
**ANALYSIS OF COMMUNITY PARTICIPATION
IN THE DEVELOPMENT OF WONOREJO TOURIST VILLAGE
IN JATIYOSO, KARANGANYAR REGENCY**

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ABSTRACT

The research is aims to find (1) the potential of tourist resort owned by Wonorejo Village, Jatiyoso, Karanganyar (2) community participation in tourist development Wonorejo Village, Jatiyoso, Karanganyar (3) the right development direction of Wonorejo tourism Village, Jatiyoso, Karanganyar. The type of this research is descriptive qualitative. The population of this research is all of tourist resort and community in Wonorejo Village. Sampling was done in two methods which were purposive sampling and accidental sampling. Data collecting techniques are field observation, indepth interview, and documentations. Data analysis is using interactive models (Miles-Huberman) and to comparison potential of tourist resort using analysis A4, to comparison community partitipation using partitipation scale of Arnstein, characteristics of community based tourism, and SWOT. The result of the research are, (1) potential tourism objects in Wonorejo Village are found in potential classes. (2) high level of community participation is the level of delegated power and citizen control. (3) direction for the development of tourism villages by improving the quality of human resources, tourist resort and local wisdom.

Keywords : *Tourism, Tourism Potential, Community Participation, Tourism Village*

A. INTRODUCTION

Tourism is one of the sectors that plays an important role in increasing state revenues and national development. The reason is because tourism is a sector that is considered to provide benefits and has great potential to be developed as one of the assets as a source of income for the Nation and State. Indonesia makes tourism as one of the important economic sectors, so the government issued Law No. 2009 No. 10 Article 4 regarding tourism as the basis for organizing tourism.

One of the regions in Karanganyar Regency which began to enter and develop the tourism sector such as Tawangmangu District, Tasikmadu District, Ngargoyoso District and Colomadu District, Jatiyoso District. Jatiyoso District has the potential to be one of the tourist destination destinations. Having the characteristics of a region that is almost as similar as Tawangmangu District and Ngargoyoso District, Jatiyoso District has begun to explore the tourism sector by utilizing the surrounding nature in the form of mountains. One of them is

in Wonorejo Village, Jatiyoso District, Karanganyar Regency. Not much different from the villages in Ngargoyoso District which are famous for its natural attractions, Wonorejo village also has the potential to be a tourist destination. Recently, the village of Wonorejo began to be famous for its natural attractions. The existence of nature tourism in the village certainly cannot be separated from the participation of local communities.

During this time in the four J area [Jatiyoso, Jatipuro, Jumapolo, Jumantono] there is not yet a large tourist area. If our plan runs, of course it will be the first. (Sudrajat in Solopos.com). Being in the mountains certainly has its own charm to be a tourist area. Tourism in the Wonorejo Village area is the attraction of Banyu Anyep Tree House located in Puntuk Sari Hamlet in Wonorejo Sub-District, Tugulation Tree House in Wonorejo Hamlet in Wonorejo Sub-District, Hope Hill in Tawang Hamlet, Wonorejo Sub-District, Outbound Park in Nongkogadung Hamlet in Wonorejo Sub-District. As for the Wonorejo Village, there are planned tourism destinations for Sulfur Hot Spring, Tubing Kali Walikan, Tubing Kali Jlantah, Butho Ijo / Ndas Londho Waterfall, Suto Udo Pertapan, Religious Tourism Site on Watu Gajah, Outbound and Campground.

The development of tourism needs a form of community participation. Community participation is a form of increased bargaining power for the community itself, so that its position becomes balanced with the government or investors. It also functions as a power to control the policies taken by the government to create synergy between local resources, the political power of the government, and resources from outside or investors (Raharjana, 2012: 227).

The participation of the community certainly can provide success from existing tours. Communities in tourism areas must have a goal to be able to develop and maximize existing tourism potential as well as to improve welfare.

Community based tourism is the concept of developing a tourist destination through the empowerment of local communities, where the community contributes to the nature of planning, management and voting in the form of decisions in its development (Arifin, 2017: 113). People live around tourism objects and existing tourism attractions, in fact they are part of the tourist attraction itself. The concept of CBT (community based tourism) means that tourism management in the area concerned is managed by the local community, this includes the overall management of tourism in these locations, including the

preparation of all products / services needed by tourists.

This research was conducted for knowing the potential of attractions, knowing community participation in the management of attractions and determine the analysis of the direction of the development of the Wonorejo tourism village, Jatiyoso District, Karanganyar Regency.

B. MATERIALS AND METHODS

This research was conducted in Wonorejo Village, Jatiyoso District, Karanganyar Regency, Central Java Province. This research was conducted in a tourist attraction area in Wonorejo Village, Jatiyoso Subdistrict, which is the Banyu Anyep Tree House tourist attraction located in Puntuksari Hamlet, Wonorejo Village, Tugulation Tree House in Wonorejo Hamlet, Wonorejo Village, Bukit Hope in Tawang Hamlet, Wonorejo Village, Outbound Park in Nongkogadung Hamlet, Wonorejo Village.

This type of research used in this research is descriptive qualitative. This research attempts to describe the distribution and tourism potential contained in the study area. The approach used in this research is the case study approach (Case Study Approach).

The data used in this study are primary data and secondary data. Primary data collection is done through direct observation in the field and conducting interviews. Secondary data was obtained by collecting documents of study / research results, legislation and other supporting data issued by the Central Government and Regional Governments from the Office / Agency related to the research.

The population in this study is a tourist attraction in Wonorejo Village and the entire community involved in the development of tourism in Wonorejo Village.

