CHAPTER I

INTRODUCTION

A. Background

Yogyakarta Special Region or often abbreviated as DIY is an area or province known as a student city. Apart from being a student city, Yogyakarta is also known as a tourism city, where there are many cultural values that are still strong as well as relics of the previous royal era, such as temples, palaces and other old buildings. In addition, there are also many arts, crafts, and interesting places that provide economic added value that makes tourists both foreign and local tourists feel at home to go back and forth and will never be bored to explore every inch of DIY corners.

There is no doubt that DIY has become one of the most crowded tourist areas to visit when the holiday season arrives. It can be ascertained that almost every day there are tourists from within and outside the country who come to DIY for a tour, and it can be believed that the interest of tourists to travel to DIY is relatively stable over time (Susi, nd), this is confirmed by data released by the Central Agency. Statistics (BPS) DIY, foreign tourists who come to DIY from January to July 2016 increased by 41.89%. (*Perkembangan Jumlah Wisatawan Mancanegara Ke DIY Tertinggi Se-Indonesia Artikel Ini Telah Tayang Di Tribunjogja.Com Dengan Judul Perkembangan Jumlah Wisatawan Mancanegara KeDIYTertinggiSe-Indonesia,Https://Jogja.Tribunnews.Com/2016/09/10/Perkembangan-*, 2016).

The development of the potential for tourism places / areas cannot be separated from the role of the local community which of course is assisted by the support of the local government. The success of developing the tourism area itself can certainly occur due to the success of community empowerment that has been carried out. The definition of community empowerment is the process of developing human / community resources itself in the form of exploring personal abilities, creativity, competence, thinking power and actions that are better

than the previous time.Community empowerment is a very important thing to do considering the rapid development of economy and technology because the times itself will greatly impact the ability of each individual to meet their needs.

The concept of empowerment reflects a new paradigm of development that is characterized by focusing on the people (people-centered), participatory (participatory), empowering (empowering), and sustainable.Chambers (in Yansen, 2010: 91).This concept is in itincludes social values because it relates directly to society. The development of the national development paradigm towards democratization and decentralization requires community participation in the development process. Community empowerment and participation is closely related to national development however, the importance of community empowerment and participation has not been fully understood and implemented by development stakeholders, both from the government, private sector, NGOs, and the community. Even within the community itself, they are still not fully aware of the importance of participation in implementing a development in Indonesiaenvironment.

The importance of community empowerment in national development is stated in the 1999 GBHN, especially in Chapter IV on Policy Directions governing regional development which states "develop regional autonomy in a broad, real and responsible manner.in the context of empowering the community, economic institutions, political institutions, legal institutions, religious institutions, traditional institutions and non-governmental organizations, as well as all community potentials within the unitary state of the Republic of Indonesia". In the GBHN it is stated that in carrying out regional autonomy, each region should strive to empower the community in various aspects of life, namely economics, politics, law, religion, customs and all community potential(Bappenas, 2004).

Today in DIY there are many villages that have succeeded in becoming tourist villages. The tourism village itself is usually a rural area that has several special characteristics that are

worthy of being a tourist destination (Susi, n.d.).In this area, the inhabitants still have traditions and culture that are relatively pristine. In addition, several supporting factors such as typical food, agricultural systems and social systems also colour a Tourism Village area. The Tourism Village also offers an overall atmosphere that reflects the authenticity of the village both from socio-economic life, socio-culture, customs, daily life, has a unique village architecture and spatial structure, or unique and interesting economic activities and has the potential to develop various components of tourism. (Destha, n.d.).

Various efforts have been made by the government in implementing regional autonomy, namely by empowering the community with a top-down and bottom-up system. The top-down approach is a form of blue-print strategy, which is an approach that originates from the government. Thus, society is only a target or object of development. While the bottom-up approach is development that positions the community as the center of development or the enter of change, so that they are involved in the planning process to implementation and evaluation. This approach is often referred to as peoplecentered development(Korten, inSulistiyani, 2004: 37).

