI Jakarta berbasis cagar budaya. Saat ini Pemerintah Kota DKI Jakarta telah melakukan revitalisasi, yaitu pembangunan penataan kembali kota lama, sehingga menjadi kawasan wisata perkotaan di masa lalu (sejarah). Tujuan dari penelitian ini adalah membangun program pemberdayaan masyarakat sebagai daya tarik wisata dan mewujudkan ekonomi kreatif di Kota Tua. Konsep yang digunakan adalah pemberdayaan, komunitas, atraksi dan ekonomi kreatif. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara, observasi dan studi pustaka. Penelitian ini menghasilkan program pemberdayaan masyarakat yaitu membangun kesadaran dan komunikasi masyarakat dalam mewujudkan peningkatan ekonomi untuk kesejahteraan masyarakat sekitar Kota Tua. Untuk mewujudkan kebutuhan community mapping, yaitu melakukan pemetaan awal masyarakat di Kota Tua, merancang pemberdayaan masyarakat untuk peningkatan ekonomi dan membangun ekonomi kreatif masyarakat.

Kata Kunci: Pemberdayaan, Masyarakat, Daya Tarik Wisata, Ekonomi Kreatif

INTRODUCTION

Conservation of a historical area has a very promising tourism potential to be a special attraction to be developed. The concept of urban development that is appropriate to the state of the conservation area is starting to be empowered like a sustainable city. The concept of a sustainable city in brief is the development of a city by prioritizing a balance between economic, environmental and cultural heritage protection aspects. Jakarta as a metropolitan city is also known as a city of culture, city of education, city of tourism, maritime city, industrial city, trade city and other names. Jakarta, in this case, has three main aspects of sustainable urban development.

Conservation of historical areas that are included in tourism icons can be a promising source of income for the community and local government and become the main focus of their development. Jakarta has several areas that are strategic for conservation such as the Old City. Kota Tua as one of the historical areas - which developed around the sixteenth century, requires efforts to provide protection from the ferocity of city development, including controlling the development of the area so that its historical identity does not lose. Old or dead buildings have been revived into an activity that can support the existence of the area as a conservation effort and one of the development of tourism activities.

Empowerment of local communities in the Kota Tua area can be useful in increasing existing tourist attractions in addition to historic buildings and indirectly also empowering the community through tourism. According to Arida (2016), community empowerment through tourism means the process of building and restoring people's confidence, that they are able to build their natural and cultural potential to become a tourist attraction in meeting basic needs, achieving a better life, and continuing to develop in a sustainable manner. . In 2010, the Ministry of Communication and Information Technology issued Regulation Number 8 of 2010 concerning Guidelines for the Development and Empowerment of Social Communication Institutions.

This regulation is the first to describe the Community Information Group (KIM), hereinafter abbreviated as KIM. Then it was strengthened by the Regulation of the Minister of Communication and Information Technology Number 22 of 2010 concerning Minimum Service Standards (SPM) in the Communication and Information Technology Sector in Regencies / Cities. The definition of KIM itself is a group formed by, from, and for the community independently and creatively whose activities are in the form of information management and empowerment in order to provide added value to the community. The advantages of KIM lie in its interpersonal nature, promoting togetherness among members and the same goals in gathering and processing information. The interaction process in communication and face-to-face information dissemination in KIM has its own strength because it is compounded by community culture, especially rural communities.

KIM can be an appropriate tool as a vehicle for disseminating information from the government to the community, as a dialogue partner for the government in formulating public policies, and as a means of increasing community literacy in the field of information and communication. However, the formation of KIM structures in general cannot be equated from one region to another. Taking the example of KIM in Central Java, we can see KIM in Kraton Kidul Village in Pekalongan, Central Java. KIM, which became one of the four pilot KIMs in Indonesia, has successfully established and carried out its functions. Dissemination of information is carried out through the traditional word of mouth and lesehan which is carried out in various public spaces such as siskamling posts, rice stalls, meatball stalls, and so on.

