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## **Implementation of Community Based Tourism Concept in Rejowinangun Tourism Village Yogyakarta City**

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### **ABSTRACT**

Rejowinangun Tourism Village is one of the tourism village located in Yogyakarta City. Some requirements have to be gratified by a village to be determined as a tourism village one of them is a tourism activity in the village based on the community (Community Based Tourism). Besides, Rejowinangun Tourism Village is a pilot tourism village in Yogyakarta City, result in many parties come to visit and learn about the Rejowinangun Tourism Village management to be implemented in their origin tourism management. Therefore, it is important to conduct a study to identify the CBT implementation condition based on 5 dimensions. The concept bases used in this study are Implementation, Community Based Tourism (CBT) and Tourism Village. The data collection techniques in this study involve observation, interview, and documentation. The informant determination techniques in this study used purposive sampling technique. The analysis used in this study is descriptive qualitative.

The study result showed the tourism existence condition of Rejowinangun Tourism Village observed with attraction, accessibility, amenities and ancillary can be categorized as good and enough to meet the standard as a tourism destination, meanwhile the result of CBT concept implementation based on economic, social, culture, environment and politics dimensions can be discovered that most of the indicators contained in those five dimensions are fulfilled at tourism management in Rejowinangun Tourism Village. But there are some indicators implementation needs to be maximized, thus the implementation of the CBT concept in Rejowinangun Tourism Village can be accomplished maximally and thoroughly.

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Keywords: Community Based Tourism, Tourism Village, Implementation

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### **1. Introduction**

The city of Yogyakarta has its own cultural characteristics, which from this cultural diversity is also the main attraction of tourism in the city of Yogyakarta. The city of Yogyakarta holds the title of the second tourism city after Bali in Indonesia, because the city of Yogyakarta itself is a city with complete tourism facilities and infrastructure. These facilities and infrastructure include the variety of choices of tourist destinations with their unique charms with a very inherent Yogyakarta culture, the many choices of accommodation and transportation facilities for tourists, as well as the people who are already familiar with the existence of tourists so as to provide a warm attitude and atmosphere that makes tourists feel comfortable. Those who visit the city of Yogyakarta feel comfortable (Murdiyastomo, 2017).

Based on the Regulation of the Mayor of Yogyakarta Number 115 of 2016 concerning the Implementation of Tourism Villages in an effort to support tourism activities based on regional potential, both natural attractions, social life, arts and culture, traditions, crafts and culinary, it is necessary to have programs and activities in tourist villages in the region. The city of Yogyakarta with empowerment activities in areas and communities that have strategic value and very broad economic effects. The purpose of the establishment of a tourist village is to organize tourism activities based on community culture in which the local community takes part in the development and implementation of tourism activities and to bring back the cultures that exist in the community and are appointed to be introduced to tourists, the majority of whom come from outside the region.

When viewed from the importance of the role of local communities in the development of a tourism destination, the concept of CBT (Community Based Tourism) emerged which became a new model in the world of tourism, namely tourism development based on local communities. There are 5 dimensions which are the main aspects of CBT development which include the social dimension, the economic dimension, the cultural dimension, the environmental dimension, and the political dimension (Suansri, 2003).

In the city of Yogyakarta, there are 17 tourist villages with different uniqueness and tourism potential in each village. Where the villages are formed and managed based on community initiatives in seeing the tourism potential in their respective villages. Where to be designated as a tourist village, a village must meet the requirements specified in the Mayor's Regulation Number 115 of 2016 concerning the Implementation of Tourism Villages. The technical requirements as a tourist village as contained in article 4 of the Perwal No. 15 of 2016 are the first, community based activities based on Community Based Tourism, having attractiveness as a superior potential, availability of places as a center for community activities and the availability of the concept of vision and mission. 17 tourist villages located in the city of Yogyakarta.

Of the many tourist villages, Rejowinangun Tourism Village is one of the tourist villages that is considered the most ready to receive tourist visits. This is because the Rejowinangun Tourism Village is the only Tourism Village in the City of Yogyakarta which has succeeded in lifting the diverse potentials of its people and making it an attractive tourist attraction in Rejowinangun Tourism Village, where these potentials are divided into 5 clusters where each The cluster has different characteristics according to the potential of the community.

Rejowinangun Tourism Village has various tourist attractions based on art, community cultural traditions and agro-tourism. The Rejowinangun Tourism Village itself is a tourist village managed by the community, which in practice the role of the local community is the main point in carrying out tourism activities in the Rejowinangun Tourism Village, both in managing institutions, namely being a member of the management of the tourist village, as a provider of tourist attractions, as a provider of facilities in activities. tourism, as well as guide the course of tourism activities. Local communities are the main component in forming the image of a tourism destination, which also explains that the development of a tourism village cannot be separated from the role of the local community (Pike, 2004) in (Adikampana, 2017).

