

Formulating Community Empowerment Strategies for the Tourism Destination Program in Banyurejo Village, Sleman District, The Special Region of Yogyakarta

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ABSTRACT

This paper explores strategies for community empowerment within the tourist destination program in Banyurejo Village, Sleman Regency, specifically focusing on Si Cangkring Valley Tourism Village as a form of community empowerment. Employing a qualitative descriptive method, the research utilizes analysis to formulate and evaluate strategies aimed at leveraging strengths and opportunities, while mitigating weaknesses to address emerging threats. The second phase employs the Litmus Test tool to prioritize strategic issues, assessing each issue through 13 specific questions to guide strategy formulation and evaluation. The findings highlight strengths and weaknesses from the internal environment, alongside opportunities and threats from the external environment identified in the strategic environmental analysis. This process identifies four key issues, leading to a strategic evaluation that prioritizes budget utilization and the strength of supporting information media to enhance community engagement in tourist villages, maximizing strategic value. Subsequently, these issues are formulated into a cohesive strategic program.

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INTRODUCTION

This study examines the formulation of community empowerment strategies in tourist destination programs as a form of community empowerment so that villages create social change in society and improve the economic conditions of the community. Problems arise such as the lack of community empowerment with not yet strong strategy and empowerment institutions related to tourism villages. The existence of this tourist village should be able to support the community's economy so that this makes the village must be encouraged so that it can improve the quality of community empowerment and adapt to economic and social changes. The purpose of this research is more directed at the tourism village management institution to form efforts to create or increase the capacity and quality of the community to obtain the right results in evaluating strategies. This research was conducted in Banyurejo, Tempel District, Sleman Regency.

This research identifies that elite influence and diversity norms significantly shape the acceptance process within rural communities, impacting resilience in resource management. Both informal and formal actors utilize this space. Community leaders, well-versed in social issues, play a crucial role in community empowerment efforts (Marin, 2015), emphasizing the importance of networking with the government for democratic promotion and effective policy participation (Wahid et al., 2016). Community-based development gradually transforms local power dynamics, catalyzed by donor involvement (Fritzen, 2007), aiming to elevate community aspirations and engage local governments in empowering regional communities (Dongier et al., 2003). To foster adaptive societies and comprehensive poverty

frameworks, governments should shift from centralized to decentralized project planning and benefit distribution, exemplified by decentralized renewable energy initiatives in developing countries (Fathoni et al., 2021).

However, romanticizing poverty and depoliticizing its discourse perpetuates social inequalities, diverting focus from state responsibilities in poverty alleviation (Nisbett, 2017). Public space, critical for fulfilling human security needs, often succumbs to business and political interests (Kurniaty, 2014), complicating community-based development efforts that sometimes ambiguously aim to empower the poor (Alsop, 2005). Elites wield substantial influence in local discourse, decision-making, and resource allocation (Søholt et al., 2018), necessitating government attention to their role in community projects (Liu et al., 2016). Consequently, local communities face challenges in envisioning and creating better futures (Bourgeois et al., 2017), and navigating diversity norms that influence inclusion/exclusion dynamics crucial for building local resilience (Søholt et al., 2018).

Policy outcomes are influenced by elite power dynamics, complicating coalition-building among diverse community groups (Bandiera & Levy, 2011), which despite promises of stability, remains fragile (Sovacool, 2019). Developing tourist villages further requires expertise and stakeholder participation in policy implementation and socialization to ensure effective outcomes (Miyayi, 2021; Isdianto, et al, 2024). In Sleman Regency, the Banyurejo tourism village management agency oversees community empowerment efforts within the tourism destination program, reflecting local governance structures (Sleman Regency Government, 2024). Thus, this study addresses these complexities in "Formulation of Community Empowerment Strategies in the Tourism Destination Program in Banyurejo Village, Sleman Regency."