This effort has proven successful so that the information conveyed by the government can be accepted by the community, and vice versa, the community's aspirations can easily be accepted by the government. However, if the traditions, methods and forms of KIM are carried out in DKI Jakarta Province, the results are not necessarily the same, with the diversity of social and cultural backgrounds being a challenge for the government in categorizing it into community groups.

Not to mention the character of the community which has led to asocial / individualistic, thus minimizing the role of togetherness in everyday life. Other pluralistic backgrounds such as differences in traditions, social and economic systems between the Jakarta community are also a factor of challenge for the government. The importance of mapping community groups will facilitate the government in carrying out the dissemination of policy information in the future. Social mapping of community groups is an activity carried out to identify the socio-cultural conditions of the local community or it is also called an activity The development of these 5 (five) zoning zones is aligned with the vision of revitalizing the Old City, namely the creation of a historic area as a tourist destination that raises the value of historical preservation and can be used as a creative economy.

Zoning 1 is Sunda Kelapa Harbor, which borders to the north of the railroad stretch. The character of this zone is maritime which is dominated by ethnic villages and warehouses with marine style and has marine activities. Zoning 2 is Fatahillah, whose boundaries are around Taman Fatahillah, Kali Besar and Taman Beos. The character from this zone is an old town with a variety of old buildings. This zone has a function as a

museum, creative industry and mixed function. Zoning 3 is Chinatown, the limit is around Glodok Pancoran. This zone contains Chinese ethnic culture, both its life and its architectural environment. Zoning 4 is Pakojan, whose boundaries are around Pakojan, Jembatan Lima and Bandengan. The zoning character is religious culture because in this zone there are several old mosques (multi ethnic villages). Zoning 5, namely the Rejuvenation Area, which borders from Pancoran to Jalan Gajah Mada (Archives building) is the center of the economy.

The Kota Tua area currently supports it to become a center for activities and tourism for the Jabodetabek community because it is not far from the center of government and there are many land transportation facilities that operate. This area also offers a variety of culinary delights in several cafes and restaurants. Accommodation facilities are also easy to find in this area along with the facilities that are starting to be improved by the DKI Jakarta Provincial Government. Tourism activities and activities in the Kota Tua area are increasing and at a glance conservation efforts by revitalizing the area have been quite successful, but there are several things that show that there is no seriousness in dealing with the Old Town Area.

The Kota Tua area, which at that time was a very well-preserved area, has now turned into an area that still has historical sites and cultural values but gradually seems to have turned into an area that is less well-preserved, both in terms of cleanliness, preservation of buildings, the surrounding environment, such as extraordinary drainage and congestion form its own negative assessment. Later, many of the area's urban green spaces were turned into commercial establishments.

An area that in ancient times was also the center of the largest economic activity in Jakarta, but the carrying capacity of its environment was not considered. It can be seen from some residents of this area who are just looking for money and have no sense of what motivates people to participate in improving the city. The existence of communities that have not been integrated with the Old Town Area is also an obstacle to regional development. The number of communities in this area looks untidy and looks slum.

The community is expected to represent the area's character as heritage and cultural tourism. Based on these conditions, the researcher examines: How is the Community Empowerment Program as a Tourist Attraction and Creative Economy Development in Kota Tua Jakarta?

LITERATURE STUDY
Empowerment

Etymologically, empowerment comes from the basic word "power" which means strength or ability. Starting from this definition, empowerment can be interpreted as a process towards culture, or a process to obtain the power / strength of the ability, and or the process of giving power / strength / ability from parties who have power to parties who are less or less empowered (Ambar, 2004: 77). Meanwhile, Edi (2009: 210) provides an explanation of empowerment as a way by which people, organizations and communities are directed to be able to control (or rule over) their lives. According to Ife's notes in his book Miftachul Huda (2009: 272-273), it is stated that empowerment is aimed at increasing the power (power) of disadvantaged groups of society. "Empowerment aims to increase the power of the disadvantaged," wrote Ife.

