

# WOMEN'S PARTICIPATION IN THE DEVELOPMENT OF KEMBANGARUM TOURISM VILLAGE, SLEMAN, YOGYAKARTA

(PARTISIPASI PEREMPUAN DALAM PEMBANGUNAN DESA WISATA  
KEMBANGARUM, SLEMAN, YOGYAKARTA)

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## **Abstract**

*This research is motivated by the presence of women who as an actors in the development of tourist villages. This study aims to increase the level of women's participation in developing the tourism village of Kembangarum. This study used a qualitative method aimed at determining the level of women's participation in the development of a tourism village in the Tourism Village of Kembangarum with a total of 12 participants consisting of 10 women, 1 manager and 1 as a headman. The results of the study found that women's participation in tourism activities was still not optimal as seen from the participation process consisting of decision making, activity implementation, evaluation and utilization of the results which were not comprehensive. Even though, the activities held in the Kembangarum Tourism Village can improve the quality of life of the women who live around the Kembangarum Tourism Village, especially in economic and social aspects. This research was conducted to develop women's participation in order to optimize women's involvement in village development through activities organized by managers in Kembangarum Tourism Village.*

**Keywords:** Participation, Woman, Tourism Village.

## **Abstrak**

Penelitian ini dilatarbelakangi oleh keberadaan perempuan sebagai aktor dalam pengembangan desa wisata. Penelitian ini bertujuan untuk meningkatkan tingkat partisipasi perempuan dalam mengembangkan desa wisata Kembangarum. Penelitian ini menggunakan metode kualitatif yang bertujuan untuk mengetahui tingkat partisipasi perempuan dalam pengembangan desa wisata di Desa Wisata Kembangarum dengan jumlah peserta 12 orang yang terdiri dari 10 orang perempuan, 1 orang pengelola dan 1 orang sebagai kepala desa. Hasil penelitian menemukan bahwa partisipasi perempuan dalam kegiatan pariwisata masih belum optimal terlihat dari proses partisipasi yang terdiri dari pengambilan keputusan, pelaksanaan kegiatan, evaluasi dan pemanfaatan hasil yang belum menyeluruh. Padahal, kegiatan yang diadakan di Desa Wisata Kembangarum dapat meningkatkan kualitas hidup para wanita yang tinggal di sekitar Desa Wisata Kembangarum, terutama dalam aspek ekonomi dan sosial. Penelitian ini dilakukan untuk mengembangkan partisipasi perempuan dalam rangka mengoptimalkan keterlibatan perempuan dalam pembangunan desa melalui kegiatan yang diselenggarakan oleh pengelola di Desa Wisata Kembangarum.

**Kata Kunci:** Partisipasi, Perempuan, Desa Wisata.

## **INTRODUCTION**

The development of a village that applies tourism will be in line with the government's principles of sustainable development. Of course, the development of a tourism village cannot be separated from participation. Therefore, community participation is needed, both men and women. Cohen (1972) stated that the nature of tourism also allows women to combine work with family. If the women do not have the ability or skills at all, they can also be given training or self-development. The United Nation released a program, namely the Sustainable Development Goals (SDGs), where this program was implemented for 15 years from 2015-2030. SDGs place society to be the center of development, one of the topics raised in the SDGs is gender equality, which aims to reduce all forms of discrimination experienced by women and ensure the active participation of women and equal opportunities for women to lead in all levels of decision making in the aspects of politics, economy and society.

In simple terms, participation is a process in which the community as stakeholders is involved in influencing and controlling development in their respective places. Communities participate actively in initiating their lives, through the process of making decisions and obtaining resources and using them. Likewise with Cohen and Uphoff in Theresia (Cohen and Uphoff, 1979), the scope of community participation in development is:

- a. Participation in decision making;
- b. Participation in the implementation of activities;
- c. Participation in the utilization of results;
- d. Participation in evaluations.

Participation consists of the four stages above. Participation will not run optimally if one of the four stages is not going well. Meanwhile, according to Sudjana developing a typology of community participation in tourism by classifying the types of participation in three main parts Tosun and Cevat (1999). The parts in question include:

1. Spontaneous participation in society (spontaneous participation),
2. Community participation because of violence (coersive participation) and,
3. Community participation because of the initiative to do it (induced participation).

