

The Perception of Bantaragung Village Community Toward the Factors Affecting the Development of a Tourism Village Through Sustainable Livelihood Approach

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ABSTRACT

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Bantaragung Village, Sindangwangi District, Majalengka Regency, is a village that is currently growing rapidly and has been named as a tourism village and has earned a label as a potential tourism village from the Minister of Tourism and Creative Economy (*Menparekraf*). However, in its development, its popularity as a tourism village has not been matched by the speed of increasing management capacity and other supporting factors, so it has not been optimal as a commercial tourism destination. The purpose of this study is to identify the factors affecting the development of a tourism village in Bantaragung Village based on the perceptions of the village community using the Sustainable livelihood approach. The sampling method used non-probability sampling with a purposive sampling technique on 30 respondents. The data analysis employed a quantitative descriptive method with five livelihood asset variable objects: natural, human, financial, social, and village infrastructure. The findings of the study show that the livelihood framework assets that primarily affect the development of Tourism Villages in Bantaragung are natural resources, followed by financial, social, human resources, and village infrastructure.

A. INTRODUCTION

Bantaragung Tourism Village, Sindangwangi District, Majalengka Regency is a village currently developing and receiving attention from various parties because it is seen as full of potential as a tourism village. Apart from the allure of its natural beauty, Bantaragung Village has another allure, namely that the villagers are able to create innovative economic products, such as regional specialties (culinary) and handicrafts. With this potential, Bantaragung Village has received a label as a potential tourism village from the Minister of Tourism and Creative Economy (*Menparekraf*). Due to its potential, the village must be developed optimally to have strong and widespread competitiveness [Pewarta, 2022]. However, in its development, the speed of popularity as a tourism village has not been matched by the speed of increasing the capacity of its managers, so it still looks inadequate as a commercial tourism destination.

In addition, the background of the existence of the Bantaragung tourism village began with the change in status of the original nature conservation area into a national park forest or Mount Ciremai protected forest. The consequence of this status change was a change in the socio-economic life of some villagers in the buffer area of the national park forest who initially acted as forest cultivators and

farmers; then, they were required to change professions and transfer commodities and businesses. The development of Bantaragung Village is relevant to the concept of sustainable livelihood. Sustainable livelihood is a community empowerment strategy that aims to create sustainable income so people can escape poverty. The perspective of sustainable livelihood is also in line with the guiding principles of tourism villages which emphasize community-based tourism development and local potential, namely the tourism development process, which is carried out based on the potential of resources owned and the empowerment of the village community.

According to Morse, McNamara, and Acholo(2013), sustainable resource management and poverty alleviation can be carried out simultaneously in setting development policies, and sustainable livelihoods can function as an integrating factor. Based on the livelihood strategy, sustainable income creation can be created if it begins with understanding the assets owned and the capacity to manage these assets as capital for empowerment. The grouping of assets or resources as capital to create income according to the Department for International Development (DFID), Sustainable Livelihood Guidance (1999) in the Sustainable Livelihoods Framework (Sabastian Saragih, 2007) consists of: (1) Human Capital; (2) Natural Capital; (3) Social Capital; (4) Financial Capital; and (5) Physical Capital.

On the other hand, study on the development of tourism villages with a sustainable livelihood perspective is still limited. Study conducted by Nindya Sari, Tias Sukma Abita, A.R Rohman Taufik in 2016 shows that tourism activities in the village of Sumberagung - Banyuwangi have influenced and changed the lives of village communities in meeting their household needs. This study found that the condition of the village community's livelihood framework in creating family income has shifted with the presence of tourism activities in Sumberagung village as described in Table 1.

Tabel 1 Livelihood Change Framework

Before	After
Social resource	Physical resource
Natural Resources	Natural resources
Human Resource	Economic Resources
Economic resource	Social Resources
Physical resource	Human resources

Data source: Sari, Abita, Taufik (2016)

Meanwhile, study conducted by Fitriah Maghfirah, Titik Poerwaty, and Ardiyanto Maksimilianus in 2017 showed that the most significant sustainable livelihood factors in Surumana village in responding to frequent flood disasters are Natural Resources, Human Resources, Social Values, Village Infrastructure, and Economic Capital. The most significant factors needed by villages to support sustainable livelihoods are education and health facilities and improving farming skills. Similar results are found in Dina Sisilia's study in 2021, which showed that natural resources, social values, and human resources are the most significant factors in supporting village tourism programs apart from village infrastructure assets and capital. Therefore, this study aims to analyze the factors affecting the development of the Bantaragung tourism village based on the perceptions of the village community as actors and beneficiaries of tourism village activities with the Sustainable livelihood approach.