Creative Economy

In the book John Howkins (2001: 8) in his book The Creative Economy: How People Make Money as follows Policy Research Group (2013: 3), namely "the transactions of creative products that have an economic good or service that results from creativity and has economic value." In the sense that creative product transactions that have economic goods or services are produced from creativity and has economic value. Creative economy is not only limited to the ability to produce an economic product but also has to be valuable so that it can compete in the market. Another definition was also issued by the UK Department of Culture, Media and Sports or the Department of Culture, Media and Sport (DCMS, 1998, p.3) which is followed by the Policy Research Group (2013: 3), namely that: "those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property ". Those industries which have their origins in creativity, individual skills and talents and which have the potential for wealth and job creation through the generation and exploitation of intellectual property.

Tourist attraction

According to the Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism Chapter I, Article 5, states as follows "tourist attraction" is anything that has uniqueness, beauty, and value in the form of diversity of natural, cultural and man-made wealth that is the target or purpose of tourist visits. Furthermore, Cooper et al (1995: 81) stated that there are 4 (four) components that must be owned by a tourist attraction, namely: 1. Attractions, such as natural attractions, charming

local culture and performing arts. 2. Accessibilities such as road conditions, local transportation and the existence of public facilities such as terminals. 3. Amenities or amenities such as the availability of accommodation, restaurants, and travel agents. 4. Ancillary services, namely tourism organizations required for tourist services such as destination marketing management organizations, conventional and visitor bureau. 5. Attraction or tourist attractions according to Yoeti (2002: 5) are everything something that can attract tourists to visit a tourist destination, such as: (a) Natural attraction: landscape, seascape, beaches, climate and other geographical features of the destinations. (b) Cultural attraction: history and folklore, religion, art and special events, festivals. (c) Social attractions: the way of life, the resident populations, languages, opportunities for social encounters. (d) Built attraction: building, historic and modern architecture, monuments, parks, gardens, marinas, etc.

Community

A community is "a group of individuals who inhabit a certain environment and are related to the same interests" (Iriantara, 2004: 22). So a community is a small part of a container called an organization, it can be categorized that a community is not much different from an organization in which there is freedom and human rights in social life to associate, gather, group and express opinions. According to the Law of the Republic of Indonesia Number 17 of 2013 concerning "Community Organization" states that: An organization that is established and formed by the community on an equal basis based on the same aspirations, desires, needs, interests, activities and objectives to participate in the development for the achievement of the objectives of the Unitary State of the Republic of Indonesia. Characteristics of Community From the book Dinamika Group by Santosa (2009: 37), the characteristics of the community according to Muzafer Sherif and George Simmel are as follows: 1. There is the same motivation / motive for each individual so that social interaction occurs and is aimed at a common goal. 2. There are different reactions and skills from one individual to another due to social interactions. 3. There is the establishment and confirmation of a clear group structure, consisting of roles and positions that develop independently in order to achieve common goals. 4. The existence of affirmation and affirmation of the norms of group members' behavior guidelines that regulate the interactions and activities of group members in realizing group goals.

METHODOLOGY

This research uses a qualitative approach with descriptive. According to Creswell (2014: 4) that "qualitative research is to explore and understand the meaning by a number of individuals or groups of people who are considered to have originated from social or societal problems." Qualitative research is the process of capturing information and actual conditions in the life of an object that is associated with solving a problem from both a theoretical and tactical point of view. (Nawawi, 2012).

And also according to the opinion of the latest experts who say that "Research method qualitative is often called the naturalistic research method because the research is carried out in natural conditions (natural setting); also called a qualitative method because the data collected and the analysis are qualitative "(Sugiyono, 2017) During the research, researchers explored a natural, holistic and in-depth understanding of the community as a tourist attraction and helping to improve the economy of its community in Kota Tua, Jakarta. Data collection techniques in this study were carried out through participatory observation, interviews and documentation studies.

