

Empowerment Strategy of Kandri Tourism Village Through Technology Information Media

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Abstract—Tourism is a sector that plays an important role in improving the economy of a country. One of the efforts to empower people living in rural areas is through the tourism sector because the potential tourism in Indonesia is in rural areas. The purpose of this article is to reveal how the economic conditions of the Kandri village community are and how the community empowerment strategy to form a tourism village. This research was conducted in Kandri Village, Gunungpati District, Semarang Regency. This research uses qualitative methods by collecting data based on interviews, observation and documentation. The approach in this study uses the phenomenology approach. The results showed an increase in income among the people of Kandri Village after being turned into a Kandri Tourism Village, then in terms of facilities there were also improvements that supported the comfort of the visitors. In terms of analysis, namely Strengths, it can be seen that the management of tourism in Kandri Village is completely handled by the Kandri Village manager through the media of information technology. Weaknesses (Weaknesses) in tourism management is that direct tourism management is still carried out by people who live in tourism objects, while in terms of Opportunities (opportunities) there are the many potential tourist objects in Semarang Regency as regional tourism development. Threats are the changing of policies for the implementation of activities, so that the implementation of activities does not run effectively.

Keywords—Strategy, Empowerment, Tourism Village

I. INTRODUCTION

Tourism is a sector that plays an important role in improving the economy of a country. Tourism development is able to stimulate business activities to generate significant social, cultural and economic benefits for a country. The strategic role of the tourism sector in national development is seen in the 2015-2019 by National Medium-Term Development Plan (RPJMN) which sets out 5 (five) focuses of the development program for the next 5 (five) years, namely Infrastructure, Maritime, Energy, Food and Tourism (IMEPP) [1].

Empowerment is a process of strengthening power or empowerment for weak groups in society, including individuals who experience distress with the aim of achieving social change, which is an individual or communities who are able to fill their needs [2].

One of the efforts to empower people in rural areas is through the tourism sector as the potential tourism in

Indonesia is found in rural areas. Rural tourism provides an alternative to develop the economy of the surrounding population by developing it into a tourism village. The potential for natural and cultural tourism attraction is generally found in rural areas. The potential tourism development is intended to the community can get the benefit from the potential of the village developed into a tourist village area. One of the media that can be used to introduce the Kandri Tourism Village for the public is easily known abroad is through the media of information technology [3]. Through the media of information technology, the wider community can find out the desired information related to Kandri Tourism Village. The information is provided by the web or social media. Through this introduction, it is hoped that the development of the Tourism Village can be felt by the surrounding community, so that when the people around the area have felt the benefits of tourists visiting the tourist area, of course the community will protect the environment more and improve the quality of the tourism that have been developed [4].

Kandri Tourism Village is a tourist village located in Gunungpati District, Semarang City, Central Java Province. Kandri Tourism Village emphasizes the broad agricultural education tourism sector, crafts, and cultural tourism developed by the community through guidance provided by the government. This development is supported by the existing potentials to be useful and to further enhance sustainability and love for the natural, customary and cultural environment.

The process of forming Kandri village into a tourist village starts from the strong desire of the village community. The community routinely conducts forums meeting such as RT, RW and recitation meetings. From this meeting the community took the initiative to turn Kandri village into a tourism village by exploring all the existing potential, compiling development plans, managing the environment, opening mindsets, and taking comparative studies, and training (Semarang City Tourism and Culture Office). Based on the Mayor's Decree (SK) Semarang Kandri village designated as a tourist village.

From the existing phenomena, Kandri Village has been named as a tourism village because this village still preserves its natural beauty and cultural authenticity. Kandri Village is one of 147 tourist villages in Central Java, which is listed in

the Semarang City Culture and Tourism Office Letter No.094 / 293 dated March 25, 2009 [5]. Kandri Village is also a winner of tourism village in the 2018 Central Java Tourism Village Festival which has high tourism potential, there are several leading tourist attractions in Semarang, such as Goa Kreo, and others [6]. That is inseparable from the role of the local community in developing the potential of a tourist village to become a unique, creative and innovative tourist destination so that it can improve the lives of the village community.

The implementation of tourism village absolutely has impact toward to the economic of community's surrounding before and after tourism village existing. The activity's supporting need strategies on this implementation which starts from its community's surrounding ,not only village public service but also its local government to hold tourism village related to introduct it at various sides of its community which is Kandri tourism village at Gunungpati district, Semarang regency.

LITERATURE REVIEW

A. Strategy

The word "Strategy" comes from the Greek word "Strategos" which consists of two syllables, that is "Stratos" which means military and "Ag" which means to lead. In its initial context, strategy was widely assumed to be something that was done by the generals in making plans to conquer or defeat the enemy in order to gain victory in war. Hence, it makes perfect sense that this term is very close to the military and political world [7].