METHODS

The design of this study uses a descriptive qualitative method. The qualitative research method is a research method based on analysis through data collection used to research the situation of natural objects, where the researcher is the key instrument while the data collection technique is carried out in combination, data analysis is inductive in nature, and the results of qualitative research further emphasize the meaning and significance of in conclusion (Sugiyono, 2009). The object of this research is the Lembah Si Cangkring Tourism Village in Banyurejo Village, Tempel District, Sleman Regency. The research focuses on evaluating community empowerment strategies. The subject of this research is the managing institution of Lembah Si Cangkring Tourism Village, Banyurejo Village, Tempel District, Sleman Regency. The technique in selecting informants used by researchers in this study was purposive sampling to get informants or people who know reliable information (key informants). The informants in the study were the managing institutions of the Lembah Si Cangkring Tourism Village, Sleman Regency, as follows: 1) the managing institution of the Lembah Si Cangkring Tourism Village, Sleman Regency, namely Mr. Eko Putra Susilo as the head of the manager as the party authorized to make decisions and directly handle community empowerment in operational activities of the tourist village, 2) Mr. Adri as a community representative in increasing the role of the community who are technically involved in community empowerment activities, 3) visitors to the tourist village to provide feedback related to the tourism village.

Furthermore, this study uses SWOT analysis to analyze community empowerment strategies in the Lembah Si Cangkring Tourism Destination, Banyurejo Village, Tempel District, and Sleman Regency. SWOT analysis is one of the appropriate research tools for strategy evaluation. This research is based on the idea that it can create Strengths and Opportunities, as well as a tool for limiting Weaknesses that exist in organizations and dealing with the impact of Threats that arise and must be overcome (Siagian, 2008). The process of obtaining strategic decisions must be related to development, mission, goals, strategies, and policies. Thus, the strategic planning process must analyze strategic factors such as strengths, weaknesses, opportunities, and threats in the current situation. The advantage of using SWOT analysis is that there is a readiness to direct interest in strategic issues as a key originating from the mix of organizational tasks, missions, strengths, weaknesses, and opportunities. It helps the planning team to implement a strong strategy for controlling strategic issues (Bryson, 2007). Identification of strategic issues is arranged based on needs, sequence of thoughts, or time to make strategy formulation easier. Evaluation of strategic issues can be carried out using the litmus test tool. The litmus test is used to encourage several steps regarding the strategic level of an issue.

RESULTS AND DISCUSSION

Identification of Strategic Issues

Efforts to overcome the problems that exist in the development of tourist villages or community empowerment in Banyurejo Village are by observing the internal environment including strengths and weaknesses as well as the external environment with opportunities or threats. There is a SWOT matrix that is used to determine strategic issues that are addressed by the tourism village managers in Banyurejo Village.

	Strength (S)	Weakness (W)
Internal factors	<ol style="list-style-type: none"> 1. Alignment of the vision and mission with the environmental conditions of the tourist village. The mission of the tourist village is aligned with environmental conditions where it is felt that there is still a lack of community participation. 2. There are efforts related to the implementation of the mission in achieving the vision. Efforts in the implementation of achieving the vision by carrying out various work programs that have been planned by the village government through the tourist destination program as a form of community empowerment. 	<ol style="list-style-type: none"> 1. The quality of Human Resources is still limited, still very lacking, and still expects the community to participate. 2. The quantity of Human Resources is still lacking, the number of people who participate is still lacking, and tourist villages still need the number of people who participate. 3. There is no training in community empowerment. 4. The lack of infrastructure includes complete facilities. 5. Inadequate media information. 6. The budget is still limited.
External Factors	<ol style="list-style-type: none"> 3. There is a commitment between stakeholders in the development of tourist villages. There is a commitment between the government and organizations to community empowerment. 	
Opportunities (O)	Strategi SO (SO)	Strategi WO (WO)
<ol style="list-style-type: none"> 1. Supporting economic conditions, the community already has awareness of community empowerment programs. 2. Cooperation with sponsors is quite good. 3. Supportive social conditions, with the existence of factors of trust, behaviour, and opinions from the community as a form of concern and support from the community. 4. Supportive and conducive political environment conditions. 	<ol style="list-style-type: none"> 1. Utilizing the alignment of vision and mission from environmental conditions, as a basis for producing tourist attractions through social conditions and taking advantage of commitment with stakeholders. 	<ol style="list-style-type: none"> 1. Improving the quality and quantity as well as the number of Human Resources by utilizing cooperation with sponsors and supporting political conditions.
Threats (T)	Strategy ST	Strategy WT