Based on Law number 10 of 2009 concerning tourism, it is explained that tourism development is needed to encourage equal opportunity to do business and get benefits and face the challenges of changing local, national, and global lives.Optimal tourism development will be able to increase economic growth and community welfare. Therefore, tourism objects must be managed properly. Good and planned management will have a positive impact on the community's economy by seeing the benefits of developing tourist objects. Every province in Indonesia is competing to develop regional tourism, as well as Yogyakarta Province.

Kebon Agung tourism village is known as an agricultural and cultural education tourism village. Kebon Agung Village offers the charm of the beauty of natural village tourism. It has various kinds of tourism potential that are suitable for both domestic and foreign tourists to

visit. The beautiful rural atmosphere can be seen when entering theKebon Agung Village area, the air is still cool, and there are still large and green rice fields and trees as well as the charm of water tourism in the *Opak River* and Tegal Dam using a dragon boat, which can provide the comfort of village life with lima san houses and joglo houses that are very different from life in the city.As one of the potential villages in Bantul Regency, the tourist village of Kebon Agung has quite attractive tour packages because it emphasizes social interaction between tourists and residents. This interaction pattern is recorded in the tour packages offered. The tour packages offered include traditional farming tour packages, such as plowing the fields using buffalo and planting rice. Batik package, collective learning package in making local food such as *apem, cemplon,* cassava, tempeh, chips, and mixing traditional drinks. Cycling packages around the hamlet and across the opak river by dragon boat, boat rafting, and canoeing and fishing. Art packages, namely *gejloglesung, jatilan and kerawitan.* For the traditional package, a game of catching eels, fish, ducks, and chickens is also presented.

With the Kebon Agung tourism village, it can have a positive effect on society. The community can be involved in the Kebon Agung tourism village activities carried out by foreign and domestic tourists in the provision of food and beverages, homestays, transportation facilities and infrastructure, and other activities. Community involvement and participation in tourism activities are expected to be able to provide adequate additional community income, in addition to income from other development sectors. Each level of tourist income affects changes in expenditure, added value, wages or salaries, employment, and foreign exchange earnings.

Therefore the community empowerment policy affects the Village government policy in developing tourism villages and supporting infrastructure through the identification of needs that are carried out in community empowerment, but currently, with the Kebon Agung tourist village, it has not been implemented optimally, as stated in the ImogiriSub-District

performance report, Regarding the quality of village development planning that is realized through the*musrenbang* priority program, that there are village development planning proposals that have not fully answered the needs of the community (still the desires of certain individuals/groups), and there is a lack of increased guidance and empowerment of village communities(*LKJ 2018*, n.d.).

One of the potentials of the tourist village of Kebon Agung is to open up employment opportunities for the community, and it turns out that it is not only employment that is caused by the existence of the tourist village of Kebon Agung, but its existence also influences the breadth of livelihoods of the surrounding community. This is evidenced by the emergence of Small and Medium Enterprises carried out by the community around the tourist village of Kebon Agung. Some of the UMKMs in the tourist village of Kebon Agung are involved with village tourism package activities used as attractions that tourists can follow, such as making *tempe* and making chips, batik, etc.

In this case, the implementation of the strategy is the first step towards target accuracy. In line with J. Nasikun's rural development programin JeftaLeibo(1995), propose a strategy that includes cooperation development strategies(Suharto, 2017). In the cooperation strategy, see the community as a social system. This means that society consists of parts that work together to achieve common goals. Gotong royong is believed that changes in society are manifested through broad participation from all components in society. The procedure in mutual cooperation is democratic, carried out on one's own strength and volunteerism.

Therefore, this article will examine the effectiveness and community empowerment in the tourist village of Kebon Agung, Imogiri, Bantul. How are the effectiveness and community empowerment that has been carried out in the tourist village? This article will use the theory of community empowerment and community participation in empowerment through qualitative descriptive analysis.

B. Problem Formulation

1. How is the success of empowering local communities in the development of the Kebon Agung Tourism Village seen from the role of actors and community participation?

C. Purpose of Research

1. To analysis the community empowerment system and exploring the development strategies in the Kebon Agung tourism village.

2. To discover the local community's involvement in the management of the Kebon Agung tourism village and the implication of empowerment.