Based on the preliminary study that has been carried out by the researcher, there is information that the Yogyakarta City government is currently aggressively promoting tourism villages as tourist destinations and the Rejowinangun Tourism Village is a model model for tourism villages in the city of Yogyakarta because there is information that community-based tourism management in Kampung Wisata Rejowinangun tourism is good, where it makes visits from other tourist villages with the aim of conducting comparative studies or comparative studies in Rejowinangun Tourism Village and learning how to manage community-based tourism in Rejowinangun Tourism Village so that it can become one of the best tourist villages in Indonesia. Yogyakarta and become a model for a tourist village.

it is deemed important to conduct a study and re-evaluation of tourism management based on CBT (Community Based Tourism) in the Rejowinangun Tourism Village so that it can be seen whether the application of the CBT concept to tourism activities in the Rejowinangun Tourism Village is in accordance with the indicators contained in the 5 dimensions, namely the dimensions the economy seen from several indicators to find out more about the management of funds and the community's economy with community-based tourism activities in the Rejowinangun Tourism Village, the social dimension with several indicators to find out how the social conditions of the Rejowinangun Tourism Village community are after tourism activities, the cultural dimension with several indicators to find out how the role of the Rejowinangun Tourism Village is in supporting cultural exchanges that occur between tourists and local communities and to find out how the local community's culture, environmental dimensions are This is seen from several indicators to find out how environmental management is after tourism activities in the Rejowinangun Tourism Village and the last is the political dimension which contains several indicators to find out how community participation in contributing to tourism activities and the benefits felt by the community by participating in contributing to tourism activities , besides that it is also to analyze whether there are obstacles in meeting these criteria which makes the implementation of tourism based on the CBT concept to be hampered and not optimal. So it is hoped that the results of the existing analysis can provide a real picture of tourism management in the Rejowinangun Tourism Village and provide an understanding of whether the Rejowinangun Tourism Village is qualified and worthy to become a pilot tourism village in Yogyakarta City.

Based on the description above, it is considered important for researchers to carry out research on the implementation of the CBT concept in the Rejowinangun Tourism Village which is stated in the title "Implementation of the Community Based Tourism Concept in the Rejowinangun Tourism Village, Yogyakarta City". To identify the current condition of tourism in Rejowinangun Tourism Village, as well as analyze and describe the application of CBT in Rejowinangun Tourism Village at this time. So it is hoped that researchers can provide a description of the existing conditions of tourism, the application of CBT in the Rejowinangun Tourism Village and can provide appropriate recommendations to related parties based on the analysis that has been carried out, where the results of the analysis are also expected to be learning material for other parties who apply community-based tourism management.

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## 2. Methodology

The data analysis technique used in this research is descriptive qualitative data analysis technique. The technique of qualitative descriptive data analysis according to Miles and Huberman (1992) is to describe and then interpret the data with a rational interpretation of the facts obtained in the field (Sugiyono, 2014).

Data in qualitative research is generally contained in the form of qualitative descriptive narratives, if in the research process there is quantitative document data, then the data must be described, so it can be concluded that in qualitative research there is no data analysis that applies statistical analysis techniques (Hardani et al, 2020)

The steps in data analysis techniques according to Miles and Huberman (1992) in Hardani, et al (2020), namely data reduction, data display and drawing conclusions and verification. The steps of data analysis in this study are:

### 1. Data reduction

The data reduction step is a step which summarizes the data obtained in the field and then the data is sorted out to determine the main information and in accordance with the research problem. The data that is in accordance with this research is the general description of the Rejowinangun Tourism Village, the existing conditions of the Rejowinangun Tourism Village, the conditions for the application of the CBT (Community Based Tourism) concept seen

from the economic dimension, social dimension, cultural dimension, environmental dimension and political dimension and the constraints that arise. experienced in the effort to apply the CBT concept in the Rejowinangun Tourism Village.

## 2. Data presentation

Data presentation is a structured collection of information that gives the possibility of drawing conclusions and taking action, where the most commonly used data presentation in qualitative research is the presentation of data in the form of narrative text. The data display serves to see the overall results of the research and makes it easier to understand what is happening where through data reduction and data display researchers can draw conclusions in research. In this study, the data display is used to display data regarding the general description of the Rejowinangun Tourism Village, the existing conditions of tourism in the Rejowinangun Tourism Village and the conditions for the application of the CBT concept in the Rejowinangun Tourism Village seen from five dimensions based on indicators in each of these dimensions.

## 3. Withdrawal and verification

The conclusion is a research essence obtained based on the findings when conducting research and describes the final opinions in which the opinion is based on the description or previous information or decisions that have been obtained. The conclusions made must be relevant to the research focus, research objectives, and research findings that have been interpreted and discussed in the previous step. Conclusions in qualitative research are new findings that have never existed before which can be in the form of a description or description of an object that was previously dim so that after research it becomes clear.

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## 3. Result

To find out more about the general description of the research location this time, explanations and other information will be given that can provide more in-depth information about the research location. The general description will contain the history of the formation of the Rejowinangun Tourism Village, the geographical conditions of the Rejowinangun Tourism Village in which the Rejowinangun Tourism Village itself is part of the Rejowinangun Village, demographic conditions and forms of tourism conditions in Rejowinangun Tourism Village.