1. The lack of community groups that are aware of tourism.	1. Utilizing effort in carrying out the mission in achieving the vision by carrying out various work programs that have been planned to support increasing community groups in the role of tourism villages.	1. Improving information infrastructure and media through the role of community groups.
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Table 1 : SWOT Analysis Matrix
 Processed data [Source]

Efforts to overcome the problems that exist in the development of tourist villages or community empowerment in Banyurejo Village are by observing the internal environment including strengths and weaknesses as well as the external environment with opportunities or threats. With the results of the SWOT matrix analysis obtained, there are several strategic issues.

First, Strategy SO. This strategy comes from Strength and Opportunity. This SO strategy is generated by using strength by taking advantage of opportunities. The SO strategy was created through the utilization of the alignment of the vision and mission with the environmental conditions of the tourist village, which is used as the basis for efforts to produce tourist attractions through social conditions and take advantage of the commitment with stakeholders. So with this aligned vision and mission with environmental conditions, as well as commitment with large stakeholders, it is hoped that they can take advantage of the opportunities that exist, namely with the social conditions of the people in Banyurejo Village as a form of support for the development of a tourism village as a form of community empowerment program. There are several factors, namely beliefs, behaviour, opinions, thoughts, and the right lifestyle. The condition of the social environment of the Banyurejo Village community sees a fairly good opportunity for the development of a tourist village. Banyurejo Village has tourism potential that is quite supportive of the social conditions of the community which needs to be developed through community empowerment to get a positive response, so it needs attention and support from all parties who have the authority to be able to develop and increase the attractiveness of visitors to existing potentials, such as with the current social conditions. So the SO strategy comes from utilizing the alignment of vision and mission from the environmental conditions of a tourist village as a basis for producing tourist attractions through social conditions and taking advantage of the commitment with stakeholders.

Second, Strategy ST. This strategy comes from Strength and Threat, which is a strategy that is produced by using the strength of the internal environment to overcome a threat that comes from the external environment. In dealing with threats, the role of the organization has the strength of the internal environment. So the strategy that can be taken is to take advantage of the strength to take advantage of opportunities in the long term by way of diversifying business processes or by being able to modify movement patterns in the context of environmental characteristics to avoid dependence on superior products, services, and activities. In the tourist destination program through this tourist village, the ST strategy can be taken with effort in carrying out the mission in achieving the vision by implementing various work programs that have been planned to support increasing community groups in the role of tourism villages. In community empowerment, efforts are needed to carry out the mission in achieving the vision by carrying out various work programs that have been planned in the form of carrying out the development of a tourist village. So carrying out the appropriate mission will affect the achievement of the mission, in achieving the goals in a vision, it is necessary to formulate the mission to be achieved. Efforts in carrying out the mission by the tourism village are by carrying out the implementation of the work program that has been determined. So in this strategy by utilizing business in carrying out the mission of achieving the vision to attract community participation in tourism village development activities that need community participation to be able to carry out the competitiveness in the development of tourist villages, for this reason, community participation is needed to support the utilization of business in the implementation of the mission in achieving the vision supports the fulfilment of the development of a tourist village. The community is the main part that influences the success of community empowerment in the development of tourist destination programs and tourist villages. So the ST strategy is carried out by utilizing efforts in carrying out the mission in achieving the vision by carrying out various work programs that have been planned to support increasing community groups in the role of tourism villages.