D. Benefit of Research

1. The Theoretical Benefit

    The results of this research can be used as benchmarks for the Kebon Agung Tourism Village government in implementing tourism village development programs and empowering communities around the Kebonagung Tourism Village.

2. Practical Benefits

    The results of this study are expected to be useful. They can become information, input, and material for consideration for the community around the object of the Tourism Village of Kebon Agung, Bantul Regency in the development of the Tourism Village.

E. Literature Review

10 literature reviews are used as a reference or comparison of previous studies related to this research,The definition of tourism village and tourism village development refers to the concept of Indonesian tourism. The definition of tourism itself According to Law no. 10 of

2009 concerning Tourism is all activities related to tourism and are multidimensional and multidisciplinary which arise as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Governments and entrepreneurs.

According to Tri Winari (2001)in (Soeprodjo, 2020). revealed that the essence of empowerment includes three things, namely development (enabling), strengthening potential or power (empowering), creating independence.

According to Prijono and Pranarka (2000) in (Soeprodjo, 2020)state that "empowerment means a fair distribution of power so as to increase political awareness and power in weak groups and increase their influence on processes and outcomes development. With regard to the meaning of the concept of community empowerment.

According to Boedijono (2019)The study explained how to manage village finances and village fund management's effectiveness for economic development and empowerment of rural communities in Bondowoso Regency. Furthermore, from previous research conducted byWinasis & Setyawan (2016)Namely, the Punten Tourism Village development program's effectiveness was carried out through institutions by forming a Tourism Awareness Group, the Association of Farmer Groups, the Jatim Park Foundation, and non-governmental organizations.

According toWahyuni (2018) community empowerment in Nglanggeran Tourism Village is carried out through three strategies: awareness, capacity building, and empowerment. Awareness was carried out through socialization and innovation by village youth organizations until finally Nglanggeran was agreed as a tourist village. Community capacity building is carried out through training and mentoring around tourism village management. The community was then united in an organizational forum, namely the Nglanggeran Awareness Group *(Pokdarwis)*. Meanwhile(Jesa & Fahmi, 2020) revealed that community empowerment

is a process towards empowerment by actively involving the community. There have been many empowerment programs that have failed due to community participation in them because the effectiveness of community empowerment depends on the community's participation.

According to (Sumarjono, 2018)revealed that the effectiveness of village-owned enterprises in the development of the Bleberan tourism village in Player District, GunungKidul Regency, there are factors that inhibit the development of the effectiveness of village-owned enterprises in Bleberan village, then in this study, it is known that the performance of village-owned enterprises it is not yet effective. Then that (Rahmanda & Harsasto, 2019) revealed that the government's role in developing tourism villages is significant. The government has a role as a regulator through established rules and as a facilitator through guidance and direction. The government, as the regulator, prepares the direction of tourism development through the issuance of regulations.

According to (Sutarto et al., 2018), research findings show that community empowerment through life skills training based on local excellence is carried out by providing life skills in the form of tour guide skills, cultural / dance skills, and Javanese / *blangkon / wirujarik* clothing skills. The model (conceptual) offered is oriented towards the refinement of the model that has been carried out so far as described above, with modifications starting from identifying problems and training needs, technical assistance, and so on involving business actors from the planning, implementation, and evaluation stages of Life Skills activities and processes apprenticeship, management assistance, marketing, and extracting assistance from government activities.

According to(Pambudi, 2020)revealed that the results of research on the aspect of achieving goals still have not shown effective results because the efforts of the Lampung Province Tourism Office in increasing visitors to Kunjir Beach in 2019 or after the tsunami were only 4,266 visitors, while in 2018 there were 6093 or decreased by 29, 98%. The Lampung

Provincial Tourism Office targets tourist visits in 2019 or after the tsunami to reach 14 million visitors, but only 12 million. When viewed from the aspect of integration and adaptation, efforts to increase visitors have been effective. The adaptation aspect can be seen from the facilities built, such as gajebo facilities, boarding houses, and culinary stalls. Integration of the aspects of cooperation between Pokdarwis (Manager) of the Youth of Kunjir Beach Development with the Lampung Province Tourism Office includes three things: cooperation in beach promotion and culinary homestay promotion.