The following are the steps for collecting data in the field: a. Participatory Observation In this observation, the researcher observed and participated in the activities carried out by the community, such as the onthel sepada paguyuban having 3 tour packages to explore the Old City, the researcher followed the tour program. Creswell (2014: 267) states that "direct researchers the spaciousness to observe the behavior and activities of individuals at the research location. " While in the field, the researcher mingles with the environment, the researcher makes a schedule to visit and pay attention to the situation. This observation will be carried out at the location of the old town area of the community which is a tourist attraction in the old town area and drives creative economic efforts in the tourist area of the old town. b. Deep interview According to (Sugiyono, 2017): Interviews are used as a data collection technique if the researcher wants to know more in-depth things from respondents. The interview was chosen as one of the collection techniques that the author uses to get complete information from the source. The interview process that has been carried out is the informants, namely the UPT Museum Fattahillah, the Community

Leader and one of the community members, namely the Onthel Bicycle Community, Human Sculpture, Acoustic Music, Character Art. According to Creswell (2014: 267) "researchers conducted face to face interviews with participants, interviewing them with structured and open questions so as to bring out the views and opinions of the participants". c. Documentation Studies The documentation obtained by the researchers included several regulations relating to community management in Kota Tua and documents from the DKI Jakarta Tourism Office, books and articles related to the concept of empowerment, community and the creative economy. According to Creswell (2014: 267-270) "these documents can be in the form of public documents (such as newspapers, papers, office reports) or private documents (such as diaries, diaries, letters, e-mails)".

RESULT AND DISCUSSION

The Kota Tua area itself is divided into five zones, namely: Zone 1 (Sunda Kelapa), Zone 2 (Fatahillah), Zone 3 (Chinatown), Zone 4 (Pekojan), and Zone 5 (Rejuvenation). In these five zones, various tourist attractions can be enjoyed by tourists. This zoning is intended to introduce that the Old City Area is not only in Fatahillah Park and its surroundings, so that tourist activities also take place in other locations.

1. Zone 1 Sunda Kelapa

This zone is located in the area of North Jakarta which is famous for Sunda Kelapa Harbor. This port is one of the oldest ports in DKI Jakarta which has an attraction in the form of old and traditional ships. In this zone there is also the Maritime Museum, VOC Warehouse, Luar Batang Mosque, and the Syahbandar Tower. The location of this port besides offering historical tourism also has photographic appeal.

2. Zone 2

Fatahillah The Fatahilllah zone is the zone most visited by tourists because of the ease of access and the variety of attractions that are there. Various museums such as the Bank Mandiri Museum, Bank Indonesia Museum, Jakarta History Meseum, Fatahillah Park, Fine Arts and Ceramics Museum, Wayang Museum, and Jakarta Kota Station. Apart from museum attractions, in Fatahillah Park there are many communities that often gather and become special attractions, such as the human statue community and the stone man community.

3. Zone 3

Chinatown Zone 3 of Chinatown was once a business center located in Glodok. In this Chinatown there is a community of street painters and it is also famous for its center of Chinese medicine which is commonly sought after by the public

4. Zone 4

Pekojan Kampung Arab, Langgar Tinggi, and Masjid An Nawier are tourist attractions located in zone 4 Pekojan. Kampung Arab is the main attraction in this zone because it was the center of Middle Eastern society during the Dutch colonial

5. Zone 5

Rejuvenation The last zone is the Rejuvenation zone which supports the Old Town Area. Its main attractions are culinary tours in the other four zones as well as spots for old buildings in this area.

In addition to tourist attractions in the form of historical relics, there are various activities in the Old City Area. This activity is in the form of events or activities carried out by communities based in the Kota Tua area. Communities such as the Human Sculpture Community, the Onthel Bicycle Community, the Lingkar Rupa Community, the Sunda Kelapa Heritage Community, the China Town Community, the Cultural Exploration Community, and the Street Painting Community are examples of communities that become tourist attractions. Activities carried out by these communities contribute to reviving tourism and also preserving cultural heritage in the Kota Tua Tourism Area. Several communities have been arranged by the Area Management Unit (UPK) for their placement and activities.

SWOT Analysis

Internal factors

Strengths

1) It is an old city located in the middle of DKI Jakarta 2) Has the potential of past (historical) urban areas and education 3) A very strategic location in the city of DKI Jakarta 4) Is a Historical Area

Weaknesses

1) The low level of community awareness about the role of tourism or sapta charm 2) There is still no understanding of the benefits of the Old City in improving the economy 3) There is still no digital-based economic empowerment for the community

External Factors

Opportunities 1) Increasing community awareness of tourism values 2) Contribute to State revenue 3)

Driving the economy and going digital for community products.

