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Jumlah Penulis : Widya Octovia Rini Simanjuntak<sup>1</sup>, Muhammad Halfi Indra Syahputra<sup>2</sup>

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## Community Empowerment in Developing Kampoeng Lama Tourism Village as an Educational Tourism Destination

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### Abstract

*Tourism community empowerment has always been the main issue. Community empowerment in developing rural tourism have to contribute to public prosperity. Empowerment can be achieved through the development of education tourism. This research was conducted in Desa Wisata Kampoeng Lama Kabupaten Deli Serdang, North Sumatera. The methodology used is descriptive with qualitative research. Data collection method used is observation field, interviews and documentation. This study aims to determine the form of community empowerment, the obstacles faced during the empowerment process and the results of empowerment in developing educational tourism in Desa Wisata Kampoeng Lama. The primary data source was obtained from purposive sampling. From the results of this study, it was concluded that the community empowerment carried out to develop educational tourism had not run optimally so that the benefits had not been felt by the surrounding community.*

**Keywords:** educational tourism, rural tourism, community empowerment

### 1. INTRODUCTION

Tourism development is a process of creating added value. The added value to be achieved is very diverse. Viewed from the economic aspect, the expected added value is to increase economic growth, people's welfare, eliminate poverty and create jobs. From the social aspect, it can promote culture, foster a sense of love for the homeland, and raise the image of the nation, and from the environmental aspect, tourism development is expected to preserve nature, the environment and resources..

Tourism is a new thing for some rural communities, so the main approach is to increase community capacity which can be done through training and mentoring. In the development of tourism in the village, the context is village development so that it must pay attention to and integrate the superior products owned by the village.





A tourist village is a rural area with an overall original and distinctive atmosphere both from socio-cultural, socio-economic life, customs, daily life, has a distinctive building architecture and village spatial structure, interesting economic activities, and has potential that can developed, for example attractions, accommodation, food and beverages, and other tourist needs (Hadiwijoyo, 2012). The existence of tourist villages in the course of tourism development in Indonesia is so important. Tourist villages have been able to color a more dynamic variety of destinations in a tourism area.

Kampoeng Lama Tourism Village, which is located in Denai Lama Village, Pantai Labu District, Deli Serdang Regency, has various tourism potentials that are used as an attraction for visitors. One of the tourist attractions that is quite interesting is tourism based on local wisdom. This local wisdom is based on character education presented by Sanggar Circle. In addition, there is also a traditional food production house in hamlet II, Denai Lama Village, as well as Paloh Naga tourism which offers beautiful green rice fields. Sunaryo (2013) explains that in principle there are four main targets for community empowerment through tourism, namely capacity building, community roles and initiatives as important subjects or actors in tourism development; improving the position and quality of community involvement/participation in tourism development; increasing the value of the positive benefits of tourism development for the social, economic and cultural welfare of the community and increasing the community's ability to travel.

Community empowerment can be interpreted as an effort to increase the ability of the community (poor, marginal, marginalized) to express their opinions and/or needs, their choices, participate, negotiate, influence and manage their community institutions in an accountable manner for the sake of improving their lives (Mardikanto, 2015). The essence of empowerment is how to make people able to build themselves and improve their own lives (Slamet in Anwas 2013).

In its development, the Kampoeng Lama tourist village wants to create a characteristic that distinguishes it from other tourist villages, namely focusing on educational tourism destinations through empowering the surrounding community. A simple understanding of educational tourism is an effort to increase new knowledge through tourism activities (Pevzner and Nikolaeva in Wijayanti, 2017). Rodger (1998) states that educational tourism is a "program in which participants travel to a location as a group with the primary purpose of engaging in a learning experience directly related to the location". This means a program in which participants travel to a location as a group with the primary goal of engaging in a learning experience that is directly related to the natural surroundings. Another definition of educational tourism or education consists of several sub-types including ecotourism, cultural heritage tourism,





rural/agricultural tourism, and student exchange (Paul et., all. 1999). Yuliana's research (2015) states that educational tourism is a special interest tourism activity that is becoming a new trend in the tourism industry that provides a learning experience. The educational tourism model can increase the competitiveness of sustainable tourism and foster new, superior entrepreneurs to encourage economic growth and create jobs. (Rustiono et al, 2014). From the previous research, it can be concluded that educational tourism is a tourist activity that also gains insight into knowledge. Educational tourism is certainly a new business opportunity that can improve the community's economy, reduce unemployment and increase community welfare.