According to (Ratnaningtyas, 2019) that the Jipangan tourist village is a very new tourist attraction in the Bangunjiwo sub-district but has a lot of potentials that must be developed. Some of the programs that have been carried out in this development are management training, performing arts, and tourism.

Table 1.1
Literature Review

Author	Research Title	Research resu...
(Boedijono, 2019)	EfektivitasPengelolaanDana DesaUntuk Pembangunan dan Pemberdayaan Masyarakat Desadi KabupatenBondowoso	Villages in Bondowoso District have managed village finances well. however, in cert cases, they are s...

		not orderly in administration, so they sometimes experience delay in disbursing village finances the next period.
(Winasis & Setyawan, 2016)	EfektivitasProgram PengembanganDesaWisataMelaluiKelembagaandalamPeningkatanSumberDayaAlam	In the direction of the Punten Tourism Village realization, the development carried out has been effective. Efforts to increase Natural Resources (SDA) in Punten Village as a tourist destination are carried out by strengthening the agro-tourism sector, especially in the tourist village of Kusuk which is the center for tourism development with complete tour packages, supported by natural resources, beautiful panoramas, and soil fertility.
(Wahyuni, 2018)	Strategi Pemberdayaan Masyarakat dalamPengembanganDesaWisataNglanggeran, KabupatenGunungKidul	Community empowerment in Nglanggeran Tourism Village carried out through three strategies: awareness, capacity building, and empowerment.
(Jesa & Fahmi, 2020)	MencapaiEfektivitas Program PemberdayaanMelaluiTechnology of Participant (TOP) :StudiKasusdi DesaCisambengKabupatenMajalengka	This research shows the difference after implementing the empowerment program through

		this technology participant beca the community more active in participating in empowerment program in CisembungVilla
(Sumarjono, 2018)	EfektivitasBadan Usaha Milik Desa"Sejahtera" dalamPengembanganDesaWisataBleberandi KecamatanPlayenKabupatenGunungKidul	In this study, it was revealed tha village-owned enterprises' performance in developing the tourism village Blebaran was no yet effective.
(Rahmanda & Harsasto, 2019)	PemberdayaanMasyarakat Melalui Program DesaWisatadalamMenanggulangiKemiskinan(Studidi DesaCempakaKecamatanBumijawaKabupatenTegal)	The results of th study are that empowerment in the tourist villag of Cempaka is good enough. T important actors community empowerment a good enough, ar this empowerme can increase the income of the Cempaka touris village community.
(Sutarto et al., 2018)	Model Pemberdayaan Masyarakat MelaluiPelatihanKecakapanHidupBerbasisKeunggulan Local DesaWisataMandiriWanurejoBorobudur Magelang	Through life ski training based o local excellence community empowerment i carried out by providing life skills in tour gui skills, cultural arts/dance skills Javanese dress / *blangkon / wirujarik* skills, and conceptual models.
(Pambudi, 2020)	EfektivitasUpayaDinasPariwisataProvinsi Lampung DalamMeningkatkanPengunjungPariwisata Pantai Pasca Tsunami	When viewed fr the aspect of

			integration and adaptation, effort to increase visitor have been effective. The adaptation aspec can be seen fron the facilities tha have been built, such as gajebo facilities, boardi houses, and culinary stalls. Integration of th aspects of cooperation between Pokdarwis (Manager) Yout of Kunjir Beach Development w the Lampung Province Touris Office includes three things, namely cooperation in beach promotio culinary promotion, homestay promotion
(Ratnaningtyas, 2019)	IBM ManajemenDesaWisataJipangan		In developing Jipangan Touris Village's potenti there are severa programs, name management training, performing arts, and tourism.
(Tyas & Damayanti, 2018)	PotensiPengembanganDesaKliwonansebagaiDesaWisata Batik Di KabupatenSragen		This study's resu reveal that Kliwonan Villag has the potentia be developed as Batik Tourism Village. Howeve Kliwonan Villag is still not ready

		become a Touris
		Village.