According to the large Indonesian dictionary, strategy means careful planning of activities to achieve specific goals [8]. The essential of strategy is planning (planning) and management (management) to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows directions, but must be able to show how the operational tactics are [9].

B. Technology as Innovation in Tourism Village Development

Current technology nowadays is not only used as a medium for entertainment, but also as a means of promotion in developing activities [10]. The latest promotional media that can be used is to use the internet media. To carry out promotions using this media, we can use social media such as websites, WA, BBM, Facebook and Instagram.

To do this, it's quite easy, you only need to post photos of related activities that will be promoted through the website or other social media. So how to do promotion using the internet media is quite easy and does not require expensive costs.

C. SWOT Strategy analysis

SWOT analysis is to identify various factors systematically to formulate an organization strategy [11]. SWOT analysis aims to link the strengths and weaknesses of the organization to the opportunities and threats caused by the external environmental analysis [12].

The strategy planning must be able to see and assess the possibilities and threats that occur within the external and internal based their vision, tasks and final goals. After having a vision, by having a commitment to reach a goal by first analyzing of existing area, an organization must develop

strategic options or alternative ways to achieve its goals. By comparing the strengths and weaknesses of its organization is as well as the opportunities and threats from outside the organization.

Several combinations that can be done in a strategic planning SWOT analysis are [13]:

1. Strength-opportunity strategy means the extent which strength can be used to obtain benefits and various opportunities.
2. The weakness-threat strategy means the extent which the weakness can be used to reduce the threat.
3. The strength-threat strategy means the extent which the strength can be overcome in order to reduce the threat.
4. Weakness-opportunity strategy means how to support weaknesses to take advantage of opportunities.

D. Community Empowerment

1. Definition of Empowerment

Empowerment is seen as a collaborative process in which people who are less empowered by valuable resources are mobilized to increase access and control over resources to solve personal and / or community problems. Besides, the meaning of empowerment is seen as an effort to enable individuals or communities. Where the granting of authority or power is aims to make society become independent [14].

This understanding of empowerment is a way to give strength to people who experience situations of powerless. This powerlessness is meant not only from an economic point of view, but also powerlessness in social relations, and powerlessness in an ecological perspective. Sumodinigrat views that empowerment is the result of interaction at both an ideological and practical level. Thus it can be said that the concept of empowerment implies taking sides with the community as a group that has no empowerment [15].

2. Tourism Village

a. Definition of Tourism Village

A tourism village can be interpreted as a form of unity of attractions, accommodation, and supporting facilities presented by in a structure of community life which is integrated with prevailing traditional and traditional procedures. Attractions, in this case can be in the form of all the health lives of local villagers with a physical location that can invite tourists to assimilate with this life.

b. Types of tourism village

Various forms of tourism villages have been more developed in Indonesia now. Tourism villages in Indonesia are divided into two types, they are structured type and the open type.

1) Structured Type (enclave)

This type has the following characteristics:

- a) Limited land equipped by specific infrastructure to the area. This type has advantages in its growth so it is able to emerge the international market.
- b) The location is separate from the local community, so the negative impact can be controlled.
- c) The land is not large enough and can still be coordinated so it can invite investors to invest in developing it, such as by building hotels.

2) Open type

This type is closed to the character that grows and blends in the structure of life. It is both in space and pattern with local communities. Obtaining opinion from tourists can be enjoyed directly by local people. However, the negative impacts quickly spread in society, making it difficult to control [16].

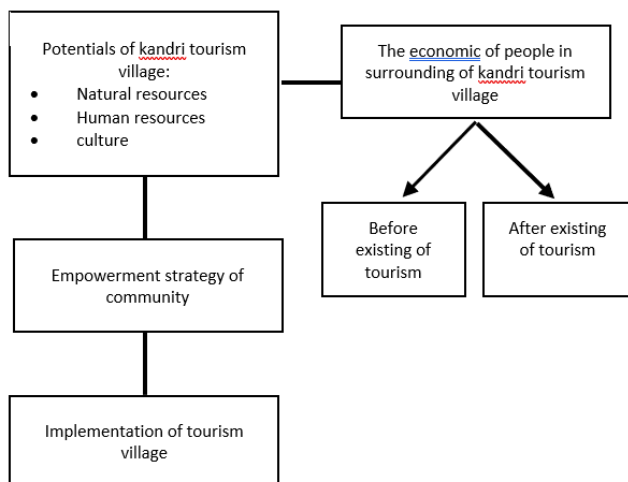


Figure 1. Framework of Thought

II. RESEARCH METHODS

A. Type and Research Approach

This type of research is qualitative research, which is research based on the philosophy of post positivism, which is used to examine the condition of a natural object where the researcher is a key instrument, the collection technique is triangulation (a combination of observation, interview, documentation).