The Rejowinangun Tourism Village was initiated as a result of community self-help in 2011 which began with the establishment of the Green Village which is currently centered in the Agro Cluster. The establishment of the Green Village was initially aimed at making the environment greener and more beautiful, it also aims to meet the daily nutritional needs of the community in the form of vegetables and fruits. In 2012 the houses of residents in the green village have been planted with fruits, vegetables and herbal plants. This attracts outsiders to come to Rejowinangun because they see the uniqueness that in the Rejowinangun area, which incidentally is in the middle of the city, but the residents are still planting culture. This gave rise to the idea to develop this potential into a tourist village by raising the potential of the community in each region. In 2014, the Rejowinangun Tourism Village was officially established by being divided into five clusters, where the cluster division was based on the pre-existing potential of each area.

The division of the region (cluster system) based on the potential of each region was first coined by the Head of the Rejowinangun Village at that time, namely Retnaningtyas, the division of the region was not merely to bring up new potential, but raised the potential of the existing community and then developed it with the aim of increasing community economy. The five clusters in the Rejowinangun Tourism Village which were first established were the Agro Cluster, the Agro Cluster located in RW 11, 12, and 13. The Agro Cluster was the beginning of the establishment of the Rejowinangun Tourism Village. The reason that underlies the formation of the Agro Cluster is that in this area there is still a fairly large area of rice fields and many people who carry out farming activities, the Agro Cluster is also the place for the traditional ceremony of wiwitpari, which is a traditional ceremony held to welcome the harvest. The next cluster is the Cultural Cluster, the Cultural Cluster is located in RW 01, 02, 03, 04, and 05 in this Cultural Cluster, there are many people who are art activists and have art studios, this is also what underlies these five RWs to be formed into Clusters Culture as a tourism potential. The next division of the cluster is the Craft Cluster, the thing that underlies the formation of this Craft Cluster is that many people who live in the area are craftsmen ranging from leather crafts to handicrafts made from plastic waste, with the formation of this Craft Cluster, it is hoped that apart from being one of the The tourism potential of the Rejowinangun Tourism Village can also be a promotional step to market handicraft products produced by the community. The next cluster division is the Herbal Cluster, Herbal Clusters are located in the RW 08 and 09 areas, in ancient times until now there are many people who produce traditional herbal medicine, before the establishment of the Tourism Village, the herbal products produced were marketed manually either to the market Nearby and in front of the houses of residents who produce these herbs, at this time the Herbal Cluster itself has become a center for the manufacture of traditional Rejowinangun herbal medicine, which is named Jamu JGER (JamuGendongRejowinangun) in addition to being a center for making traditional herbal medicine, in this Herbal Cluster there are also medicinal plants or commonly known as live pharmacies where these plants can also be used as raw materials for making herbal medicine depending on the needs. The regional division based on the last potential is the Culinary Cluster, the Culinary Cluster is located in RW 10, Rejowinangun sub-district where in this cluster many of the people produce snacks or traditional market snacks. In tourism activities, apart from acting as a provider of consumption for tourists, based on interviews with the chairman of the Culinary Cluster, this Culinary Cluster can also be used as a tourist attraction, namely with tourists learning firsthand how to make traditional food produced by the people of the Rejowinangun Tourism Village where the activity is held. can fill the agenda included in the tour packages chosen by tourists.

The existing conditions of tourism in the Rejowinangun Tourism Village in this study were reviewed from the geographical conditions of the Rejowinangun Tourism Village, the demographic conditions of the Rejowinangun Tourism Village, the tourism conditions in the Rejowinangun Tourism Village and the availability of tourism components in the Rejowinangun Tourism Village in meeting the needs of tourism activities so that the tourism activities in the Rejowinangun Tourism Village Rejowinangun Tourism Village can run well and according to standards.

Rejowinangun tourism village is a tourist village which is administratively located in Rejowinangun Village, Kota Gede District, Yogyakarta City, Yogyakarta Special Region Province. To get to the tourist village of Rejowinangun, tourists can travel by land with an estimated 90-120 minutes from Yogyakarta International Airport and 1 km from the district government center, 3 km from the center of Yogyakarta City or can be reached in approximately 10-15 minutes. The location of this tourist village is right behind Gembiraloka Zoo so it is quite easy for tourists to access because there are several transportation options that can reach this location. Rejowinangun Tourism Village has an area of 125 hectares which is divided into 13 (thirteen) Pillars of Citizens. The location of the Rejowinangun Tourism Village is bordered by several areas, namely in the north it is bordered by Banguntapan Village, Banguntapan District, Bantul Regency following Jalan Kusuma Negara, in the south it is bordered by Prenggan Village, Kotagede Subdistrict, in the west it is bordered by Warungboto Village and Muja-Muju Village, Umbulharjo Subdistrict. It follows the Gajah Wong River and in the east is bordered by Banguntapan Village, Banguntapan District, Bantul Regency, following Jalan Gedongkuning and Jalan Packaging.

Rejowinangun Tourism Village has a population of 12,863 people who are included in 4,083 families, with 6,425 men and 6,438 women. It can be seen in table 4.2 which contains the distribution of the population by gender in 2021 in the Rejowinangun Tourism Village, Kotagede District, Yogyakarta City.

the composition of the population with the female gender is slightly higher than the male population in the Rejowinangun Tourism Village with a difference of 13 people.