F. **Theoretical Framework**

1. **Community Empowerment**

Law Number 6 of 2014 concerning Villages in article 1 paragraph (12) explains that efforts to develop society are developing independence and welfare by increasing community knowledge and competence. It reads as followsVillage Community Empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilizing resources by establishing policies, programs, activities, and assistance following the essence of problems priority needs of the Village community. "

Empowerment comes from the word "power," which begins with the word "empowered," which means having or having power. *Daya* means strength, empowered means strength. The word "empowered" when given the prefix pe- with insertion -m- and the suffix-becomes "empowerment," means making something empowered or having strength.

Conceptually (empowerment) comes from the word power (power or empowerment). Empowerment refers to the ability of people. Particularly vulnerable and weak groups so that they have the strength or ability to full fill their basic needs so that they have freedom, in the sense of not only being free to express opinions but free from hunger, free from ignorance, free from pain to reach possible productive sources. They can increase their income and obtain the goods and services they need. Participate in the development process and the decisions that affect them.

According to Tri Winari (2001) revealed that the essence of empowerment includes three things, namely development (enabling), strengthening potential or power

(empowering), creating independence (Soeprodjo, 2020).According to Swift and Levin, in building a community Empowering Communities, empowerment refers to efforts to reallocate power through changing social structures.

SementaraAccording to Edi Suharto (2005) Enabling is creating an atmosphere or climate that allows the potential of the community develop optimally. Empowerment must be able to free the community from the structural and cultural barriers that hinder it. Floating is an effort to help humans change their attitudes towards society, helping to grow the ability to organize, communicate and control their physical environment.So in general, development is a community development activity that is carried out systematically, planned and directed to increase community access in order to achieve better social, economic, and quality of life conditions when compared to previous activities.

According to Sulistiyani (2004) empowerment can be interpreted as a process towards empowerment or a process of giving power (strength/ability) to those who are not yet empowered. Empowerment is an effort to actualize the potential that is already owned by the community (Soeprodjo, 2020).According to KartonoKartini (2007) independence comes from the word "Autonomy" which is something that is independent, or the ability to stand alone with courage and responsibility for all behavior as an adult human being in carrying out his obligations to meet his own needs (Soeprodjo, 2020).

Community empowerment is an effort to help the community in developing their own abilities so that they are free and able to solve problems and make decisions independently. Community empowerment is aimed at encouraging the creation of institutional strengths and capabilities. The community to be able to independently manage itself based on the needs of the community itself, and be able to overcome the

challenges of problems in the future(Sunartiningsih, 2004). In an effort to empower the community, the empowerment processcommunity can be carried out in stages through three phases(Prijono Onny S dan A.M.W. Pranaka., 1996)

a. The Initiation Phase is that all empowerment processes originate from the government and the community only carries out what is planned and desired by the government and remains dependent on the government.

b. The participatory phase is that the empowerment process originates from the government with the community, by the government and the community, and is intended for the people. In this phase, the community has been actively involved in development activities towards independence.

c. The emancipatory phase is that the empowerment process comes from the people and for the people supported by the government and the community. In this emancipatory phase, the community has been able to find its own strength so that it can be done in actualizing itself. The culmination of this community empowerment process activity is when this empowerment all comes from the wishes of the community itself with government support.

By looking at the three phases of empowerment, it can be seen that the source of empowerment can come from the government for the community, community participation and from the community for the community. The most ideal phase of empowerment is the emancipatory phase, that is, empowerment comes from the communityfor society.

Therefore, the ideal community empowerment process can be seenas are Good synergy between government, community and private sector forimplement the planned policy,Participatory empowerment efforts in the development of tourist villages that involve government institutions and local institutions in the community to support

tourism village development policies, Sustainability in the effort to empower the community.

If the three processes can run smoothly and synergize with each other, it can be seen whether the process is ideal or not. To find out the success of empowerment, it can be seen from the indicators of success of empowerment which are commonly used to measure the implementation of empowerment programs in the community(Sumodinngrat, 1999).These indicators can be seen from various aspects namely:

a. The development of efforts to increase income carried out by the poor by utilizing available resources

b. Increased public awareness of efforts to improve welfare of poor families in the neighborhood.

c. Increased group independence which is characterized by increasing the development of productive businesses of members and groups, the stronger the group's capital, the neater the administrative system, and the wider interaction of the group with other groups in society.

d. Increased community capacity and income distribution, which is marked by an increase in the income of poor families who are able to meet their basic needs and basic social needs.