B. Research Subject

Research subjects or informants are people who are able to provide information about the situation and background conditions of the research [17]. Therefore, the informants in this study are people who are considered to know for sure about the empowerment strategy of the Kandri Tourism Village, Semarang. The informants in this study were the people around Kandri, business actors around Kandri, the tourism awareness group (POKDARWIS) of the Kandri Village Government.

C. Data Sources

1. Primary data

Primary data in this study were obtained from interviews from the Village Government of Kandri, pokdarwis of Kandri tourism village and subject of business of Kandri TourismVillage, Semarang.

2. Secondary data

Secondary data obtained by researchers from several sources, that are theses, journals, books, and other research related to the problem beyond study.

D. Data Analysis Techniques

Qualitative research data was obtained from various sources, using various data collection techniques (triangulation), and was done continuously until the data was saturated. The following analysis was done as long as the researcher conducted data analysis.

1. Analysis before in the field.

Qualitative research has conducted data analysis before the researcher enters the field. The analysis was carried out on data from preliminary study results, or secondary data, which will be used to determine the focus of the research. However, the focus of this research is still temporary and will develop after researchers enter and while in the field [18].

2. Field analysis according of the Miles and Huberman model.

Data analysis is qualitative research is carried out during data collection and after completing data collection within a certain period. According to Miles and Huberman, quoted by Sugiyono, it is suggested that the activities in qualitative data analysis were carried out interactively and continued to completion, consequently the data was saturated. Activities in data analysis were data reduction, display data, and conclusion drawing/verification [19].

III. RESULT AND DISCUSSION OF RESEARCH

A. Economic conditions of the Kandri community before-after the tourism village existed.

1. Income

Statement delivered by Mrs. Sulastri (50 years old)

"Yes, Alhamdulillah sis, before the tourism village existed my shop was small, only selling mixed rice cake, firstly. " [20]

Previously, I was selling in Kreo, but often picked up by the monkeys, I was tired myself, and then I moved here for about 1 year". [21]

Strengthened by a statement conveyed by Mrs. Srinah (52 years old) who is a pioneer of traders in there,

"I used to work in a factory as sandpaper in Panjang Village and my husband worked as a farmer, but after my rice fields were affected by this tourist village, my husband worked as a construction worker. Until I joined my husband as a construction worker, but it is not long after my husband and I decided to quit because of physical condition which was not possible. Then, I tried my luck as a Gendar and Lontong Pecel vendor in a tourism village though previously there had been no one selling anymore. At the first time I started selling them, I carried it and at that time it was still quiet as in the tourism village there were only people who were fishing. After several time, I can open a small shop and now, my shop is not bad [22]

2. Facilities

Danu Kusno regarding the facilities which is available at the Kandri Tourism Village, Gunungpati District, Semarang Regency before its development, he said that,

"The facilities and tools that were here at the beginning were only whatever there is. Because the facilities that exist in the tourist village of kandri tourism are supporting to community. One of them is available is the mosque that existed before the tourist village of Kandri Tourism was established and also a parking lot. Other facility which is available is residents 'houses which are used as homestays for visitors.'" [23]

3. Tourist Visits

Interview conducted to NgarMI regarding the number of tourist visits to Kandri Tourism village prior to the development, he said that. [24]

"In the beginning of Kandri tourism village was opened, most of tourists came from outside of the city, the majority of which came from Gunungpati, Semarang regency and its surrounding. It was recorded that in 2006, the number of tourists visiting Kandri tourism village was 950 people." [25]

Moreover, as the government of the welfare section in the Kandri Tourism Village regarding tourist visits, he said.

"for tourism visitors, it is not as busy as now and certainly a lot different. At least in a week there are only 1 or 2 groups coming." [26]

Table 1. Economic Conditions of the Kandri community Before-after Tourism Village

No	Aspect	Before	After
1	Income	<ol style="list-style-type: none"> The economic level of the village has not experienced an average increase. Being a farmer, Community income waits once a year or twice 	<ol style="list-style-type: none"> Increase new jobs Every day the community's income increases, even though it is 100 rupiahs or 200 rupiahs
2	Facilities	<ol style="list-style-type: none"> The facilities and tools that are here at the beginning are only whatever there is The available facilities are mosques Residents' houses that are used as homestays 	<ol style="list-style-type: none"> Build 3 gazebos Build photo spots Toiletries (MCK), inn, parking space
3	Tourist Visit	<ol style="list-style-type: none"> Tourists come from outside the city, mostly from Gunung Pati, Semarang Regency and its surroundings In a week only 1 or 2 groups were coming 	<ol style="list-style-type: none"> Visits based on tour packages Visits from out of town

Source: processed of research results

B. Strategy

Community empowerment strategy in Kandri Village was carried out using SWOT analysis. SWOT analysis helps on choosing alternative strategies to develop tourism in Kandri Village, Gunungpati District, Semarang Regency.