The people of the Rejowinangun Tourism Village have a variety of livelihoods in their daily lives, such as working as civil servants, ABRI, private employees, entrepreneurs or traders, farmers, carpenters, farm laborers, and people who have retired from their duties (retired).

The majority of the people of the Rejowinangun Tourism Village work as entrepreneurs/traders and private employees where it can be seen that there are many businesses or MSMEs (Micro, Small and Medium Enterprises) owned by the community with varying production results, including handicrafts, herbal medicine, culinary and plant cultivation products scattered in the Rejowinangun Tourism Village. .

When viewed from the level of education of the people of Kampung WisataRejowinangun, the level of education contained in the community is quite varied, ranging from education at the level of childhood to postgraduate level.

As stated in the ADART (Statutes of Association and Bylaws) of the Rejowinangun Tourism Village Chapter IV article 8 regarding the organizational structure, the Rejowinangun Tourism Village is managed by local people who are members of the tourism village management organization as well as the administrators of each cluster. The management of the tourist village consists of the chairman, vice chairman, secretary, treasurer, public relations, promotion section, sports section and general assistants.

In addition, in its management at the Rejowinangun Tourism Village, there is also a Pokdarwis which was formed in 2021 based on the Decree of the Governor of DIY Number 40 of 2020 and SK Lurah Number 24/RJW/KPTS/2021 where the Pokdarwis has a function as a driving force for Tourism Awareness and Sapta Enchantment in the regional environment in tourist destinations and become partners of the Central Government, Regional Government and Regency/City Governments in an effort to realize and develop tourism awareness and SaptaPesona in the Special Region of Yogyakarta.

Local communities that play a role in tourism activities other than the management of the tourist village include KWT (Group of Women Farmers), Argodumilah art studio, Sari Budoyo art studio, J'GER herbal medicine group, and the KaryaManunggal knitting craft group. These communities act as managers of attractions, implementers of activities in tourist visits as well as providers of tourist attractions in the Rejowinangun Tourism Village.

The main thing in determining the economic system of a tourism destination is the supply side, which is a tourism product that is useful as an attraction in attracting tourist visits and the demand side, which is the context of the tourist market which includes market segmentation, the position of the destination in the tourist market and tourist trends (Lee, 2013). In the tourism economic system, where tourism products become a "pull factor" for the market, the Rejowinangun Tourism Village is a tourist attraction that is of special interest, can be identified with tourist attractions such as urban agro-tourism, performing arts and traditions, traditional culinary arts and socio-cultural activities. local people who are the main attraction products offered by the Rejowinangun Tourism Village.

With the nature of tourism products in the Rejowinangun Tourism Village is of special interest, most tourists visiting the Rejowinangun Tourism Village are typology of Organized Mass Tourism tourists, namely tourists who visit well-known tourist destinations with facilities such as those they can find in their homes and their journeys are always guided. by the tour guide.

Based on information obtained from the village head explained that the majority of tourists visiting the Rejowinangun Tourism Village came from outside the region in regional and national scope, regional scope generally came from Central Java, East Java and West Java, while the national scope came from Sumatra, Kalimantan and Nusa Tenggara. Tourists who come to visit the Rejowinangun Tourism Village usually have a purpose such as comparative studies or work visits who come in the form of groups to do a one-day tour of the Rejowinangun Tourism Village.

The flow of tourist visits to the Rejowinangun Tourism Village based on the information contained in the tourist village profile document is that prospective tourists contact travel agents who have partnered with Rejowinangun Tourism Village or can directly contact the tourism village manager

number listed on the brochure and social media belonging to the tourist village. After that, tourists choose the desired package, state the number of tourists, and determine the date of visit. Based on information from the head of the tourist village, tourists who buy tour packages can choose which cluster to visit and what activities they want to include in the tourism activity agenda. Furthermore, after receiving orders from tourists, the management of the tourist village will coordinate this with the cluster administrators involved.

In 2021 the Rejowinangun Tourism Village was included in the nominations of the top 50 (fifty) Indonesian Tourism Village Awards and won 2nd place in the CHSE (Cleanliness Health Safety and Environmental Sustainability) category in the same event. This indicates that there is participation from the community and support from various parties in building a tourist village so that the Rejowinangun Tourism Village can reach that stage. In the same year, the Rejowinangun Tourism Village also received a visit from the current Minister of Tourism and Creative Economy, namely Sandiaga Uno, this is expected to motivate and increase the enthusiasm and enthusiasm of the community to better manage and develop Rejowinangun Tourism Village in the future.

Rejowinangun Tourism Village in its development still requires assistance, training and counseling from related parties with the aim of improving the quality of community human resources regarding the basic understanding of tourist destination management, increasing the ability of the community in their respective fields and to maintain the stability of the enthusiasm of the community to continue participating in activities tourist. So with these supports, it is hoped that in the future it will be able to realize the condition of tourist villages that are more independent, innovative, attractive to tourists, and in line with the dimensions contained in the CBT concept, namely the economic dimension, social dimension, cultural dimension, environmental dimension and political dimension so that the creation of a balance between the welfare of people's lives and tourism in the Rejowinangun Tourism Village.

