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## THE IMPACT OF CISANDE TOURISME VILLAGE DEVELOPMENT ON THE EMPOWERMENT OF DESA CISANDE KECAMATAN CICANTAYAN KABUPATEN SUKABUMI

Muhammad Yunus<sup>1\*</sup>, Endang Tri Astutiningsih<sup>1</sup>, Neneng Kartika Rini<sup>1</sup>

<sup>1</sup>Agribusiness Study Program Faculty of Agriculture, Universitas Muhammadiyah Sukabumi  
Jl. R Syamsudin, S.H. No. 50

\*Corresponding Author: [19yunusmuh@gmail.com](mailto:19yunusmuh@gmail.com)

Submitted: 29<sup>th</sup> January 2023; Revised: 8<sup>th</sup> April 2023; Published: 17<sup>th</sup> August 2023

### ABSTRACT

The tourism village development program is targeted to improve welfare through community empowerment. This study aims to determine the impact of developing a tourist village on the community empowerment of Cisande Village. This research is qualitative research with descriptive methods. The results showed a positive effect on the development of the Cisande tourism village on community empowerment. This impact can be seen in the existence of non-formal education in the form of training, which increases entrepreneurship skills in the community.

**Keywords:** Community Empowerment, Tourism Village

### ABSTRAK

*Program pengembangan desa wisata ditargetkan untuk meningkatkan kesejahteraan melalui Pemberdayaan masyarakat. Penelitian ini bertujuan untuk mengetahui dampak pengembangan desa wisata terhadap pemberdayaan masyarakat Desa Cisande. Penelitian ini merupakan penelitian kualitatif dengan metode deskriptif. Hasil penelitian menunjukkan bahwa terdapat dampak positif pada pengembangan desa wisata Cisande terhadap pemberdayaan masyarakat. Dampak ini terlihat pada adanya Pendidikan non formal dalam bentuk pelatihan yang menghasilkan peningkatan keterampilan berwirausaha di tengah masyarakat.*

**Kata Kunci:** Desa Wisata, Pemberdayaan masyarakat

### INTRODUCTION

The tourism sector is one effective sector in boosting the State Foreign Exchange because it is a profitable sector and become one promising asset for development as an object tour. Apart from significantly contributing to the country's foreign exchange, the sector

contributes to GDP and provides field jobs in Indonesia (Ekonomi et al., 2021).

Potency locally owned is the power and capabilities the village possesses that can develop to increase society's well-being. As a factor determining success, A development village source of power, people, and resources. Power

natural is potency locally owned. There is a potential source of Power man as the subject knows the development problem public Alone, while the head of Power nature used is For lifting the well-being of the social economy public village (Endah, 2020). The potential of the Tourism Village Cisande to become a Power pull traveler covers the potency of nature, diverse culture, and life public is something pedestal for development tourism. As One unity product or form of service produced through the production process, sector tourists are seen as something creative endeavor, something mark added. Besides that, what matters in requesting tours is exists tourists and residents locally use source tourism resources (products and services). (Ethanol et al., 2017). To increase the capacity Skills community, Pokdarwis Work The same with partners, *Pigijo*, to stage training about entrepreneurship for assisted and training MSMEs listing for students in elementary school and children's education age early. In training, This public is engaged and actively follows and in any given process.

Research conducted by Purnomo (2021) mentions that existing training can increase the power source for humans in one population, so it can

empower the public through enhancement skills that can be accessed through training.

Tourist village Cisande is one tourist-based public or ordinary called Community Based Tourism (CBT). The management focuses on principles of continuity, environmental, social, and cultural, to help tourists understand and learn about the pattern of life in public local. According to Suansri (2003) and Nausea Isis (2007), Tyas & Damayanti (2018) mention that the Purpose of this CBT Base is To increase the well-being public through the empowerment public local.