1. Strengths

Strengths are the strong condition that existed in an organization, project, or business concept. The strengths analyzed are factors that are contained in the body of the organization called positive things that become strengths in achieving goals.

Table 2. Strengths

No	Aspects	Activities
1	Forming a Tourism Awareness Group (Pokdarwis)	<ol style="list-style-type: none"> This Pokdarwis is clearly independent Changing the community mindset that is previously as farming become tourism sector. The community aware of the environment Working together to build villages to improve mutual welfare
2	Deliberation to related services government	<ol style="list-style-type: none"> Inviting all heads of offices in the city of Semarang Capital is given labor-intensive infrastructure Appropriate technology program

Source: the results of processed research data

2. Weaknesses

Weakness is a deficiency condition that exists within the organization. The weaknesses that are analyzed are factors that contained in the body of the organization.

Table 3. Weaknesses

Aspect	Activities
Composing tour packages	<ol style="list-style-type: none"> The Lack of procurement of tourism support facilities and infrastructure Tourism development in a village basically does not change what already exists in the village Promotion that doing by the Semarang Regency Youth Sports and Tourism Office in focusing on developing tourism in Kandri Village is still lacking.

Source: the results of processed research data

3. Opportunities

Opportunities are conditions for developing them in the future. The conditions that occur are opportunities from outside the organization itself.

Table 4. Opportunities

Aspect	Activities
Forming the Souvenir Industry Group	<ol style="list-style-type: none"> Realizing the competitiveness of resource-based investments towards a competitive advantage Potential Increase The benefits are through the empowerment of local communities in the tourism business sector.

Source: the results of processed research data

4. Threats

Threat is a condition that threatens from the outside. This threat can disrupt the organization itself. The conditions that occur are threats from outside it.

Table 5. Threats

Aspect	Activities
Forming the Souvenir Industry Group	<ol style="list-style-type: none"> Realizing the competitiveness of resource-based investments towards a competitive advantage Potential Increase The benefit is through the empowerment of local communities in the tourism business sector.

Source: Processed research results

C. Implementation of the Kandri Tourism Village

Kandri village generally is a rural area that has special characteristics to become a tourist destination. In this area the population still has relatively original traditions and culture. In addition to preserving the culture, Kandri Village also maintains the preservation of its wonderful nature, so the Kandri village was awarded as the General Champion of the Tourism Village Festival in Central Java in 2018 [27]. In tourism, it cannot be separated from the culinary world which offers traditional food (the typical food of region).

A tourism village is in a rural area that has uniqueness and distinctive appeal (both in the form of physical attractiveness of the village that is harmony and good and planned management so the attractiveness of the village is able to drive visitors to the village, as well as a grown tourism economic activities that increasing the welfare and empowerment of the local community.

Table 6. The implementation of Kandri tourism Village

Aspects	Activities
Attractions in Kandri Village	1. Every year it regularly holds traditional events such as <i>Nyadran Kali, Nyadran Kubur, Rewanda</i> offerings 2. Annual traditions such as <i>Nyadran Goa Kreo, Nyadran Kali, Rewanda</i> offerings, the <i>Legendary Masterpiece of Goa Kreo</i>
Accommodation	It is often used as a place for KKN and PKL.
Providers of food and beverages	Providers of food and beverages are also widely scattered in residential areas, which are guaranteed halal
Travel agency	It has association with travel agencies such as ASITA, Agung Travel, Ronggolawe Travel, Wina Tour, APP JT Citizens' settlements, guaranteed halal
Tour guide	There is a tour guide who will guide, accompany, and provide information to visitors about Kandri Tourism village.

Source: processed research results

IV. CONCLUSION

- The data on the economic condition of the Kandri community before and after the existence of the Tourism Village there was an increasing in income. Then, from the facility side, there was also an improvement with the construction of several service points that made visitors feel comfortable.
- Community empowerment strategy in Kandri Village, Gunungpati District, Semarang regency.
 - Strengths(strengths), the management of Kandri tourism village is fully holded directly by the Kandri's village management and one of the introduction of Kandri tourism village is by technology information media.
 - Weaknesses (weaknesses), direct tourism managers are immediately people who live in tourism objects by implementing tourism development through policies made by local government.
 - Opportunities (opportunities), the number of potential tourism objects in Semarang regency which could be a great opportunity for the Tourism Office in developing tourism in the region.
 - Threats (threats), the changing policies become a threat to the implementation of activities. Consequently the implementation of activities does not run effectively. Unsustainable activity programs are also a threat to tourism development.
- The implementation of the Kandri Tourism Village is made by holding high the rural area of Kandri Village which has special characteristics, an example is maintaining the traditions and indigenous culture of the

population, in which Kandri Village is also a village that has been awarded as one of the Tourism Village because of its preservation of wonderful nature and its environment which is still original and preserved.

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