Based on the Mayor's Regulation Number 115 of 2016 concerning the Implementation of Tourism Villages, the consideration for the establishment of a tourist village is to carry out community empowerment where empowerment is through Tourism Village activities so that these activities are expected to have strategic value and very broad economic effects. Indicators on the economic dimension in the main aspects of CBT development are in the form of funds for community development, the creation of jobs in the tourism sector and the emergence of local community income from the tourism sector (Suansri, 2003). Based on the data obtained during the research in the Rejowinangun Tourism Village, the form of CBT implementation when viewed from the indicators contained in the economic dimension can be described as follows:

#### 1. Indicators of the existence of funds for community development

The source of funds at the beginning of the establishment of the Rejowinangun Tourism Village came from the results of non-governmental organizations. Then at this time after it was officially established the Rejowinangun Tourism Village as one of the Tourism Villages in Yogyakarta City which made more and more attention received by Rejowinangun Tourism Village from various parties, one of the benefits of this was in the form of funds as a form of appreciation in participating in an event. or competitions and funds in the form of assistance provided for the Rejowinangun Tourism Village from several institutions. These funds are as follows:

- 1) Based on the results of an interview with the head of the Rejowinangun Tourism Village, Rejowinangun Tourism Village has received PNPM funds from the Central Government which were distributed through the Rejowinangun village in the amount of Rp. 75,000,000.00 in 2014.
- 2) Fund assistance as a form of CSR (Corporate Social Responsibility) program implementation from Bank BRI in the amount of Rp. 2,000,000.00 which was received by MSME owners in the Rejowinangun Tourism Village.
- 3) Pokdarwis grants originating from the Specialty Fund of DIY and in collaboration with Bank BPD DIY amounting to Rp. 35,000,000.00.
- 4) Obtaining funds as a form of prize or coaching money as the 2nd place winner in the CHSE category in the Indonesian Tourism Village Award in the amount of Rp. 25,000,000.00.
- 5) Funds originating from the tourist village treasury as a result of organizing tourism activities in the Rejowinangun Tourism Village. Based on the information contained in the profile of the tourist village with the sale of group tour packages at a price of Rp. 750,000.00 for one group, then Rp. 200,000.00 will go into the treasury of the tourist village.

Based on the results of interviews with the head of the tourist village, these funds are allocated for the common interest and improve the welfare of the community, such as helping community-owned MSMEs in building these MSMEs which can be in the form of production equipment assistance, environmental management of the Rejowinangun Tourism Village, and as a source of supporting funds if needed. The Rejowinangun Tourism Village will participate in an event/competition that requires funds for its preparation or an activity will be held at the Rejowinangun Tourism Village, such as the Wiwit Pari traditional ceremony.

However, the policy for the allocation of these funds has not yet been supported by a strong legal basis regarding the management of funds belonging to the Rejowinangun Tourism Village, both listed in the ADART of the tourist village and the local Lurah Decree which contains regulations regarding the management of funds obtained from the Rejowinangun Tourism Village.

In addition to the funds described previously, if the people of the Rejowinangun Tourism Village feel they need something to support tourism activities or other development supports, the community can conduct deliberation and submit the request to the Rejowinangun Village, which then the request will be forwarded to a higher party and will be reviewed through Musrenbang (Development Planning Deliberations) and Coordination Meetings.

The people of the Rejowinangun Tourism Village generally have a main job besides participating in tourism activities in the Rejowinangun Tourism Village, so that work in the tourism sector in the Rejowinangun Tourism Village is a form of side work for the community. Based on the Rejowinangun Village Monograph Data as shown in table 4.3, the occupations of the Rejowinangun Tourism Village community vary, such as civil servants, military personnel, entrepreneurs/traders, private employees, farmers, farm laborers, carpenters and retirees. After the establishment of the Rejowinangun Tourism Village as a tourist village and the ongoing tourism activities in the Rejowinangun Tourism Village, there are several side job opportunities to support tourism activities.

The basic income of the people of the Rejowinangun Tourism Village generally comes from income obtained from the community's main job, the income obtained by the community by participating in tourism activities is classified as additional income/income. Based on the results of research through secondary data and interviews with several sources of income obtained by the community from tourism activities in the Rejowinangun Tourism Village.

According to Suansri (2003: 21-22), the indicators contained in the social dimensions contained in the concept of CBT (Community Based Tourism) are the first indicators of improving the quality of life, the next are indicators of increasing community pride, indicators of equitable distribution of roles between genders and age and the last is an indicator of building community organization strengthening. Based on data obtained from informant documents, interviews and observations in the Rejowinangun Tourism Village.

The health facilities in the Rejowinangun Tourism Village are sufficient and can serve the needs of first-level medical treatment for the people of the Rejowinangun Tourism Village. In addition, after the establishment of the Rejowinangun Tourism Village, where there was a provision from the Rejowinangun village head to the community to plant a minimum of 5 types of plants in their yard, many people in the Rejowinangun Tourism Village chose TOGA (Family Medicinal Plants) as a choice of plants to be planted in their yards, where it can also improve the quality of public health through natural or herbal ingredients which are also supported by the existence of the Herbal Cluster.