2. The Concept Community Empowerment

Community empowerment is an effort to increase the dignity of society's layers, which are currently unable to escape the traps of poverty and underdevelopment. In other words, empowerment is enabling and establishing society.To empower the community, it can be seen from three sides, namely:

a. Creating an atmosphere or climate that allows the community's potential to develop (enabling). Here the tipping point is the recognition that every human being, every society, has potential that can be developed. This means that no society is totally helpless because if so, it would be extinct. Empowerment is an effort to build that power by encouraging, motivating, and raising awareness of its potential and striving to develop it.

b. Strengthening the potential or power of the community (empowering). In this context, more positive steps are needed, apart from just creating a climate and atmosphere. This strengthening includes concrete steps and involves providing various inputs and opening access to various opportunities that will empower the community. In this empowerment framework, a significant effort is to increase the level of education, two degrees of health, and access to sources of economic progress such as capital, technology, information, employment, and markets. Input in the form of empowerment concerns the development of physical infrastructure and facilities, such as irrigation, roads, electricity, and social facilities such as schools and health service facilities, which the people at the lowest level can reach, as well as the availability of funding, training, and marketing institutions in rural areas. where there is a concentration of people whose empowerment is very low. There needs to be a special program for people who are less empowered because general programs that apply do not always touch this layer of society.Empowerment does not only include strengthening individual members of society but also its institutions. Embedding modern cultural values, such as hard work, frugality, openness, and accountability, are the main points of this empowerment effort.Likewise, the reform of social institutions and their integration into development activities and society's role in

them. The most important thing here is to increase people's participation in the decision-making process concerning themselves and their communities. Therefore, community empowerment is closely related to strengthening, civilizing, and practicing democracy.

c. Empowering also means protecting. In the process of empowerment, it must be prevented that the weak become weaker because of a lack of power in facing the strong. Therefore, protection and partiality for the weak are fundamental characteristics in the concept of community empowerment. Protecting does not mean isolating or covering up from interactions, as it will dwarf the small and protect the weak. Protecting must be seen as an effort to prevent unbalanced competition and the exploitation of the weak. Community empowerment does not make people more dependent on various charity programs. Basically, everything that is enjoyed must be produced on his own (the results can be estimated with other parties). Thus the ultimate goal is to make society independent, enable and build the ability to advance towards a better life sustainably.

The application of the empowerment approach can be made through the 5Ps, namely: development, strengthening, protection, support, and maintenance, with the following explanation:

a. Possibility, creating an atmosphere or climate that allows the potential of the community to develop optimally. Empowerment must be able to liberate society from cultural dying and inhibiting structures.

b. Strengthening, strengthening the knowledge and abilities that the community has in solving problems and meeting their needs. Empowerment must be able to

develop all the abilities and self-confidence of the community that support their independence.

c. Protection protects the community, especially the weak groups so that strong groups do not oppress them, avoids unbalanced (especially unhealthy) competition between the strong and the weak, and also prevents the exploitation of the strong against the weak. Empowerment must eliminate all types of discrimination and domination that do not favor the little people.

d. Support provides guidance and support so that people can carry out their roles and tasks in life. Empowerment must support the community so that it does not fall into a state and position that is increasingly weak and marginalized.

e. Maintenance, maintaining conducive conditions so that there is a balance of power distribution between various groups in society. Empowerment must be able to ensure harmony and balance that allows everyone to have the opportunity to do business.

Empowerment proposed by Sunartiningsih (2004: 50) which states that community empowerment is an effort to help the community in developing their own abilities so that they are free and able to overcome problems and make decisions independently.Community empowerment is aimed at encouraging the creation of the strength and ability of community institutions to be able to independently manage themselves based on the needs of the community itself, and be able to overcome the challenges of problems in the future.This theory places more emphasis on the process of providing assistance tocommunity in developing their own abilities so that they can solve problems independently. This can be seen from the empowerment efforts which are not only limited to providing assistance to the community, but also helping them to be able to develop independently.

