



**COMMUNITY BASED TOURISM (CBT) COMMUNITY BASED COMMUNITY  
ECONOMIC EMPOWERMENT STUDY OF ECOWISATA BATU JUBANG,  
MUMBULSARI, JEMBER**

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**Abstract**

Tourism is not a primary human activity, but only a complement in human life. Nevertheless, tourism activities cannot be ignored. Some studies say that tourism can reduce stress after tired of doing daily activities such as work, school, and so forth. Now the concept of developing a lot of tourism one of which is ecotourism. The concept promoted by ecotourism itself is a combination of nature and cultural preservation and with community participation, ecotourism efforts are increasingly loved by many groups. One of the ecotourism in Indonesia is Batu Jubang ecotourism in Jember, East Java. Batu Jubang ecotourism promotes the concept of Community Based Tourism (CBT) in order to advance and prosper the lives of the people around Batu Jubang ecotourism

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## 1. Introduction

Indonesia is a maritime country which has the longest coastline after Canada, with a coastline of 95,181 KM. In addition, the island nation is also inherent in the Indonesian people with 17,500 islands from Sabang to Merauke. Strong maritime sector and islands, making Indonesia have a tremendous opportunity to target the tourism sector. It is necessary to continue to preserve the beauty, comfort, and sovereignty of this wealth of natural resources through strengthening the capacity of the surrounding community to improve the social, cultural, economic, and welfare sectors. The potential of natural resources possessed by the Indonesian people provides a positive effect on development, especially in the tourism sector. Tourism is one of the industry sectors engaged in services and services which is one of the mainstays of the Indonesian people in boosting the country's foreign exchange. The development of tourism in Indonesia is very large and diverse to be developed into an attractive tourism destination and a major destination for world tourism. Data from the Ministry of Tourism about the magnitude of tourism potential. In Indonesia shows the strength that can continue to be developed for the tourism sector as a destination for the growth and development of tourism resources in Indonesia. This is evident from the abundance of travelers visiting Indonesia. According to foreign tourist statistics show a very large number following data showing travelers who came to Indonesia from 2010-2015:

**Table 1 number of tourist visits to Indonesia from 2010-2015**

Year	Number of tourists	Addition of tourists
2010	7,002,944	-
2011	7,649,731	600 tourists
2012	8,004,462	400 tourists
2013	8,802,129	200 tourists
2014	9,435,411	700 tourists
2015	10,406,759	1000 tourists

*Source: kemenpar.go.id*

From the data it was noted that the trend of extraordinary increase in tourist visits to Indonesia. This is a potential that must continue to build positive perceptions on tourism management in Indonesia. This figure is proof that Indonesia has extraordinary tourist destinations and many provide comfort for tourists to visit Indonesia. This interest is a concern for all components of the nation to continue to increase the potential of tourists. Through strengthening the capacity of tourism potential can have a significant impact on the economy and welfare for the community.

According to Rahman (2016) in his paper presented at the National Coordinating Meeting of the Ministry of Tourism explained that tourism is the key to development, prosperity and happiness, because the tourism sector has a significant impact on the social, cultural, political, and educational growth and development of a society. On a macro scale, tourism is a feature sector, because, first, warning tourism destinations and investments, making tourism a key factor in export earnings, job creation, business development, and infrastructure. Second, tourism has experienced continuous expansion and diversification, and has become one of the largest and fastest growing economic sectors in the world. Third, despite the global crisis several times, the number of international tourist trips still showed positive growth, namely in 1950 as many as 25 people. In 1980 there were 278 million people. 528 million people in 1995 and 1.1 billion people in 2014.