Threats 1) The speed of technology development and changing market needs 2) The environmental damage to the Old City is getting bigger

Opportunities Strategy - Strenghs (OS)

1) Determine the direction of research that is focused on strategic issues by taking into account the opportunities, constraints and available funding sources and conducts monitoring and evaluation on the Old Town development model in DKI Jakarta City 2) Unifying perceptions between policy makers, planners, industry players and technology users in determining the direction and priorities of Old Town development 3) Unifying research directions in order to encourage the emergence of a synergic effect in research and technology activities in the study of developing Old Towns to become a tourist attraction 4) Building the development of a sustainable-based tourism concept in improving the economy of the surrounding community through based "technology"

Weakness Opportunities (OW) Strategy

1) Increasing community knowledge about tourism awareness will foster a sense of belonging in the area 2) Increase the capacity of the community and competency-based human resources through training and education with the strength of the ancient urban area's attractiveness culture (history) in accordance with local environmental conditions 3) Increase the standard expansion of the application of tourism industry businesses that can be created.

Threats Strategy - Strenghs (TS)

Build community awareness that the old city is able to create economic value power.

Threats Strategy - Weakness (TW)

1)Strengthening institutions and positioning roles / functions as well as cooperation between, the Government, industry and the community. 2) Strengthening the formulation rules for implementing standard tourism businesses when the Old City is used as a tourist attraction 3) Develop historical values in an Old Town location with a technological approach.

Attractions and activities are the attractions that make a tourist area visited by tourists. The attractions in the Kota Tua Jakarta Tourism Area are in the form of physical cultural assets such as Dutch heritage architecture, museums, and art items.

Activities in the Kota Tua Tourism Area are historical tourism activities, architectural photography, culinary tours, and so on. The amenities or facilities provided by the Kota Tua Jakarta Tourism Area are also sufficient to enable tourists to enjoy sightseeing there. Restaurants, accommodation, infrastructure and shopping areas can be found in the Kota Tua Jakarta Tourism Area. Amenities are one of the aspects that make tourists decide to travel to a place, if the existing facilities are lacking, tourists will hesitate to visit tourist areas. Access to the Kota Tua Jakarta Tourism Area is easy to reach using various modes of transportation. Tourists can visit the Old City Tourist Area from the airport, station, or terminal easily using public and private transportation. In addition to easy access to the area, access to all zones of the Kota Tua Jakarta Tourism Area can also be accessed easily using conventional or community-managed transportation such as bicycle. Ancilleries or supporters of tourist areas are needed so that tourist areas can provide convenience to visiting tourists. The Tourist Information Center, signs for tourist areas and their attractions, as well as easy-to-find means of communication can support tourism activities.

Organizations that help manage tourist areas are also a form of support in developing tourist areas. The involvement of local communities in the development of the area is needed so that there is no conflict between the tourist area and the local people who live in the area. Communities can also become tourist attractions with their activities. Development of tourism areas that involve the community can also make tourism areas sustainable because of the protection of local assets. For example, many communities in the Kota Tua Jakarta Tourism Area have even become tourist attractions (Human Sculpture Community) and help access to various zones in the area (Onthel Bicycle Community).

Empowerment Activity Implementation Program:

1. Pre-Program Implementation Stages Program implementation is divided into three parts, namely the initial stage, the implementation stage of the Activity Program and the Evaluation Stage, along with an explanation of the implementation of the activity program: A. Initial stage 1. In the early stages of mapping the communities that joined the Kota Tua Museum, namely the Kota Tua Character Art community, the Palm Reading Community, the Onthel Bicycle Community, the Character Art

Community, and the Onthel Bicycle Community 2. After conducting the mapping, have a dialogue with the Community Leaders to obtain information on the needs of each community. 3. Designing Community Empowerment Programs in Communities at the Fattahillah Museum B. Doing Observations Environmental factors are the basis for community development in interaction and solidarity between community members and how the community performs attractions as a tourist attraction in the Old City, especially the Fattahilah Museum. Another thing is seeing the participation of the government, especially the UPT Museum Fattahillah, which supports the role of the community, so that there are activities that synergize between the government and the community, one of which is through joint events between the government and the community. The following are photos of the community and activities together with the UPT Museum Fattahillah