The potential of the Kampoeng Lama tourist village as an educational tourism village can be seen by the existence of the Circle Studio which has a reading cafe, namely a cafe that functions as a reading garden. At Sanggar Circle we can learn about dance, learn about traditional Malay musical instruments, learn traditional games such as tamtambuku, the wheel of life, and mariam bamboo. Sanggar Circle not only teaches how to play and dance, but also the philosophical meaning of the game being taught and the meaning of every movement in the dance. Even the name Paloh Naga is used as the name of the agro-tourism of this place because there is a folklore about Paluh in the form of a Dragon so it was decided to be the name of the place. In addition, this name is used to introduce and remind the public about the history and origin of this Old Denai Village.

In fact, educational tourism in the Kampoeng Lama tourist village has not received maximum guidance from the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency. The training and guidance provided by the Disporabudpar of Deli Serdang Regency so far has only been given to Pokdarwis, namely for training on the important role of Pokdarwis in realizing the seven Sapta Pesona namely security, order, cleanliness, coolness, beauty, hospitality and memories as well as the main tasks and functions of Pokdarwis.

The community around Denai Lama has been involved in the development of educational tourism at the Circle Studio. This can be seen from the participation of teenagers as volunteers who are involved as teachers in character education for children. Apart from being a teacher, the empowerment of the surrounding community can be seen with the participation of mothers to make processed foods derived from natural resources of Denai Lama Village such as banana dodol, papaya dodol, banana chips. The various cultures that exist in the village of Denai Lama such as Javanese, Malay, and Batak produce various handicrafts such as jumputan batik, woven fabrics and there are also handicrafts from coconut shells. However, this is not enough, considering that in developing educational tourism as a characteristic of the Kampoeng Lama tourist village, training and assistance are needed by the Disporabudpar of Deli



Serdang Regency or from academics. Training to provide community knowledge and capabilities in the form of soft skills and technical skills. Mentoring aims to familiarize the community with implementing what they have learned during the training by conducting repeated simulations. Community empowerment activities with the existence of educational tourism are still not felt by the surrounding community.

Seeing how community empowerment activities are in developing educational tourism in the Kampoeng Lama tourist village, the authors are interested in conducting this research. This paper aims to examine the ongoing community empowerment through the development of the Kampoeng Lama tourist village as an educational tour which includes forms of empowerment, obstacles faced in empowerment and empowerment outcomes.

## 2. LITERATURE REVIEW

Damanik (2013) explains that the development of rural tourism is driven by three factors, namely:

1. Rural areas have natural and cultural potentials that are relatively more authentic than urban areas, rural communities still carry out cultural and topographical traditions and rituals that are quite harmonious.
2. Rural areas have a relatively pristine physical environment or have not been heavily polluted by various types of pollution compared to urban areas.
3. At a certain level, rural areas face relatively slow economic development, so that optimal utilization of the economic, social and cultural potential of local communities is a rational reason for developing rural tourism.

The development of the tourism industry, which in this case is a tourist village, has an impact on the economy of a region, including increasing community income, employment, increasing village government income, increasing demand for local products and increasing facilities for the community (Febriana and Pangestuti, 2018).

Educational tourism is a tourist trip that is intended to provide an overview, comparative study or knowledge of the field of work he visited. This type of tour is also known as a study tour or the journey of knowledge visits (Suwanto, 1997). Prapiene and Olberkyte (2013: 149) revealed that educational tourism is an educational activity carried out during the visit to obtain knowledge and competence carried out through practice. Educational tourism has three elements, namely tourism science, education science and which external environmental factors combines elements of pleasure that contain educational value inside it. Sharma (2015: 3) defines educational tourism as a program where participants travel somewhere or areas in a group with the main intention of being involved learning experiences that are directly related to the location aim.