In terms of environmental indicators, after the establishment of the Rejowinangun Tourism Village, the management and arrangement of the environment became better and neater, this was also supported by the Rejowinangun Tourism Village winning 2nd place in the CHSE (Cleanliness, Health, Safety and Environmental Sustainability) category in the AnugrahDesaWisata Indonesia in 2021 where this proves that public awareness regarding cleanliness, health, safety and environmental sustainability has been well implemented and it is hoped that the awards that have been achieved can motivate the community and increase the attention of related parties in supporting the Rejowinangun Tourism Village to increase awareness of the environment and better health in the future.

With the establishment of the Rejowinangun Tourism Village, it also supports social stability, namely the existence of a Tourism Village and the activities in it, making the frequency of people meeting each other increase both in terms of preparing for events or visits and regular meetings or community service to organize the environment which is also build relationships between communities and increase the sense of community among communities.

When viewed from the condition of education in the Rejowinangun Tourism Village, the level of education in this area has been fulfilled well, judging by data sourced from Rejowinangun Village, the number of people with the category of high school / vocational education graduates is 3,455 people with a percentage of 26% of the total population. , 686 Academy/D1-D3 graduates with a percentage of 5% of the total population, 2,327 Bachelor graduates with a percentage of 18% of the total population, 256 Postgraduate graduates with a percentage of 2% of the total population and the rest are people in school age or still under productive age. In addition, the establishment of a tourist village has also increased the attention of a number of parties to the Rejowinangun Tourism Village, one of which is the provision of competency training to support formal community education.

When viewed from the absorption of labor and the impact of tourism activities in the Rejowinangun Tourism Village on the income of the community, based on the discussion on the economic dimension, it can be seen that the impact on the economy is not too significant for the community, besides that there are new job opportunities in the tourism sector but the absorption of labor is not significant. Until now, the work in the tourism sector in the Tourism Village has not been too large, so that at this time the community still relies on their main job and the income they get from this main job to meet their daily needs, while employment and income from the tourism sector for the people of the Rejowinangun Tourism Village at this time just a side job and additional income only. This indicates that from an economic point of view, tourism activities in the Rejowinangun Tourism Village have not had a major impact on improving the quality of life of the people, only as an "addition" or supporter.

After the establishment of the Rejowinangun Tourism Village as one of the Tourism Villages in the city of Yogyakarta, this has made the Rejowinangun Tourism Village become more active and routine in participating in events and competitions related to tourism. Based on the results of interviews and

information contained in the profile of the Rejowinangun Tourism Village, events or competitions that have been participated in and won by Rejowinangun Tourism Village.

The championships and awards obtained by the Rejowinangun Tourism Village to date are as follows:

- 1) Rejowinangun Tourism Village participated in the DIY Village Culinary Festival/Village Tourism event in 2015 and won 2nd place in the Ingkung category
- 2) Rejowinangun Tourism Village won 1st place in the DIY Village/Village Tourism Competition in 2016
- 3) Rejowinnangun Tourism Village won 3rd place in the DIY Village/Village Tourism Competition in 2018
- 4) Rejowinangun Tourism Village is ranked in the top 50 in the Indonesian Tourism Village Award in 2021
- 5) Rejowinangun Tourism Village won 2nd place in the CHSE category at the AnugrahDesaWisata Indonesia event in 2021
- 6) Received a visit from the Indonesian Minister of Tourism and Creative Economy in 2021
- 7) Rejowinangun Tourism Village won 2nd place in the Pokdarwis Competition at DIY Level in 2022

The people of the Rejowinangun Tourism Village are not only proud of the hard work obtained in the form of championships achieved when participating in competition events, but by participating in the event that was held and the Rejowinangun Tourism Village was later designated as one of the champions in an event, it made The Rejowinangun Tourism Village is increasingly widely known and its name is raised in the community, which is also a matter of pride for the people, besides that with the Rejowinangun Tourism Village being better known, visits to the Rejowinangun Tourism Village also experienced an increase, which also had a good impact on the people of the village. Rejowinangun Tourism.

In its management, the management of the Rejowinangun Tourism Village does not apply any discrimination to its citizens who want to join to become members of the management of the tourist village or other organizations related to the tourism sector.

In the cultural dimension there are three indicators, namely encouraging people to respect different cultures, indicators helping the development of different cultural exchanges and indicators of development culture that is closely embedded in local culture. The form of implementation of the three indicators in the Rejowinangun Tourism Village is as follows:

#### 1. Indicators encourage people to respect different cultures

With the existence of tourism activities in the Rejowinnangun Tourism Village, it also triggers the interaction between local communities and tourists who come from outside the region both in the regional and national scope, so as to make the tolerance of the local community in the Rejowinangun Tourism Village increase, it can be seen from the description the description of the form of implementation of the indicators encourages people to respect different cultures as follows:

- 1) The management of the tourist village and the community of the tourist village never limit or discriminate against tourists, from any area the tourists will be welcome to visit the Rejowinangun Tourism Village as long as the situation and conditions allow for conducting tourism activities.