The sampling technique used in this study is by purposive sampling in this research, namely by determining the people who really know and can be trusted as the correct source of information. Accidental sampling in this study was used for interviews with tourists.

Data collection techniques are observation, interviews, and documentation. Data validity using data triangulation techniques.

The data analysis technique of tourism potential uses the concept of tourism 4A. community participation in the management of attractions using in-depth interviews with relevant parties in

the development of attractions. Directives for development using SWOT.

C. RESULTS AND DISCUSSION

1. Potential attractions in Wonorejo Village, Jatiyoso District, Karanganyar Regency

Based on the results of the assessment with A4 analysis and matching with the classification of

potential classes of attractions, it can be seen that the Banyu Anyep Tree House tourism object is in a potential potential class, so that the Banyu Anyep Treehouse tourism object has the potential and opportunity to become one of the tourist destination destinations in Jatiyoso District, especially in Karanganyar Regency.



Figure 1. Citra Google Earth Tree House Banyu Anyep

Based on the results of the assessment with A4 analysis and matching with the class classification of potential tourist attractions, it can be seen that the Tugulation Tree House

tourism object is in a potential potential class, so it has the potential and opportunity to become one of the tourist destination destinations in Jatiyoso District.



Figure 2. Citra Google Earth Tree House Tugulasi

Based on the results of the assessment with A4 analysis and matching with the class classification of potential tourist attractions, it can be seen that the Hope Hill tourist attraction is in the potential potential class, so that

the Hope Hill tourist attraction has the potential and opportunity to become one of the tourist destination destinations in Jatiyoso District, especially in Karanganyar Regency.



Figure 3. Citra Google Earth Bukit Hope

Based on the results of the assessment with A4 analysis and matching with the class classification of

potential tourist objects, it can be seen that the Outbound Park tourism object is in a potential potential class, so that the

Outbound Park tourism object has the potential and has the opportunity to become one of the tourist destination

destinations in Jatiyoso District, especially in Karanganyar Regency.



Figure 4. Citra Google Earth Outbound Park

2. Community participation in the management of attractions in Wonorejo Village, Jatiyoso District, Karanganyar Regency

Wonorejo Village, Jatiyoso District, Karanganyar Regency has a tourist attraction that has the potential to become one of the tourist destinations in the Jatiyoso District, especially in Karanganyar Regency. The existence of these attractions, of course, can not be separated from the interference of the community or the participation of the community. Community participation is important enough to support the sustainability, sustainability and development of attractions.

Participation in the development of tourism objects has three stages, namely the stages of planning, the stages of implementation, and the stages of supervision and evaluation. Data on community participation was obtained through interviews with people involved in tourism activities. The data that has been obtained is then processed, then carried out matching with the Arnstein participation ladder to determine the level of community participation.

Determination of the level of community participation starting from the planning stages, the stages of implementation, and the stages when supervision and evaluation are carried

out in Banyu Anyep Tree House tourism objects, Tugulasi Tree House tourism objects, Hope Hill tourism objects and Outbound Park tourism objects.

3. Direction for developing Wonorejo tourism village, Jatiyoso District, Karanganyar Regency

The results obtained from the SWOT analysis:

- a. Improving the quality and quantity of human resources in the village of Wonorejo by conducting training and community empowerment in the village of Wonorejo in village tourism management activities.
- b. Improving the quality and quantity of tourist attractions in Wonorejo Village by making improvements and management, as well as innovating tourist attractions in Wonorejo Village.
- c. Improving accommodation in Wonorejo Village with the construction of home stays, souvenir stalls and souvenir centers.
- d. Promoting the wider community through social media such as Instagram, Facebook, Twitter and the internet, as well as through newspapers such as newspapers and magazines, to better introduce to the wider community that there are attractive tourist destinations in Wonorejo Village.
- e. Conduct sponsorship and cooperation with parties who can help the development of tourist villages, such as the Department of Tourism, travel, community institutions, environmental agencies, environmental agencies, radio broadcasters, television broadcasters.
- f. Improving the quality of accessibility to and within Wonorejo Village in order to facilitate and provide a sense of security to the community or visitors who come to Wonorejo Village.
- g. Planning for long-term development of tourism activities, so that there are targets to be achieved, so that the community becomes more motivated in developing tourism, and has a future design for how Wonorejo tourism village will be built and managed.
- h. Maintaining and promoting the culture and local wisdom of Wonorejo Village, because local culture and wisdom is a pretty good capital in tourism activities. Culture and local wisdom, should be included in tourist attractions in the village of Wonorejo, in addition to introducing the wider community as

well as efforts to preserve the culture and local wisdom.

- i. Protecting the environment of Wonorejo Village with conservative activities. Efforts to preserve the environment by utilizing natural products to improve tourist facilities and infrastructure, as well as planting trees, flowers, and providing awareness to the community that preserving the environment is very important for the sustainability of tourism activities in Wonorejo Village through socialization of environmental sustainability and conservation.

D. CONCLUSIONS

Tourism objects in Wonorejo Village have potential potential class because they have interesting attractions, have fairly easy accessibility, have enough amenities to support tourism activities, but Ancillary which still lacks support in tourism activities. Community participation in the village of Wonorejo is at a high level of participation, most of which is community control and a small portion is delegated power.

Direction of development of Wonorejo Village to become a tourism village by increasing the quality and quantity of human resources, increasing

accommodation, promoting the wider community, increasing the quality of accessibility, maintaining and promoting local wisdom, and preserving the environment of Wonorejo Village.

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