B. METHOD

This study employs a quantitative descriptive analysis method to provide a qualitative explanation of the literature study, explanations, and field findings in the form of descriptive information presentation. The study was conducted in Bantaragung village, Sindangwangi District, Majalengka Regency. The data used is primary data covering five livelihood assets as variables, namely natural resources, human resources, social values, capital and village infrastructure.

In this study, the sample used was 30 respondents with a purposive sampling method. Data collection techniques used survey techniques through distributing questionnaires. The analysis method in this study uses descriptive statistical methods containing tests of data obtained from the results of respondents' answers by giving a score of 1 to 5 on a Likert scale through validity and reliability tests. After obtaining the results in percentage for each asset, it was then entered on the stacked bar diagram according to the number of percent figures and constructed into a picture or social phenomenon

regarding the five assets, which are understood through a livelihood perspective in the development of a tourism village through a pentagon diagram.

C. RESEARCH FINDINGS AND DISCUSSION

Respondents' Characteristics

In order to know clearly about the description of the respondents as the object of study, the study carried out a classification. Based on 30 respondents representing all groups, the condition of the respondents was obtained based on gender, age, level of education, and occupation. Figure 1 shows the profile of respondents based on gender. It is known that 70% or 21 respondents were male, and 30% or 9 respondents were female.

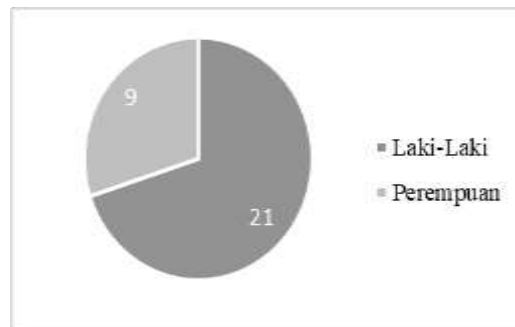


Figure 1 Profile Based on Gender
Data source: Data processed (2022)

Furthermore, Figure 2 shows the profile of respondents based on age. From that, it is known that the majority of respondents are aged 26-35 years (36%) with 11 people, then 9 respondents are aged 36-45 years (30%), 7 respondents are aged 46-55 years (23%) and 3 respondents are aged 17-25 years (10%).

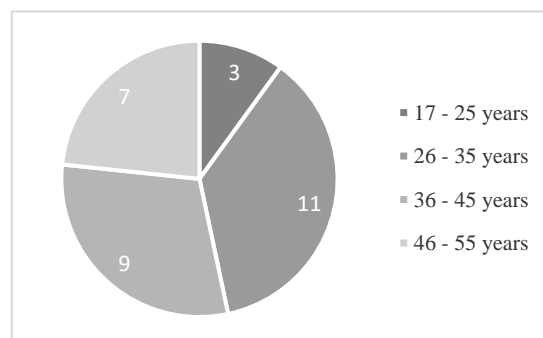


Figure 2 Profile Based on Age
Data source: Data processed (2022)

Figure 3 shows the respondents' profile based on their education level. Most respondents have a level of education up to Senior High School (SMA) of 60% or 18 people. Then 20% or 6 people have an undergraduate education level, and 6.7% or 2 people have an elementary school (SD), junior high school (SMP) and masters education level.

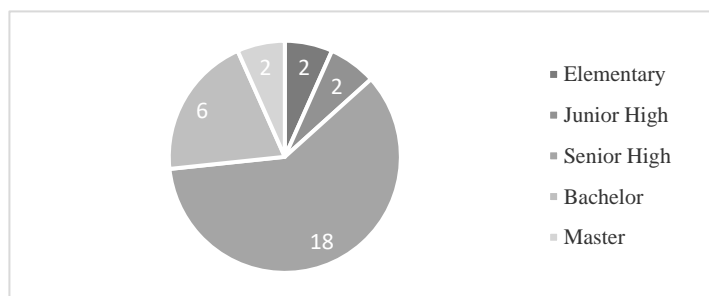


Figure 3 Profile Based on Education Level
Data source: Data processed (2022)

Figure 4 shows the respondents' profiles based on the occupation type. It is known that from students, entrepreneurs, tour managers, housewives and merchants/entrepreneurs, the majority of respondents work as village apparatus by 33% or 10 total respondents, then, 20% or 6 people as farmers, the rest are as students, entrepreneurs, tourism managers, housewives and merchants/entrepreneurs.