G. Conceptual Definition

Empowerment Society is about enabling that is the empowerment process of society to the development society to increase Kebon Agung Tourism Village Community, second about strengthening potential that is about resource potential of Kebon Agung Tourism Village, but also Creating Independent of Society. Likewise, empowerment also concerns the renewal of social institutions and their integration into development activities and the role of the community in them, especially with regard to participation in decision-making in the development process in their environment.

According toTri Winarni (2007) which states that Community empowerment is a development process in which the community takes the initiative to start the process of social activities to improve their own situation and condition so that the community becomes independent. The view in her research reveals that the essence of empowerment includes three things, namely development (enabling), strengthening potential or power (empowering), creating independence (Soeprodjo, 2020). Therefore, community empowerment should actually make these three things as guidelines in the process of implementing and formulating public policies that focus on improving and strengthening community capabilities.

The purpose of enabling in community empowerment is aimed at encouraging the creation of community strengths and abilities to see the community process in improving Kebon Agung Village into a Tourism Village capable of managing itself based on the needs of the community itself, and able to overcome future challenges. Second, empowering itself is that the community explores what potential they have independently without relying on the Tourism Office and the Bantul Regency Government.Third, how to creating independent society participation of the role of the Kebon Agung Tourism Village community in the formulation, implementation, monitoring and evaluation of empowerment activities in the Kebon Agung Tourism Village. This theory emphasizes the process of empowering

communities and community institutions in developing their own abilities so that they can solve problems independently. This can be seen from the community's efforts to empower the Kebon Agung Tourism Village not only to rely on the existing potential but it is hoped that the community will be able to provide ideas for the progress of the Kebon Agung Tourism Village. Community empowerment, in this case, they are not only limited to fostering but also formulating, implementing, monitoring and evaluating empowerment activities in the Kebon Agung Tourism Village.

H. Operational Definition

An operational definition is a definition based on defined and observable properties. Indirectly, the operational definition will designate a suitable data collection tool or refer to how to measure a variable.To measure the community empowerment process and the level of community participation. The researcher used two variables and parameters as follows.

Table 1.2
Operational Definition

Variable	Indicators
Enabling	Empowerment Proses of Society to the Development of Society to Increase Kebon Agung Tourism Village
Strengthening Potential	Resource Potential of Kebon Agung Tourism Village
Creating Independent Society	Participation of the Role of the Kebon Agung Tourism Village Community in the formulation, implementation, monitoring and evaluation of empowerment activities in the Kebon Agung tourism village.

I. Research Methods

The research method is a process or procedure carried out by a researcher to collect information for research purposes. Researchers in completing the research used the following steps:

1. **Type of Research**

This study uses a descriptive research method that aims to describe or describe a situation or situation based on factual (real) and systematically arranged, as well as trying to describe the problem solving being explored based on data obtained previously.

This research also uses qualitative research, the data collected is not in the form of numbers, but the data collected comes from interviews, field notes, personal documents, and official documents. According to Miles and Huberman (1984) qualitative data in the form of words has always been the main material for certain social sciences, especially in anthropology, history and political science (Lexy J. Moeleong, 2002).

According to Sugiyono (2017: 9) in the journal states that "Qualitative research methods are research methods based on postpositivism or interpretive philosophy, used to examine the condition of natural objects, where the researcher is the key instrument, the data collection technique is done by triangulation (combined observations, interviews, documentation), the data obtained tends to be qualitative, the data analysis is inductive/qualitative, and the results of the research are to understand meaning, understand uniqueness, construct phenomena, and find hypotheses. "

2. **Research Sites**

This research will be carried out in the Tourism Village of Kebon Agung, Imogiri, Kanten, Bantul, DI Yogyakarta. In this case, researchers are interested in seeing how the Kebon Agung Tourism Village Government's effectiveness in developing the Tourism Village program and Empowering the Kebon Agung Tourism Village.