Kembangarum Tourism Village is located in Donokerto Village, Turi District, Sleman Yogyakarta. This tourist village is characterized by its natural beauty and rural activities. The Kembangarum tourism village has experienced an increase in visits since 2015 so that tourism village managers often invite the entire community to participate in tourism activities in it including women who live around the Kembangarum Tourism Village.

However, the obstacles faced by Kembangarum Tourism Village in empowering women are that the majority of women who live in Kembangarum Tourism Village area are elderly. The lack of energy makes the elderly prefer to rest at home rather than participate in tourism activities. Likewise with young people who prefer to work in cities. Meanwhile, young people are the next generation in developing tourist villages in an area. Therefore, it is necessary to have the participation of all layers of women in the Tourism Village in realizing the Tourism Development Master Plan for Sleman Regency 2015-2025 in the Sleman Regency Regional Regulation Number 11 of 2015. Dunn in Andani suggests that women are a source of important things that can be well empowered in community development activities, especially in rural communities (Faradila, 2017; Susan, 2007).

Based on the existing problems, the researchers are interested in examining Women's Participation in the Development of the Tourism Village of Kembangarum, Sleman Regency, causing the following problem formulations:

1. What is the form of decision making in women's participation in the Tourism Village of Kembangarum Sleman?
2. What is the form of implementation of activities in women's participation in the Tourism Village of Kembangarum Sleman?
3. What is the evaluation stage for women's participation in the Tourism Village of Kembangarum Sleman?
4. What is the form of utilization of proceeds in women's participation in the Tourism Village of Kembangarum?

The research was conducted with a purpose. The general objective of this study is "to determine the level of women's participation in the Tourism Village of Kembangarum". The objectives of this study include:

1. To describe the description of women's participation in areas near the Tourism Village of Kembangarum Sleman as a tool for rural development.
2. To describe the level of participation of women in the Tourism Village of Kembangarum.
3. This research was conducted because it aims to determine the placement of women's participation based on policies made by the local government through the Tourism Village Program.

This study aims to determine the impact felt by women in participating in Kembangarum Tourism Village.

## **METHODS**

The writing of this research uses qualitative research methods. Nasution considers qualitative research to be naturalistic research (Nasution, 2003). It is called naturalism because the data collected is qualitative, because it does not use measuring tools, and the research uses natural and actual conditions so that this study describes the state of women's participation in tourism activities in the Tourism Village of Kembangarum. This research will be carried out in Kembangarum Tourism Village, Donokerto Village, Turi District, Sleman Regency, Yogyakarta Special Region with 12 subjects consisting of the Head of Donokerto Village, Kembangarum Tourism Village Manager, and women who live around the Tourism Village of Kembangarum. Techniques in data collection are a method used to obtain data. The collection techniques used in this study include:

### **a. Observation**

This research was carried out through a process of observation which was carried out either directly or by looking at the recordings by the researcher to obtain information about women's participation in Kembangarum Tourism Village. Sugiyono explains that compared to other techniques (interviews and questionnaire surveys), observation as a data collection technique has specific characteristics (Sugiono, 2017).

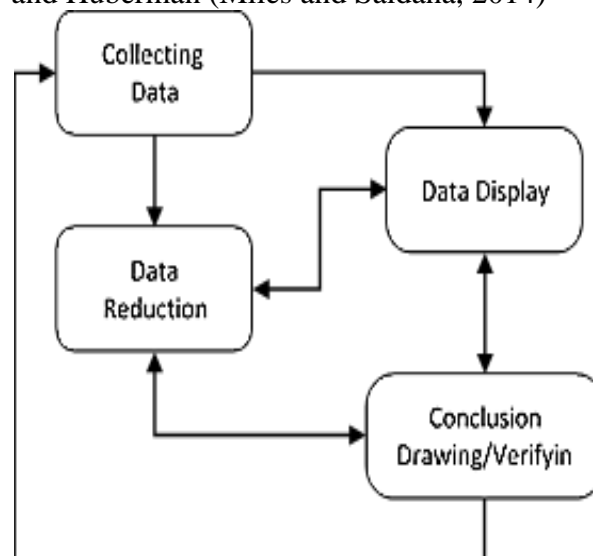
### **b. Interview**

Interviews were conducted face to face (face to face) with research subjects.

### **c. Documentation**

In this study, researchers used the results of documentation of the facilities and activities of Kembangarum Tourism Village.