Third, strategy WO. Strategies that come from Weakness and Opportunity are strategies that are produced by minimizing weaknesses by taking advantage of opportunities. Supporting the existence of a strategy by supporting a turnaround strategy or what can be called a turnaround, namely using several actions to overcome weaknesses that must be faced internally to take advantage of opportunities. The WO strategy is produced by increasing the quality and quantity as well as the number of Human Resources by utilizing cooperation with sponsors and supporting political conditions. Human Resources have an important role in realizing existing activity programs in the environment. It can be seen that Human Resources have an important role, so the resulting strategy is to increase the quality and quantity of Human Resources with the cooperation of sponsors and supporting political conditions, namely by taking advantage of the opportunities that exist in conditions of a political environment that are quite supportive. There is a supportive political environment so that tourist villages can include power holders so that they can provide assistance to improve human resources in terms of quality and quantity. Therefore, with human resources that have quality and are followed by the fulfilment of the number of human resources, they can obtain the expected goals and create innovations that can be trusted in community empowerment through tourist destination programs.

Fourth, strategy WT. The strategy that comes from Weakness and Threat is a strategy that is produced by minimizing weaknesses by avoiding threats. These weaknesses originate from the internal environment and are minimized to avoid threats from the external environment. This condition is very detrimental because the organization experiences threats and weaknesses in the internal environment. The strategy that can help is a strategy to survive or can be called defensive, namely a strategy by carrying out various actions that are renewal. The resulting WT strategy comes from improving infrastructure and information media through the role of community groups who are aware of tourism. Facilities and infrastructure are types of equipment and facilities that function as the main tools or assistants in an interest related to the work environment. Facilities and infrastructure have a function in the development of tourist villages which have a very good influence, namely creating a sense of comfort and satisfaction for people who have interests, namely visitors. This strategy has a positive influence because activities in the development of tourist villages require adequate equipment and infrastructure. It is known that the information media is very influential, as well as through the role of community groups who are aware of tourism that information also influences community role activities that are carried out. For this reason, this strategy is to increase good information media to attract the role of community groups who are aware of tourism in developing tourism villages for community empowerment programs. Efforts to improve infrastructure through the role of community groups who are aware of tourism because the community is an important part of community empowerment activities through the development of tourist villages. So the resulting WT strategy comes from improving infrastructure and information media through the role of community groups who are aware of tourism.

Evaluation of Strategic Issues

The next stage after the strategic issues are formulated is to evaluate the strategic issues. This stage will measure the issue strategy level to find out how much it contributes to the success and existence of the organization in achieving its goals, using a measuring tool, namely the Litmus Test or litmus test tool. Litmus Test from Bryson with a total of 13 questions on each issue. According to Bryson (2007), classifiers in assigning values to each answer. In the results of the strategic issue evaluation assessment, then make a systematic arrangement based on a range of values to choose in the priority of the issue: a) Issues that are less strategic in nature have a score range of 13-20, b) A moderate strategic issue has a score range of 21-29, c) Very strategic issues that are strategic have a score of 30-39. From the results of the values and criteria for assessing issues, the 4 strategic issues that have been identified can be classified according to priority arrangements such as:

No	Strategic Issues	Total	Nature of the Issue
1	Improving information infrastructure and media through the role of community groups.	34	Strategic
2	Utilizing effort in carrying out the mission in achieving the vision by carrying out various work programs that have been planned to support increasing community groups in the role of tourism villages.	32	Strategic
3	Improving the quality and quantity as well as the number of Human Resources by utilizing cooperation with sponsors and supporting political conditions.	28	Moderate
4	Utilizing the alignment of vision and mission from environmental conditions, as a basis for producing tourist attractions through social conditions and taking advantage of commitment with stakeholders.	26	Moderate

Table 2 : Classification of Strategic Issues
 Processed litmus test data [Source]

In the results of the classification of issues, it can be seen that the priority arrangement for solving the issues of each issue. The issue with the highest score is improving infrastructure and information media through the role of community groups. From the results of the classification of these issues, priority is needed in solving these issues which are strategic in nature.

Formulate Strategic Programs

Of the 4 strategic issues for the next stage is the formulation of a strategic program for the development of tourist villages. In formulating a strategic program, it requires good cooperation between the government, the private sector, and the community. Following are the details of formulating the strategic program.

First, utilizing the alignment of vision and mission from environmental conditions, as a basis for producing tourist attractions through social conditions and taking advantage of commitments with stakeholders:

- a) Prepare a plan for developing the number of culinary stalls in the Lembah Si Cangkring Tourism Village by involving the community,
- b) Increasing government attention to developing tourist villages,
- c) Increasing attractiveness such as adding tourist objects by involving the public or the private sector.