"We accept everything by adjusting the situation and conditions, all of them (tourists) are guests for us from wherever they come from, we still accept them well as long as they give advance notice so that we can also prepare the needs for tourism activities"

(Results of the Head of Tourism Village Interview, March 7, 2022)

- 2) The existence of tourism activities in the Rejowinangun Tourism Village is a meeting place for local people and tourists so that there is interaction between the two parties, where both parties respect each other even though there are differences in regional and cultural backgrounds.

- 3) The local community of the Rejowinangun Tourism Village is very open and friendly to every tourist who comes to visit, and considers the tourist as a new friend or relative to the community.

"I'm happy if there is a visit so I have a new relative, even now I still keep the number of one of the tourists from outside, for friendship"

(Results of an interview with a resident, March 8, 2022)

Based on the description above, it can be seen that the application of indicators to encourage people to respect the different cultures found in the Rejowinangun Tourism Village is quite fulfilled.

## 2. Indicators help foster the exchange of different cultures

The form of the implementation of indicators helping the development of different cultural exchanges in the Rejowinangun Tourism Village has been described into the following points:

1) There are art performances, such as crazy-crazy dances, gejeglesung, gamelan and various other arts, which if tourists want they are also given the opportunity to learn these arts directly from the performers of the arts in the Rejowinangun Tourism Village.

"To welcome the visit, you usually use a parade or dance performances at the secretariat, Ms. In addition, usually tourists who come from outside Java want to learn gamelan too, later we can teach it to our members"

(Results of an interview with a resident, 23 March 2022)

2) There are demo activities for making traditional herbs, making blangkon and making demonstrations of snacks or other traditional foods that tourists can participate in.

3) There is an opportunity for tourists to witness, understand the value and participate in the ongoing procession of the wiwitpari tradition which is held in the Rejowinangun Tourism Village before the harvest season, which is also included in one of the tour package options offered and listed in the Rejowinangun Tourism Village brochure.

4) With the visit of tourists, the community and the management of the tourist village get the opportunity to get to know foreign cultures and exchange information, knowledge and experiences that are beneficial for both parties.

"Yes, with the visit, we are happy, Ms.

(Results of an interview with one of the residents, March 14, 2022)

Based on the description above, it can be seen that the implementation of the cultural dimension of the CBT concept in the indicators of helping the development of cultural exchange in the Rejowinangun Tourism Village can be categorized as being fulfilled.

## 3. Indicators of development culture that are closely embedded in local culture

The form of implementation that exists in the indicators of development culture that is closely embedded in local culture in the Rejowinangun Tourism Village can be seen from the following description:

1) There is a willingness of administrators and managers to participate and be independent with the aim of developing a tourist village as a form of social work in the hope of improving the welfare of the community in general.

2) There are regular deliberations and meetings for the management of the Rejowinangun Tourism Village in order to prepare for tourist visits and events that will be followed by the Rejowinangun Tourism Village.

3) The existence of mutual cooperation and routine community service activities carried out by the people of the Rejowinangun Tourism Village at least once a month or if there will be tourist visits or activities taking place in the Rejowinangun Tourist Village.

4) The people of the Rejowinangun Tourism Village are cooperative and follow the directions given. For example, the directive to plant at least 5 types of plants implemented by the people of the Rejowinangun Tourism Village so that the Rejowinangun Village food security program can run successfully.

Based on the descriptions above, the indicators of development culture that are strongly embedded in the local culture found in the Rejowinangun Tourism Village can be categorized as being quite fulfilled.

Based on the principles of organizing tourist villages contained in Mayor Regulation Number 115 of 2016 concerning the Implementation of Tourism Villages CHAPTER I Article 2, one of the principles of organizing tourism villages is preserving the environment. For this reason, in establishing and managing the Rejowinangun Tourism Village in order to remain in accordance with the principles contained in the Mayor's Regulation, it is deemed



important to maintain environmental sustainability while continuing to carry out tourism activities in the Rejowinangun Tourism Village which is in line with one of the dimensions contained in the CBT concept, namely the environmental dimension.

There are three indicators that exist in the environmental dimension of the CBT concept, namely indicators of studying carrying capacity areas, indicators of managing waste disposal and indicators of increasing the need for conservation (Suansri, 2003).

#### 1. Indicator of studying the carrying capacity area

Based on tourist visit data belonging to the tourism village manager between 2017 and 2019, in 2017 there were 250 tourists and an increase in the number of visits in 2019 as many as 3,750 tourists or an average of 310 tourists per month. In 2020 and 2021 there were no tourist visits recorded due to the Covid-19 pandemic in Indonesia which caused the cessation of all tourism activities in Indonesia and the Rejowinangun Tourism Village is one of the affected destinations, this is because the community must comply with government regulations related to PSBB ( Large-Scale Social Restrictions) and PPKM (Enforcement of Restrictions on Community Activities) which are implemented in the City of Yogyakarta.

#### 2. Indicator regulates garbage disposal

The Rejowinangun Tourism Village with quite a number of MSMEs contained in it certainly creates a large amount of waste from the processing of these products, plus the waste generated by the households of the residents of the Rejowinangun Tourism Village. For this reason, proper waste management is needed so as not to pollute the environment in the future.