(Sumaryadi, 2005:11) community empowerment is “an effort to prepare the community along with the steps” strengthen community institutions so that they are able to realize progress, independence, and prosperity in a sustainable atmosphere of social justice”. According to Sumodiningrat (2002), efforts to empower society must be seen from three side. First, the effort must be able to create an atmosphere or climate that allows potential developing community(enabled). Second, he must strengthen potential or power owned by the community (empowering). Third, he too also means to protect.

### 3. RESEARCH METHOD

This research is descriptive qualitative. A qualitative approach is a research and understanding process based on a methodology that investigates a social phenomenon and human problem (Creswell quoted from Utama and Mahadewi, 2012). Through this approach, a complex picture is created, a detailed report from the respondent's point of view, research on words, and a study of natural situations. The data collection techniques used are as follows:

#### 1. Observation

The author is involved with the daily activities of the person being observed or used as a source of research data (Sugiyono, 2014)

#### 2. Interview

An interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic (Esterberg in Sugiyono, 2014). For this study, the authors conducted free interviews using an outline of the problems to be asked. The interviewees were the management of the Circle Studio, the community around the village of Denai Lama, the village office of Denai Lama and the Pokdarwis Kampoeng Lama.

#### 3. Documentation

Documents can be in the form of writing, pictures, or monumental works of someone (Sugiyono, 2014). Documents are complementary to the use of observation methods in qualitative research.

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions, while the sample is part of the number and characteristics possessed by the population (Sugiyono, 2014).

The sample is 19 people which includes the government totaling 4 people consisting of elements of the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency, Head of Denai Lama Village, Chair of the Circle Studio, Chair of

Pokdarwis Kampoeng Lama, community leaders and youth a total of 3 people, residents of Denai Village Old with the profession of farmers, food and beverage sellers, workers in the Paloh Naga agro-tourism and Sanggar Circle volunteers as many as 8 people and 4 visitors.

Sampling is purposive sampling and incidental sampling. Purposive sampling is a method of determining the sample with certain considerations. The particular consideration in question is to determine the source who is considered the most understanding and can provide more complete data to develop human resources, so that this makes it easier for the author to explore the object/social situation under study. Incidental sampling is a sampling technique based on chance, that is, anyone who coincidentally / incidentally meets the author so that it can be used as a sample, if it is considered that the person who happened to be met is suitable as a data source.

In this study the authors used data processing techniques, namely data reduction, data display and conclusion drawing/verification of the Miles and Huberman model in Sugiyono (2014)

#### 1. Data Reduction (Data Reduction)

Summarizing and selecting the main things, and focusing on the important things, and looking for themes and patterns (Sugiyono, 2014). The data that the researchers obtained were summarized and selected more in-depth data and focused on the appropriate thing, namely about Community Empowerment in Developing the Kampoeng Lama Tourism Village as an Educational Tourism Destination.

#### 2. Data Display (Data Display)

The presentation of data can be done in the form of charts, brief descriptions, flowcharts, narrative text methods and relationships between categories Sugiyono (2014). Compilation of information will provide accurate data to then be able to draw conclusions and actions whose results are descriptive.

#### 3. Conclusion (Conclusion Drawing/Verification)

The last step is drawing conclusions and verification. The conclusion is the result of the data reduction process until the data can be presented which is the answer to the problem formulation, and conclusions can be drawn from this research.

## 4. RESULT

### 4.1 Overview of Kampoeng Lama Tourism Village

Kampoeng Lama Tourism Village is the first Tourism Village in Deli Serdang Regency which was inaugurated on January 20, 2019 by the Regent of Deli Serdang, Mr. H. Azhari Tambunan. This Tourism Village is managed by a Village-Owned Enterprise (BUMDES), the construction of facilities and infrastructure is sourced from village funds and the participation of BUMD in Deli Serdang Regency. The purpose of the



establishment of the Kampoeng Lama Tourism Village is to advance the economy of the surrounding community while still maintaining its culture. There are several tourist attractions offered by the Kampoeng Lama Tourism Village, namely tourism based on local wisdom for character education that can be enjoyed at Sanggar Circle and traditional food production houses in hamlet II, Denai Lama Village, as well as Paloh Naga Tourism in hamlet IV, Denai Lama Village which offers the beauty of the green rice fields.