Second, improving information infrastructure and media through the role of community groups:

- a) Improving information media to attract the attractiveness of tourist villages,
- b) Organizing outreach to the public and the private sector regarding the importance of community empowerment through the development of tourist villages,
- c) Involve the surrounding community in the responsibility for the security of infrastructure facilities, such as helping to maintain the security of the tourist village, accessing tourism village information on information media, helping to maintain the cleanliness of the tourist village environment, and helping maintain tourism village infrastructure,
- d) Organizing cooperation between the community and the private sector to develop tourism villages as culinary centres,
- e) Involve the role of the community in fulfilling infrastructure facilities.

Third, utilizing efforts in carrying out the mission in achieving the vision by carrying out various work programs that have been planned to support increasing community groups in the role of tourism villages:

- a) Creating a safe business climate can increase the role of the community in various work programs,

- b) Creating a supportive business climate by providing accurate information about capabilities in the culinary field,
- c) Providing attractive cooperation offers with the community by using program plans that provide benefits to both parties.

Fourth, improving the quality and quantity as well as the number of Human Resources by utilizing cooperation with sponsors and supporting political conditions:

- a) Placing the community according to ability,
- b) Increasing the quantity of Human Resources,
- c) Providing optimal training to participating communities with support from sponsors and the government,
- d) Organizing Human Resource development by collaborating with agencies, village government, and the community.

Discussion

Identification of Inhibiting Factors

The inhibiting factors were taken from the existence of threats and weaknesses in the internal and external environment of the tourism village in Banyurejo Village. The following are the inhibiting factors for community empowerment in the tourist destination program in Banyurejo Village.

First, the quality of human resources is still limited. The quality of Human Resources affects the sustainability of an organization. Concerning the development of tourist villages and community empowerment, the quality of Human Resources influences sustainability in achieving goals in community empowerment through the development of tourist villages. As for the things that were raised by several informants including Mr. Eko as follows: The quality of the community is still lacking, especially since there was no training in this program from the start, the tourism village also needs training so many people are interested in participating or joining in developing the tourism village This is so that this program becomes a tourist village that can be known outside the city of Yogyakarta as well. This tourist village is open, anyone can join, but sometimes some people are not confident because they feel they have no skills in the culinary field. If one pays attention to the quality of human resources in tourist villages, they are still lacking and they still expect the community to participate optimally in the development of tourist villages. As for the things that were raised by several speakers including Mr. Adri as follows: With the potential for this tourist destination, it is hoped that it will run smoothly according to the objectives of this tourist village, even though the participating community is still limited, the potential of this tourist village has culinary-based tourism objects by enjoying nature on the left and right of rice fields and rivers. The quality of human resources from managers and communities participating in the development of this tourist village has an impact on sustainability in achieving the desired goals, with no training on tourism villages in community empowerment until now the tourism village manager has not provided training to the community.

Second, the quantity of Human Resources is still lacking. As for the things that were raised by several informants including Mr. Eko as follows: What is felt until now is that not all of the community is interested in joining because this tourism village wants to maximize residents in the village to join. Currently, it is still overwhelmed by several workers who have joined this tourist village such as parking staff, pramuladi, and *pelapak*. Thus the number of employees will affect the process of achieving the desired goals in the organization. There is information from informants that the quantity of human resources in tourist villages is still lacking in people participating in the development of tourist villages for tourist destination programs.

Third, lack of infrastructure for tourism village objects. Facilities and infrastructure are types of equipment and facilities that function as the main tools or assistants in an interest related to the work environment. As for the things that were raised by several informants including visitors as follows: In terms of infrastructure facilities in this tourist village are still minimal, especially at this time of the rainy season for shelter is still very limited, there are already several umbrellas but if the atmosphere is crowded and it's still raining very limited. And for places under the river, seats using mats are still not suitable. Thus the infrastructure facilities prepared by the tourist village are still minimal or insufficient in meeting the comfort of visitors, this includes complete facilities such as shelter when it rains is still lacking, cleanliness

of tourist attractions that still needs to be maintained, security and guarding the parking area are not appropriate according to needs, and there are still many infrastructure facilities that must be repaired and equipped.