Tourist village Cisande is one village tourism in Sukabumi, West Java. Tourist Village This started with a development society in 2016 and became village tourism in 2020. Potential to become superior village tour This is potency nature, agrotourism area, and outdoor activities. In the 2021 village tour, crowned as the 50 villages tour best reviewer results in competition, grace village travel 2021 well-obtained the championship to fifth village tour best in the category of public toilets. This competition drives the researchers to objectively study the impact of tourism village development in Cisande to empower society.

## RESEARCH METHODS

Research type This is a study Qualitative with the use of method descriptive. This research was carried out in the village of Cisande; the reason for choosing the location This Because village Tour Cisande is in the middle of public local follow as well as development village tour Cisande Achievements ever won by the Tourism Village at the Tourism Village Award in 2021 category 50 villages tour best and champion to 5 in the category of public toilets. The type of data used, namely the primary data taken from primary sources and data obtained from interviews with an informant in a manner direct to the field. As for the informants in the research: Apparatus village, tourists, manager Pokdarwis, and the people involved in the development village tour Cisande.

The data analysis process in research This is done from the beginning down roomy until the end research. More data analysis focused on the process in the field. Data has been obtained and then analyzed using the Triangulation Theory Technique to produce something conclusion. According to Sugiyono (2010), triangulation is interpreted as a technical nature that combines various

data collection techniques and data sources that have been there. Techniques used in research This is triangulation theory. In this technique, data obtained is compared with perspective-relevant theory to avoid the individual bias of the researcher on the conclusions reached.

## RESULTS AND DISCUSSION

Tourist village Cisande started to stand in 2016 establishment destination tours. This tourism started from the empowerment community in 2016. Formation started with empowerment assembly taklim. Then next, with sector empowerment, animal husbandry, and agriculture. Then came up with an idea to sell activities daily public, like as in activities agriculture and animal husbandry, and agrotourism, with target student school grounds and garden children. From the year of founding until 2018, agritourism was carried out in the RT 24 RW 07 area until moving in 2019 to RT 22 RW 07 until now.

Development village tour Cisande experience improvement. Seen from various facilities, attractions, and tours like availability of halls, selfie spots, *river tubing*, *flying fox*, prayer room, toilets, and UMKM area. Along with

developing village tour cuisine, a training program was held to implement the development of existing HR skills. Empowerment public can be accessed through Education (Laksono & Rohmah, 2019). In case This is non-formal education which is an alternative education that is present in draft society. Non-formal education is considered more effective; system education can also combat poverty by equipping Skills for unemployment and applying behavior productive For increased skills.

According to National Education System Law No. 20 of 2003 in Stacey Solava and Norbert Delatte (2003), Non-formal education has various fields, namely skills education and training work. From several units of education included in the law, everything can be used following its needs and purposes for society. As for units of his education, namely course institutions, training institutions, groups, study center activity, Study society, and assembly tackle.

Human and community development in education is essential because matter exists that can realize continuity in life, nation, and state. After all, it can create a source of Power quality humans (*Effectiveness of Group*

*Counseling Using Role Playing Techniques*, 2018). On development village tour cuisine maintenance training as effort in increase skill new to the society. As for implementation training, Pokdarwis as a facilitator from the tourist village Cisande, Work The same with Pigiyo Vanguard Tourism Village. Implementation process training is divided into two categories, each owning different indicators and characteristics for 1 month. For Name the program that is school mother and school Barudak.

### **1.Mother School**

On training, this has a target of affiliated community \_ in fostered SMEs village tour cuisine, which amounted to 13 SMEs. Duration training This is going on for one month with four meetings with the coach's agenda from training entrepreneurship, promotion product, and packaging product.

### **Training Entrepreneurship**

Training entrepreneurship is given to foster SMEs to become independent and own power competitive from the resulting product to have this mark sell for tourists who visit. Training This is divided into two activity agendas. The first plan is to expose material from important entrepreneurship in a manner independent, motivated, and

innovative entrepreneurship. The second agenda is training entrepreneurship from practice, making various processed food typical Sunda such as combo, micro, and mochi. Determination processing resulting from research food later will be made as product processed typically from object tours for tourists.