#### 3. Indicators increase the need for conservation

The last indicator in the environmental dimension of the CBT concept is an indicator of increasing awareness of the need for conservation.

In realizing tourism development that goes well and is managed well, the most important thing to do is to provide facilities for wider involvement of local communities in the development process that maximizes the value of social and economic benefits from tourism activities for local communities, where local communities have an equal position with other stakeholders in tourism, namely the government and the private sector (Sunaryo, 2013). So it can be concluded that to develop and manage a tourist destination well, it is very important if the development is supported by the synergy between local communities, government and related private parties.

There are two indicators in the political dimension of the CBT concept, namely indicators of increasing community participation and indicators of increasing power of the wider community (Suansri, 2003). Based on the results of observations and interviews conducted by researchers, the results of the fulfillment of indicators in the social dimension in the Rejowinangun Tourism Village are as follows:

#### 1. Indicators of increasing community participation

Participation is the role of a person or group of people in the development process, both in the form of statements and in the form of activities by providing input in the form of thoughts, energy, time, expertise, capital or materials as well as participating in utilizing and enjoying the results of these developments (I Nyoman Sumaryadi, 2004). 2010). The form of fulfillment of indicators of increasing community participation in WisaraRejowinangun Village can be described as follows:

1) The community of the Rejowinangun Tourism Village participates and is incorporated in the organizational structure of the tourism village management, the role of the community is involved in participating in managing the cluster in the Rejowinangun Tourism Village and community participation in organizations/groups in the Rejowinangun Tourism Village such as KWT (Group of Women Farmers), Knitting craft group, J'GER group and many others.

2) There is community participation in the form of energy in the process of preparing the needs for tourist visits, such as for environmental management in the form of community service, fulfilling consumption needs, equipment and equipment to support the ongoing tourism activities in the Rejowinangun Tourism Village.

3) The existence of community contributions in the form of capital and expertise to support the implementation of tourism activity programs, such as community contributions in providing land or places for the implementation of tourism activities and providing tourist attractions for tourists by becoming a demo instructor for making a product.

4) The community is involved in participating in training programs held for the Rejowinangun Tourism Village both from the local government, the private sector and training sourced from the results of the community's own self-help, such as dance training held for the children of the Rejowinangun Tourism Village held by the Cluster Culture.

5) In addition to contributing to the development of tourist villages, the community also benefits from their participation.

## 2. Indicators of increasing the power of the wider community

In fulfilling the indicators of increasing the power of the wider community in the Rejowinangun Tourism Village, it can be seen from several things as follows:

1) There is guidance and assistance from the Yogyakarta City Tourism Office, the results of this assistance are in the form of:

- a) There is assistance in promoting the Rejowinangun Tourism Village through events organized by the Yogyakarta City Tourism Office.
- b) The implementation of a workshop with the theme of ODTW Development (Tourism Attraction Object) which is held regularly every year, where the workshop contains the right strategy in developing a tourist attraction.
- c) Assistance in the form of regulations and becomes a facilitator for the management and development of the Rejowinangun Tourism Village.

2) There is guidance and assistance from the OPD (Regional Apparatus Organizations) of Yogyakarta City and DIY related to their respective fields, such as assistance from the Department of Agriculture in Agro Clusters in the form of training in nurseries and tumbulampot (fruit plants in pots) and others.

3) There is a partnership with PHRI (Indonesian Hotel and Restaurant Association), the form of this partnership is in the form of training provided for the people of the Rejowinangun Tourism Village and the provision of J'GER herbal medicine as a welcome drink.

"We have a collaboration with PHRI Jogja, namely the provision of J'GER herbal medicine for welcome drinks in hotels, our products are like those at The Rich hotel, besides that we can also benefit, one of which is being taught to make hotel-style dishes, that is in 2021"

(Results of the Head of Tourism Village Interview, March 8, 2021)

4) The existence of partnerships with financial institutions such as Bank BRI and BPD DIY in funding assistance for tourist villages.

5) The existence of cooperation and assistance from educational institutions in the city of Yogyakarta, the forms of assistance include:

a) Assistance in the form of directing student service in the form of the KKN (Real Work Lecture) program from Ahmad Dahlan University in which one form of its contribution is environmental management and renovation of the Kamling post and wall magazine in the Rejowinangun Tourism Village as listed in appendix number 3.

b) Assistance in the form of directing student service in the form of KKN (Real Work Lectures) program from Duta Wacana Christian University Yogyakarta which in these programs takes the form of training, contributions in updating photo spots, cultivating plants on narrow land using hydroponic media and assistance in the form of making Promotional video for Rejowinangun Tourism Village.

6) The existence of assistance from the HPI (Indonesian Tour Guide Association) Yogyakarta City, the form of assistance is training of tour guides for people who play a role as tour guides in the Rejowinangun Tourism Village.

7) Assistance from the Indonesian Ministry of Tourism and Creative Economy as one of the nominees in the top 50 Indonesian Tourism Village Awards, the form of assistance is in the form of assistance in terms of funding, facilities and promotion of the Rejowinangun Tourism Village.

From the results of the description above, it can be seen that the indicators of increasing the power of the wider community in the Rejowinangun Tourism Village can be categorized as having been fulfilled properly.

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