3. **Type of Data**

There are two types of data used in this research, namely, primary data and secondary data.

   a. **Primary Data**

According to (Argita Endraswara, 2013)Primary data is the type and source of research data obtained directly from the first source (not through intermediaries), both individuals and groups. So the data is obtained directly. Primary data is specifically done to answer research questions. The author collected primary data with survey methods and observation methods. The survey method is a method that collects primary data using oral and written questions. The author conducts interviews with the woodhouse business owner to get the data or information needed. Then the authors also collect data with the observation method. The observation method is a method of collecting primary data by observing certain activities and events that occur. So the author comes to the woods house business to observe the activities that occur in the business to obtain data or information following what is seen and following reality (Argita Endraswara, 2013).

b. Secondary data

Secondary data is a source of indirectly obtained research data through intermediary media (obtained or recorded by other parties). Secondary data is in the form of evidence, historical records, or reports that have been compiled in archives or documentary data. The author obtains this secondary data by making a permit application that aims to borrow transaction evidence from the woods house business and books used to record transactions every day (Argita Endraswara, 2013).

4. Data Collection Technique

Data collection techniques are the most important step in research because the research's main purpose is to get data. Without knowing the data collection technique, the researcher will not get data that meets the established data standards. Creswell (2008), in the book (Sugiyono, 2017), reveals that data collection is obtained from observations,

interviews, documentation, and a combination of the four. In this study, researchers used the interview method with documentation in each research implementation.

a. Interview

Patton (2002) (Sugiyono, 2017) meets two people to exchange information and ideas through question and answer using open-ended questions. Data obtained through the form of perceptions, opinions, feelings, and knowledge.

b. Documentation

Documents in the form of written material are stored. Documents can be in the form of memorabilia or correspondence, and some are in audiovisual forms (Sugiyono, 2017). Thus, documentation is also included in one of the data collection techniques. This documentation technique will devote every moment of research, which will later become one of the research documentation data in the field.

5. Data Analysis Technique

NoengMuhadjir (1998: 104)) (Rijali, 2019) argues that data analysis is an attempt to systematically find and organize records of observations, interviews, and others to improve researchers' understanding of the cases studied and present findings to others. Meanwhile, to increase this understanding, the analysis needs to be continued by trying to find meaning.

Data analysis means processing data, organizing data, breaking it down into smaller units, looking for common patterns and themes. Data analysis means systematically arranging the material from interviews and observations and producing new thoughts, opinions, theories, or ideas or called findings, means looking for and finding themes, patterns, concepts, insights, and understanding (Sugiyono, 2017). In this research, there are several qualitative data analysis processes, namely:

a. **Data Collection Technique**

The data collection technique is a strategy in obtaining the data needed to answer questions. In this study, researchers collected data through relevant technical techniques, namely searching, recording, and collecting data from interviews and documentation related to Kebun Agung Tourism Village's effectiveness and empowerment.

b. **Data Reduction**

Data reduction is the process of selecting, focusing on simplifying, abstracting, and transforming raw data that emerge from written records in the field. This process continues throughout the research. Data reduction includes summarizing data, coding, searching for themes, creating clusters(Rijali, 2019).

c. **Presentation of Data**

Data presentation is an activity when a set of information is compiled, thus giving the possibility of drawing conclusions and taking action. The form of presenting qualitative data can be in the form of narrative text in the form of field notes, matrices, graphics, networks, and charts (Rijali, 2019).

d. **Observation**

According to SutrisnoHadi (1986) argues that observation is a complex process, a process composed of various biological and psychological processes. two of the most important are the processes of observation and memory.

Data collection techniques by observation are used when the research is concerned with human behavior, work processes, natural phenomena and if the observed respondents are not too large(Prf. Dr. Sugiyono, n.d.).

e. **Conclusion Drawing/Verification**

According to Miles & Huberman(Ajif, 2013), conclusion drawing is only part of an activity from a complete configuration. Conclusions were also verified throughout the study. The verification may be as short as a rethink that crosses the researcher's mind during writing, reviewing field notes. The conclusion does not only occur during the data collection process but requires verification to be held accountable.