According to Susita et al. (2017), training entrepreneurship can increase soul entrepreneurship and motivate the perpetrator's business to run business units optimally. Following results from effort empowerment, Pokdarwis is done to increase skills in the field of entrepreneurship society. Be marked with existing continuity entrepreneurship run by 13 assisted MSMEs Pokdarwis.

### **Promotion Product**

Training promotion product is an advanced program from before. Promotion product is essential as a medium of the marketing process product to be sold buy. In practice, This given ability form presentation of the promotion strategy product utilizing digital media, social media Instagram, Whatsapp, and Facebook. As material support material, Photo product is provided though only with mobile

camera media, so possible to convenience the user.

Research conducted by Situation (2017) shows that existing training about the importance of promoting products through social media can be influential Good to promoting the product. So, it is expected after existing training. This training increases sales of products through promotion products through the use of social media.

### **Packaging Product**

Packaging products become material final in a training program school implemented mother only at one meeting just. According to Suprapti (2018), Packaging products affect the eyes of consumers because the appearance of attractive packaging can increase sell buy as reception information is an accurate and attractive product for the consumers. So from it, through training carried out expected can give impact form enhancement sales as results from optimization packaging the resulting product.

### **2.Sakola Barudak**

According to (Santoso & Rusmawati, 2019), education can build the child's personality to improve. Implementation of formal activities at school walks fluently with expected results. However, some children have

obstacles in learning. Education can hinder achievements because of a lack of motivation to learn.

According to Jannah & Umam (2021), The Covid-19 pandemic brought enough broad impact, especially on the education sector. Activity Study teachers normally can do in a manner stare advance. The medium used in learning drip emphasizes technology, either through the application Zoom, Google Meet, *Classroom*, or *WhatsApp Groups* maximized as liaison interaction distance far. Besides that, a problem will constrain his network and hinder method learning. Make each student need to be more maximum in absorbing the material the learning is given.

Dedicated training program as means of learning addition for student school. In training, this is the target that is student education child age early, students' elementary and students school medium first. As for the activity agenda training, that is *from Calistung* (read-write coun ) for student school primary and education child age early, class arts ( Poetry and Singing ) for student school medium first. The objective of the training is For practicing students To appear in public as well as brave expressions through the creation of displayed art. Training This is held

for one month with 2-3 meetings in 1 week.

Through training that has been implemented, expected can influential to life social in a manner positive for the community around object tour. The implementation of this program is also oriented towards improvement empowerment in the well-being public in the long term.

Participating in development needs enhancement skills to stock the required abilities in the community (Bahoua, 2018). As exists impact of the development of village tourism, the community gain competency new that is form skill new in Food research, entrepreneurship as well as accompaniment education student. Competence This obtained public through intensive training implemented during 1.

Human and community development in education is essential in realizing continuity of life, nation, and state because it can create a source of Power quality human beings (Suratman & Eriyanti, 2020). Community participation in a manner active in the training provided form of awareness from the public can develop For become a source of Power quality human beings (Suratman & Eriyanti, 2020). As for

training output, that is, to improve market sell product offered as well as event creativity society, because at the festival serving creativity childlike case singing and poetry and exhibitions knick-knacks events such as decor painting the hat and painting kite results from creativity children public village. Although the training program This only going on for 30 days time course, expected that In the future, similar programs will still be developed Good from side skilled people in business nor aspect others. Which, of course, can hold Good That through cooperation, return or walk in a manner independent.

### CONCLUSION

Development village tour Cisande held with involve society. Society as perpetrator main in development This must be improved his abilities and skills through training. Give impact positive on empowerment society. Impact This is seen in the existence of non-formal education in the form of productive training enhancement, Food research, entrepreneurship, and accompaniment education in the middle society.

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