Fourth, inadequate media information. The existing information will later be used to provide information, views, and knowledge to the public regarding matters related to tourist villages that provide a variety of culinary delights in the Lembah Si Cangkring. As for the things that were raised by several informants including Mr Adri as follows: Access to the tourism village campus parties received assistance and then collaborated with a university in Yogyakarta to hold an event, the tourism village was greatly assisted because the university made a website, essentially Indirectly, with the existence of a website, the tourism village will be widely known and will also be very helpful in advertisements. Provision of information is provided through Instagram and the Lembah Si Cangkring website. As for the things that were raised by several sources including Mr. Eko as follows: For social media, this tourist village is still in progress in the sense that it still expects young people to participate in developing this tourist village so that later someone will be in charge of managing this tourism village information media.

Fifth, the a lack of tourism-aware community groups to participate. The community is the main part that influences the success of community empowerment in the development of tourist destination programs and tourist villages. As for the things raised by several informants including Mr. Eko as follows: Community participation has not been maximized because indeed the community regarding awareness for entrepreneurship is not strong enough to be aware of the existence of this tourist destination program so there is no courage, one of the reasons is because they feel they cannot participate in this program. As for the things that were raised by several sources including Mr. Adri as follows: There are still people who do not realize that tourist destinations are very important and have an influence on regional economic development and the community's economy. One alternative approach to tourism development is to organize tourist destinations through tourist villages. In connection with the tourism destination program, community participation is urgently needed, because the existence of community groups that are aware of tourism can produce a comfortable, safe, calm, and peaceful atmosphere for the tourist area. However, in this tourist village, the presence of the participation of tourism-aware community groups is felt to be lacking.

Sixth, the budget is still limited. As for the things that were raised by several sources including Mr. Eko as follows: The tourism village is supported by land from the village, and the Tourism Office is supported in the form of funds of approximately Rp. 100,000,000 taxable with several targets at the start and access to tourist routes. Also, the existence of cooperation and assistance from sponsors is very helpful in developing this tourist village. There is information from informants that the budget provided by the village government to tourist villages is still limited in fulfilling tourism destination program activities. As for the things that were raised by several informants including Mr Adri as follows: The budget here is still somewhat limited because it still requires a budget to fulfil infrastructure facilities such as seats, tables below, namely by the river, and many more. In connection with community empowerment and the development of tourist villages, the budget is still limited which will be a benchmark for success in the process of implementing a tourist destination program.

Identification of Supporting Factors

The supporting factors taken are strengths from the internal environment and opportunities from the external environment. The following are the supporting factors for community empowerment in the tourism destination program in Banyurejo village.

First, alignment of the vision and mission with the environmental conditions of the tourist village. Thus it can be said that the alignment of the vision and mission with the situation is the main thing. As for the things that were raised by several speakers including Mr Eko as follows: "The diversity of potential that exists in Banyurejo Village should be managed and utilized properly so that it can become one of the economic sectors of the community in particular." Judging from the vision and mission of the tourist village with the internal and external environmental conditions, it can be seen that there is already harmony. In short, it can be said that the vision and mission of the tourist village is a quality tourism village that creates community welfare and empowers people who are independent and able to compete.

Second, implementation of the mission in achieving the vision. So carrying out the appropriate mission will affect the achievement of the mission, in achieving the goals in a vision, it is necessary to formulate the mission to be achieved. Efforts in carrying out the mission by the tourism village are by carrying out the implementation of the work program that has been determined.