Table 1 *Number of Tourist Visits*

No	Year	Number of Tourist Visits
1	2019	28.562
2	2020	24.530

#### 4.2 Community Empowerment in Kampoeng Lama Tourism Village

Sanggar Circle is a traditional dance studio that has developed into a cultural-based tourist spot. Sanggar Circle provides tour packages in the form of learning about growing rice in the fields, growing vegetables and raising livestock. The animals raised are Cows and Goats which are animals that are cared for by the residents of Denai Lama Village. Another activity that can be done at Sanggar Circle is learning to weave from coconut leaves. Local residents use coconut leaves to make woven cloth such as hats, mats and bags because there are many coconut trees in the area. In addition, there is a unique habit in the Circle Studio, namely when tourists come and want to eat there, tourists must use a container made of banana leaves and eat using their hands or without using a spoon. Sanggar Circle has facilities in the form of a gazebo, art stage, mini restaurant, prayer room, toilets and parking area for tourists. Sanggar Circle is a learning medium for village children to get to know and learn about Indonesian culture. Every teacher there is a resident of Denai Lama Village who has experience in the arts of dance, playing musical instruments, and weaving.

All preparations in the souvenir production house are made from ingredients found in Denai Lama Village. Such as melinjo which are widely found in several plantations in the village. For this reason, residents use melinjo to be used as a unique snack and a characteristic of Denai Lama Village. Melinjo can usually only be made into chips, but in Denai Lama Village, melinjo can be used as lunkhead melinjo, melinjo cake, and melinjo-based drinks which the local community calls melinjo coffee. Besides being able to buy souvenirs typical of the Denai Lama Tourism Village, tourists who come can also go directly to the production area to see and at the same time learn to make souvenirs. For the location of the souvenir production house itself, it is not far from the

Circle Studio. Tourists can use the provided transportation tools such as ontel bicycles and odong-odong.

Paloh Naga Tourism is a tourist attraction that relies on natural beauty as its attraction. In addition to taking selfies, visitors can also track the rice fields because the manager of Paloh Naga Tourism provides a kind of bridge made of bamboo. The bridge divides the rice fields and on the sides of the bridge there are also photo spots that read "I LOVE U", seats made of bamboo and huts on bamboo bridges that tourists can use to rest while looking at the rice fields. Later, this area will be equipped with various facilities such as camping areas, lodges, cafes to the addition of tracking rice fields. For now in the tourist area there are only small stalls selling various drinks and snacks. For visitors who want to bring lunch from home, they can also get it as long as they maintain the cleanliness of the Paloh Naga Tourism area. For tickets to enter the tourist area, you only need to pay Rp. 5,000 / person, visitors can enjoy the beauty of the Paloh Naga Tourism rice fields.

Community empowerment in Kampoeng Lama Tourism Village can be seen from how the community maintains and cares for cleanliness, environmental comfort, and participation in preserving culture and supporting various tourist attraction activities. Other community empowerment appears in providing various kinds of food and drinks that are the hallmark of Denai Lama Village.

#### 4.3 . Community Empowerment in Developing Educational Tourism

Government participation is needed to develop educational tourism. The government and the community have the same responsibility to develop educational tourism. The role of the government in the tourist village of Kampoeng Lama through the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency can provide training and assistance to the people of Denai Lama village. Through training and mentoring, the government can lay the right tourism foundation to create a resilient village by ensuring that educational tourism opens up great opportunities for community involvement and ensures the distribution of benefits to village communities

Table 2 *List of Training Activities Denai Lama Village*

No	Type of activity	Participant
1	The main duties and functions of travel awareness group	Travel awareness group Travel awareness group
2	The Important Role of travel awareness group in realizing Sapta Pesona	
3	Home Stay Management	Villagers

From the table above, it can be seen that there is no training and assistance for Pokdarwis, tourism village managers and the community to support educational tourism in the Kampoeng Lama tourist village.