Data analysis in this study also refers to the interactive analysis model developed by Miles and Huberman (Miles and Saldana, 2014)



**Figure 1.** Data Analysis of Miles and Huberman (2014)

## **RESULTS AND DISCUSSION**

According to Davis in Khairuddin, it is explained that participation occurs because of the thoughts and emotions of individuals in a group so as to encourage them to achieve the group's goals (Khairudin, 2000). Participation is considered important in helping development itself because with participation, a sense of community responsibility is built to run government programs where the results of that participation can help the welfare of the community itself. In connection with the statement from Sumaryadi, namely that development can be realized if the community is moved and has the willingness to participate in a development matter (Sumaryadi and Nyoman, 2010). In this study, researchers focused on the form of community participation in the Tourism Village of Kembangarum by using the theory of Yadav (1980) in Theresia which consists of 4 (four) stages (Theresia, 2014).

### **Participation in Decision Making**

Planning for a tourism development must be downward oriented and involve the wider community. So that the government or manager knows the needs of the community through the aspirations collected in an association. However, what happened in the field, most of the women living around Kembangarum Tourism Village stated that they were not too involved in planning for tourism village development. These things are caused by:

- a. The women felt that they had represented their voice in a plan by the presence of the Head of the Family Welfare Program who attended a meeting or a meeting.
- b. The women around the tourism village feel that they do not feel competent to provide new ideas for tourism activities that can be carried out in the Tourism Village of Kembangarum.

Through a top-down approach, the women there participate because of the direction from the management of Kembangarum Tourism Village.

### **Participation in Activity Implementation**

Although women in Donokerto Village participate passively in planning the development of tourism villages, they are quite active in tourism activities differently in the implementation of their activities. The manager of the Tourism Village Kembangarum grouped the team in community involvement such as for youths being directed to become outbound instructors, while for women they were included in the culinary field group. According to Davis in Sudirman, the types of participation include participation in the form of thoughts, energy, expertise, participation in goods, and participation in money (Keith and Newstrom, 1989; Tamarli, 1994). Women in the tourism village of Kembangarum tend to provide labor and expertise because they are involved in activities according to their expertise.

### **Participation in Evaluations**

Women's participation in evaluating the quality of development and overcoming the problems of the tourism village program that has been realized has been carried out by several female representatives who are considered to play a role in the Tourism

Village of Kembangarum. Women's participation in the evaluation stage includes the presence of women who live in Kembangarum Tourism Village in an evaluation meeting to assess the success of a program or activity in the form of criticism, suggestions or input so that tourism activities in Kembangarum Tourism Village can improve the performance of the community involved in Kembangarum Tourism Village.

However, although the majority of women living around Kembangarum Tourism Village are elderly, there are still women who participate in evaluation activities only followed by women in the 30-40 years range. This is also because the woman is a Family Welfare Programme administrator or culinary coordinator in activities at Kembangarum Tourism Village. According to Tamarli, the older a person is, the less physical ability he has and this can affect his social participation (Tamarli, 1994).

### **Participation in the Utilization of Results**

Cohen and Uphoff explain that community participation in the results of the development of a tourism is a result that can be enjoyed by local communities, including women who live around the Tourism Village of Kembangarum (Cohen and Uphoff, 1979). This research was conducted, it was found that community participation in the utilization of the results of the activities was evenly distributed. In fact, village tourism assistance funds are manifested in physical forms such as repaired village roads and additional tourism products in the Kembangarum tourism village. In addition to the material benefits felt by women in Kembangarum Tourism Village, women also benefit from the abilities developed in participating in several trainings held by managers and the majority of women who have attended training, the majority will implement the results of their training.

### **CONCLUSION**

Based on the results of research conducted by researchers, women's participation in the Tourism Village of Kembangarum consists of 4 (four) stages according to Cohen and Goldsmith (1979), including: (1) Participation in the Planning stage; (2) Participation in Activities; (3) Participation

in Evaluation; and (4) Participation in the use of the results. In the four stages, participation that is still not optimal is the stage of decision making or planning and evaluation. For further research that will examine the Tourism Village of Kembangarum, it would be nice to use the RETS (Resident Empowerment through Tourism Scale) measurement tool because it can lead to psychological, political and social aspects of the community involved in tourism activities so that research is more in-depth.

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