Third, there is a commitment between stakeholders in the development of tourist villages. As for the things that were raised by several sources, including Mr. Adri as follows: "The tourism village has the support of the village, sub-district, district and Tourism Offices. By collaborating with several organizations in the village and commitment with several agencies, the Tourism Office initially asked to build wells and toilets with the set target, which was finally achieved, because the system from the government had so much funding, how many months had to be completed, and how many workers were there." As for the things that were raised by several sources including Mr. Eko as follows: "For a very good commitment the tourism village is also very committed to developing this tourist village, it's just that it still requires the community to participate." The tourism village of Lembah Si Cangkring has made efforts to build a commitment between stakeholders because commitment and support from the community and people are important in making decisions. For example by gathering the surrounding community, namely the village government, farmer women's groups, youth organizations, and culinary groups.

Fourth, supportive economic conditions. As for the things that were raised by several informants including Mr Adri as follows: "For people who sell tourist villages, they are not attractive, so high enough for the operation of tourist villages, especially those that have to be spent on electricity costs, personnel to help in tourist villages such as pramuladi, and wash. In the agreement for *pelapak* for Saturday Rp. 5000, Sunday Rp. 10,000." As for the things that were raised by several informants including Mr Eko as follows: "The price for this tourist village is still standard, it doesn't drain your pocket, there are lots of culinary delights that are in great demand here, the *pelapak* often run out of merchandise and it is possible to add merchandise stock." Opinions from the informants that the community's economic conditions are quite supportive and can be said to be quite good because the people of Banyurejo Village already have an awareness of the sustainability of community empowerment through the development of a tourism village.

Fifth, cooperation with sponsors is quite good. As for the things that were raised by several informants including Mr. Adri as follows: "In connection with the program in the village every year it is certain that from below it proposes what program you want to propose by raising the concept of the old school market then the tourism village manager is trying to find sponsors, and until now good cooperation with sponsors can also be seen from the current development of tourist villages." During the course of this tourist destination program, cooperation as a tourist object development with sponsors is quite good, cooperation with sponsors is very necessary because the budget feels sufficient.

Sixth, supportive social conditions. As for the things that were raised by several informants including Mr. Adri as follows: "Extraordinary community support such as joining the community for tourism villages as *pelapak*, then those who are not as *pelapak* are connoisseurs meaning that people come to tourist villages to look for something that is presented by the village tourists especially usually buy menus for breakfast." During the course of this program, the social conditions of the surrounding community did not become a barrier or obstacle in carrying out community empowerment in the development of a tourist village in Banyurejo Village. As for the things that were raised by several sources including visitors as follows: "With the existence of this tourist village, hopefully, it can improve the community's economy and can prosper the community through this tourist village, and it is hoped that it can provide solutions for residents in this village for the younger generation."

Seventh, supporting and conducive political environment conditions. As for the things that were raised by several informants including Mr. Adri as follows: "The tourism village still feels quite proud because the tourism village has received encouragement, especially from the village, sub-district, and district governments as a form of strength to keep up the enthusiasm in building this tourist village." It can be seen from the opinions of the informants that the condition of the political environment of the people of Banyurejo Village remains calm, as evidenced by the fact that there have never been riots. Even the vision of community empowerment through tourism villages can be seen from the condition

of the political environment in Banyurejo Village which is very helpful for the development of community empowerment.

CONCLUSION

The internal and external environmental analysis reveals four key issues in developing tourist villages. Firstly, there is a need to align efforts with the mission and vision by implementing planned work programs to support community improvement in tourist villages. Secondly, it's essential to align the vision and mission with environmental conditions to create tourist attractions through social conditions and stakeholder commitments. Thirdly, enhancing the quality, quantity, and number of Human Resources requires collaboration with sponsors and supportive political conditions. Lastly, improving infrastructure and information media through community involvement is crucial. Strategy evaluation identified budget utilization and information media strength as the highest priority. To address these issues, strategic programs are formulated. Firstly, improving information infrastructure and media by enhancing attractiveness, organizing outreach, and involving the community in infrastructure security. Secondly, aligning efforts with the mission by creating a safe business climate and offering cooperation benefits. Thirdly, aligning the vision and mission with environmental conditions through culinary stall development, increased government attention, and enhancing attractiveness. Fourthly, improving Human Resources through proper placement, quantity enhancement, and optimal training with support from sponsors and the government, coordinated with agencies, village government, and the community.

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