#### **4.4 Forms of Community Empowerment**

The form of community empowerment in the development of tourist villages in Denai Lama Village can be seen from participation in planning, participation in the implementation and evaluation of activities. In the early stages of planning, the local community was involved in discussions about tourism village development programs initiated by BumDes through village meetings held by deliberation and consensus.

At the stage of implementing the form of community empowerment, it can be seen through community participation in providing the needs of tourists while in tourist destinations, namely being involved in tourist attractions, there are sellers who provide food and drinks and the use of labor from the local community. The potential for educational tourism owned by the Kampoeng Lama Tourism Village is seen in daily life activities that contain elements of local wisdom that are packaged in such a way that they can be used as tourist attractions. Cultural resources developed as tourist attractions in the Kampoeng Lama Tourism Village include dance, crafts, activities and the way of life of the local community.

The evaluation carried out includes the evaluation of daily tourism service activities or other activities. The results of this evaluation were presented at a village meeting attended by Pokdarwis, the community and the tourism village manager. This is done so that there are improvements from all tourism actors involved in the development of the Kampoeng Lama tourist village.

#### **4.5 Obstacles to Community Empowerment in Educational Tourism**

Community empowerment to develop Kampoeng Lama into a tourist village with the characteristics of educational tourism faces several obstacles. These obstacles can be seen from the limited number of local people who can participate in educational tours. This is because there are no new variations that can be done by the surrounding community. So far, educational tours have been limited to character education, dance, music and traditional games at Sanggar Circle. Souvenir production houses are also limited in promoting processed foods. Meanwhile, Paloh Naga agro-tourism has not been maximally empowered as an educational tour for tourists. Visitors generally only enjoy the natural beauty of green rice fields, without learning about how to plant and harvest rice, bathe buffalo, plow rice fields and others.

Lack of training and assistance to human resources carried out by the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency which is still

very lacking, both in terms of quality and quantity. There is no special training to equip tourism village managers and surrounding communities regarding educational tourism. In addition, there are no public toilet facilities that are always kept clean and comfortable for tourists and no health clinic facilities are available. Promotional activities must also be carried out in a variety of ways so that tourists can find out that the Kampong Lama tourist village is more than just a view of the rice fields but there are educational tour packages that can be enjoyed by tourists.

## 5. DISCUSSION

Community empowerment in Kampong Lama Tourism Village can be seen as follows:

1. Ability to make promotions. Promotions that have been carried out by Official website <http://wisatakampoenglama.com/>  
Facebook <https://www.facebook.com/dewikampoenglama>  
Instagram <https://www.instagram.com/desawisatakampoenglama/>
2. The ability of the community to develop tourism potential in the form of tourist attractions, namely the folklore of Paloh Naga through traditional dances
3. Provision of food and beverages through PTPN (Paloh Naga Traditional Market) every Saturday and Sunday.
4. Increased economic income that is felt directly or indirectly to the local community, namely additional income derived from the sale of food and beverages and the involvement of residents in tourist attractions. Economic benefits are indirectly obtained through the village, where part of the income is used for operational costs of tourism objects and also village development.
5. Sapta Pesona which is increasingly visible creates a conducive environment for tourists and for the residents of Denai Lama Village themselves.

## 6. CONCLUSION

Based on the description above, conclusions can be drawn, namely:

1. Kampong Lama Tourism Village is the first tourist village in Deli Serdang Regency which has three tourist destinations, namely Sanggar Circle, Souvenir House and Paloh Naga agro-tourism. The involvement of the surrounding community to manage and develop tourism villages is one of the efforts to empower the community.
2. The government must increase its role, especially in improving the quality and capacity of human resources related to community empowerment through training and technical guidance on educational tourism which will become the

hallmark of the Kampong Lama Tourism village. The government can cooperate with academics in providing the required training and guidance. The tourism village manager can also cooperate with third parties in this case the private sector to increase the potential of educational tourism.

3. The local community must always embody Sapta Pesona in their daily life.
4. Promotions carried out by tourism village managers through websites and social media in order to get more details about activities
5. Tourist attractions in Kampong Lama Tourism Village and create educational tour packages that can attract students as one of the intended target markets.

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