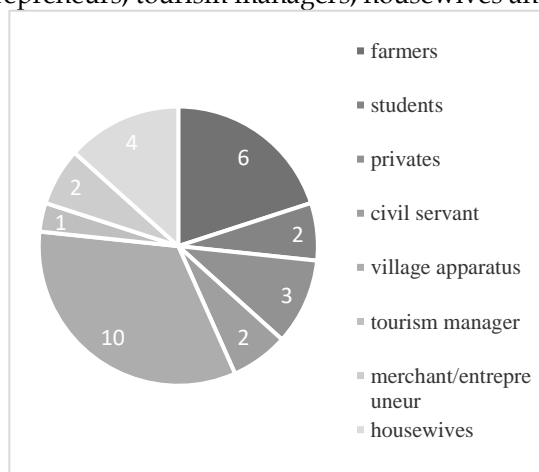


Figure 4 Profile Based on Occupation Type
Data source: Data processed (2022)

Validity Test

The validity test was carried out on the question instrument in the study. A validity test was carried out with a coefficient on the t-table of 0.31. Moreover, the statement is declared invalid if it is less than 0.31 (Sugiyono, 2017). Based on Table 2, the t-value results for 25 questions show the value of > 0.31. Therefore, this shows that the question instrument is valid.

Table 2 Validity Test Result

Question	Coefficient	Result
Natural resource Variable		
1	0,32	Valid
2	0,84	Valid
3	0,84	Valid
4	0,84	Valid
5	0,93	Valid
Human resource variable		
6	0,76	Valid
7	0,43	Valid

Question	Coefficient	Result
8	0,79	Valid
9	0,84	Valid
10	0,86	Valid
Village infrastructure variable		
11	0,65	Valid
12	0,77	Valid
13	0,70	Valid
14	0,73	Valid
Social value variable		
15	0,77	Valid
16	0,75	Valid
17	0,46	Valid
18	0,52	Valid
19	0,84	Valid
20	0,82	Valid
Capital resource variable		
21	0,71	Valid
22	0,67	Valid
23	0,63	Valid
24	0,58	Valid
25	0,58	Valid

Data source: Data Processed(2022)

Reliability Test

A Reality test is carried out to measure the quality of a question, which is an indicator of a variable. In this study, the reliability test used was Cronbach's alpha. Furthermore, a variable is said to be reliable if the Cronbach alpha value is greater than 0.60 (Ghozali, 2011). The results of the reliability test in this study were described in Table 3.

Table 3 reliability test

Variable	Cronbach alpha	Description
Natural resource	0,78	Reliable
Human Resource	0,80	Reliable
Village infrastructure	0,77	Reliable
Social value resource	0,67	Reliable
Capital resource	0,62	Reliable

Data source: Data processed (2022)

Based on Table 3 of the reliability test results, it can be concluded that all statements for the five variables are reliable because the Cronbach alpha values of all the tested variables have values above 0.60.

Sustainable livelihood perspective

Based on Table 4, the Bantaragung village community's understanding of the development of a tourism village with a Sustainable livelihood approach is obtained. The results of the analysis show that the resources that primarily affect the development of a tourism village in Bantaragung are natural resources by 85.5%, the second is capital resources by 77.9%, the third is social value resources by 73.7%, the fourth is human resources by 69.2% and the lowest, namely physical resources or village infrastructure by 65.1%.

Table 4. Community Understanding of Tourism Village Development with a Sustainable livelihood approach.

Asset	Percentage (%)
Natural resources	85,5%
Capital resources	77,9%
Social resources	73,7%
Human resources	69,2%
Village Infrastructure	65,1%

Data source: Data processed (2022)

Figure 5 shows the results of the five assets included in the pentagon diagram. The pentagon diagram shows that if people's understanding of one of the assets is high, then the pentagon line shows more and more.

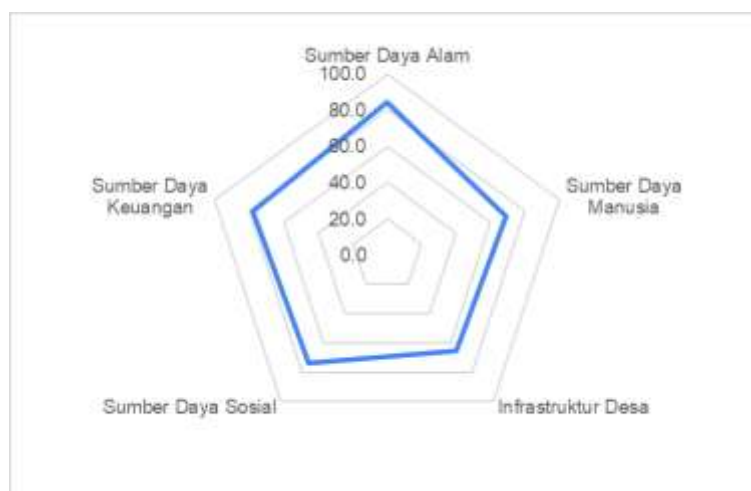


Figure 5 Asset Pentagon Diagram
Data source: Data processed by (2022)

Based on the asset pentagon diagram, the five livelihood assets show that the resource with the highest level owned by Bantaragung Village is natural resources and the lowest is physical resources or village infrastructure. Based on the community's understanding, this condition shows that natural resources are the central resource used as capital in the development of Tourism Villages.