2. Program Implementation Stage After the initial stage, the programs carried out are: 1. In order to create a clean environment in the pandemic era, do community service to create a clean and comfortable environment

3. Build Community Awareness through educational activities by providing an understanding of tourism awareness and excellent service. 3. Increase community capacity through English language training and Tourism Marketing, 4. Increase community capacity through Guiding Technique Training, so that the community can act as a promotional agent for the potential of the Museum of Fattahillah.

Evaluation Phase

This stage is the final stage in implementing community service activities, namely evaluating the implementation of activities that have been carried out in the final stage, it is necessary to provide assistance to the community on an ongoing basis, in order to produce an "agent" as a "Change Development" agent who brings change to the community as a driving force. the economy through digital media must be built, but this requires the role of the Government, especially the DKI Jakarta Tourism Office and UPT Kota Tua, as a driving force and evaluation of community websites, through promotion so that it remains sustainable and provides benefits to the Community. The use of technology is a means of exchanging information related to data sources on the potential of local areas,

historical values in the urban areas of the old cities are the main attraction of heritage tourism. One of the activities given related to technology through the surrounding community can improve the community economy. Each group is assigned to produce data and the potential or competitiveness of community products, so that the Techno "Old Town as an Attraction" can make a fairly economic value that can improve the welfare of the surrounding community.

The results of the mapping of regional potential from upstream to downstream, namely in the form of economic values, the superior potential of community products make it an attraction in the past (historical) urban areas which are packaged in attractive packaging, then form or build branding from urban potential areas . Then the program is made as an information system that is built through the community information network and tourism industry players, for example the palm community, the othel bicycle community and others, which can be used as a means for promotion to tourists, including for local guides. So that a community with technology as a center for information about historical values will be realized, thereby minimizing the information gap needed by fishermen, tourism industry players and tourists, and the Government. This is in line with the implementation of pentahalix which is involved in the development of a sustainable urban attraction in the past (history).

The Kota Tua Area Community is the main target for community empowerment by the Jakarta City Government Tourism and Culture Office considering that the Kota Tua Area is a National Tourism Strategic Area (KSPN). Currently, many communities have grown within this area, the majority of which have grown or formed based on an interest in a place that has become a historical icon of Jakarta, namely the Kota Tua area. And other communities also play a very important role in enlivening the City Area, although many of them only aim to show their talents or community existence. The role of the community will greatly assist the marketing activities carried out by stakeholders to market the Kota Tua area as a heritage and cultural area. To realize this desire, together with the DKI Jakarta Tourism and Culture Office, prepare the community to participate and develop the potential of tourism businesses as well as learn to be good hosts.

CONCLUSION

The Community Empowerment Program through organized activities can have an impact on change that can be felt directly by the community, which are as follows: 1. Creative Economy Development Program The creative economy program aims to develop the village creative economy by optimizing the role and contribution of the micro industrial sector (UKM) to create economic independence for urban communities. a. The potential for Community Products remains sustainable b. Increasing Community / Paguyuban Solidarity c. The establishment of a gallery of community potential products is realized through online media 2. Public Health Quality Improvement Program The formation of awareness about environmental cleanliness through knowledge, to keep the environment clean. The health program aims to improve the quality of community health by involving the active role of the community to create the independence of the Kota Tua community 3. The educational program aims to improve the quality of education by applying historical values as an attraction of ancient urban areas (heritage tourism), as a guide in carrying out the development of urban areas in the past (history). Education Quality Improvement Program for the community, namely English language skills, guiding techniques and excellent service. This activity is expected to form motivators (local champions) who understand, have affection, and are skilled in empowering local communities, so that transformation of awareness, commitment, willingness, knowledge, skills and affection of motivators (local champions) to the surrounding community. The development or movement of local communities in participating can increase community development at large, increase incomes, and raise public awareness of efforts to improve welfare and environmental conservation as well as social economic programs to be built.

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