1. Natural Resources

The village community's understanding of natural resources as capital (assets) in tourism village activities is very high. Apart from realizing that their beautiful natural resources have the potential to become a tourist attraction, the daily activities of the majority of the village community is as cultivators and farmers to make ends meet. In addition, according to the understanding of the village community, natural resources are needed to develop Bantaragung tourism village, considering that the available tour packages include mountain nature tourism destinations and agrotourism.

2. Capital resources

According to the understanding of the village community, capital resources are the resources that mostly affect the development of the Tourism Village in Bantaragung. The village community is willing to help each other with a joint program to handle family finances and economics. The community also believes that the village tourism program will increase income, especially if there are many visitors and tour packages which are carried out in a few days. However, currently, only the people who live in the sand block with the destination of Curug Cipeteuy have played a lot of roles in supporting the development of the tourism village compared to other village blocks. The

Cipeuteuy waterfall tourist destination has created an alternative source of income because it has become a source of income for families with increased variety in work. In addition, in the current context, with increasingly open access to information through social, institutional and organizational relations and support from the government and various stakeholders, the Village Head feels support and ease of accessing sources of capital from formal and non-formal financing institutions.

3. Social resources

The Bantaragung Village community has specific characteristics and is typical of a communal (group) community so that they are used to and find it easier to work together (*gotong royong*) in groups or communities. However, the tourism village program can cause conflict between fellow communities or the village government. There is social jealousy due to the uneven distribution of tasks. With so many tourist visits, some residents objected to the large amount of trash left by tourists. Besides that, the impact caused was the noise from motorized vehicles. Responding to these conditions, the village government has held routine community service activities once a week by mutual cooperation cleaning roads and tourist areas to keep them clean and having a dialogue with the community regarding awareness to always protect the environment as a tourism destination.

4. Human Resources

Based on the Bantaragung Village community's understanding, human resource assets are the fourth order needed to develop the Bantaragung tourism village. Even though these assets are the most essential capital for livelihoods in the context of tourist destinations, In fact, to respond to changes in tourism trends in the future, the concept of quality tourism that is human-centered (community-based tourism/people-centered tourism) is considered relevant for development. Active participation from the community in the development of a tourism village is needed and in development, it is crucial because the community knows best what the needs are (Dewi, Fandeli & Baiquni, 2013: 134). The pattern of services provided is adjusted to the needs of community behavior, community life arrangements and efforts to increase the strength of local wisdom, ultimately becoming a unique selling point for the Bantaragung Tourism Village. In the continuity of tourist visits, tourism managers' capacity to implement village tourism programs is the key to the success of tourism villages.

5. Physical resources

According to the community's understanding, the resources at the lowest level needed to develop in a tourism village are physical resources or village infrastructure. Villagers expect that the provision of facilities and infrastructure to support tourism villages is a facility that village officials must provide. Supporting infrastructure such as sanitation in the village environment including toilets, sewers, is still inadequate in quantity and quality. Business Infrastructure does not have a place to showcase business products. Ownership of vehicles for business support, MSME vehicle ownership and village tourism managers (motorcycles/cars) for business actors is still minimal (<33%). There is already information about tourism villages and signs of tourist attractions and signs in several locations but not yet concentrated in one location.

D. Conclusion and Recommendation

Conclusion

The dominant factors affecting the development of the Bantaragung tourism village based on the perceptions of the village community with a Livelihood perspective approach are natural resources followed by financial resources and social values. From a livelihood perspective, economic activity in villages through the village tourism program is a potential source of sustainable livelihood options for alleviating poverty. However, livelihoods are categorized as sustainable when households, individuals, and communities understand assets and the capacity to enhance and manage their assets/resources. This is an effort to achieve a better life for current and future generations.

Recommendation

The village government must build a joint commitment to developing a tourism village by involving the entire community as community members in every activity through dialogue or writing. Dialogue with community members is carried out as an appreciative inquiry related to the positive things that exist in society (discovery), exploring people's hopes based on the positive things they have (dream), formulating strategies and systems to realize their hopes (design) and implement the strategy that has been formulated by evaluating success and failure (destiny). Besides that, they must always encourage tourism village managers (*Pokdarwis*) to improve capacity and minimize information gaps by expanding access and networks and increasing coordination and cooperation with stakeholders.

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