Tourism development will have an impact. In terms of economy, tourism, bring various kinds of impacts which include indirect impacts, direct impacts and sustainable impacts. The indirect impact is for people who are not directly in the tourist area, for example the increasing demand for public transportation. The direct impact is for the government, managers and the people who are directly involved in the tourism sector. While the sustainable impact is the community that does not directly work in the tourism region but, in the long run, has the opportunity to carry out economic activities, for example the increasing demand for preparation makes the surrounding community establish homestays or lodging and so on. an example of increasing demand for public transportation. The direct impact is for the government, managers and the people who are directly involved in the tourism sector. While the sustainable impact is the community that does not directly work in the tourism region but, in the long run, has the opportunity to carry out economic activities, for example the increasing demand for preparation makes the surrounding community establish homestays or lodging and so on. an example of increasing demand for public transportation. The direct impact is for the government, managers and the people who are directly involved in the tourism sector. While the sustainable impact is the community that does not directly work in the tourism region but, in the long run, has the opportunity to carry out economic activities, for example the increasing demand for preparation makes the surrounding community establish homestays or lodging and so on.

Basically, Law No.10 Year 2009 on Tourism emphasizes that tourism emphasizes that tourism is organized based on 11 principles, namely the principles of benefits, family, fair and equitable, balance, independence, sustainability, participatory, sustainable, democracy, equality and unity. Therefore, the existence of tourist attractions is to provide benefits to the community, the environment and create independence of tourism objects, among other things surrounding communities have an impact on economic independence, for the environmental independence

that is characterized by good beauty and environmental care and so forth. Not only that, the increase in local revenue also has a significant effect, so that it can improve development evenly and well which can be utilized to the fullest. In line with the spirit of the Law above, the function of tourism is to fulfill the physical, spiritual and intellectual needs of every tourist by recreation and travel and to increase state income to realize public welfare. Many benefits are obtained from the existence of tourist attractions, which in addition to providing aspects of refreshing to tourists and local people as a necessity in the life of the community now as complex as the problem, the tourist attractions also bring benefits in economic, educational, social and cultural aspects. In addition, the strengthening of the economy is getting better and better.

In accordance with the tourism law, the aim of the tourism is to increase economic change, improve people's welfare, eradicate poverty, overcome unemployment. Preserve nature, environment and resources, promote culture, uplift the nation's image, foster a sense of patriotism, strengthen national identity, and strengthen friendship between nations. One area that cannot be underestimated is tourism potential, namely East Java. East Java is one of the provinces in Java which has a total area of 47,799.75 km or only 2.5% of the total area of Indonesia. East Java Province is divided into 38 regencies, thus making it the largest province in Java. The existence of Baluran National Park in Banyuwangi and Mount Bromo on the border of four districts in East Java is able to attract foreign and domestic tourists. This has a positive impact on the development of the tourism sector in East Java. But the development of the tourism sector to date in the province of East Java has not been able to touch the entire region. Tourism activities are still concentrated in several regions, such as Banyuwangi, Probolinggo, Malang, and Surabaya.

In fact, if reviewed further there are still many other areas that have high potential for tourists. This has become one of the causes of social inequality between regions. Overall, the prospect of tourist destinations to be the right choice of regions that have opportunities to improve the tourism sector. It will be very useful and can improve the welfare of the community in the area. In Law No. 10 of 2009 concerning tourism it has been mentioned that the impacts resulting from the development of tourism in the form of community welfare, reduction of poverty and unemployment, and environmental preservation. This impact is significant in tourist attractions which can be managed in a professional and good manner. Not only is the profit orientation of the market sector, but it has a comprehensive impact on people's lives. and environmental preservation. This impact is significant in tourist attractions which can be managed in a professional and good manner. Not only is the profit orientation of the market sector, but it has a comprehensive impact on people's lives. and environmental preservation. This impact is significant in tourist attractions which can be managed in a professional and good

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Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025 provides a concrete siteplan in national tourism development. First, tourist destinations. Tourist destination is an area of tourist destinations. The tourist destination must certainly give the impression, adventure that has the characteristics and character, and has the appeal and attractiveness of tourist destinations. It aims to provide comfort, safety, and happiness for tourists when visiting these tourist attractions. There are several things that must be considered in the context of managing and developing tourist destinations, including: building tourism attractions /attractions, infrastructure development, providing tourism facilities, Fourth, community empowerment. Then the resulting output is to create, improve the quality of tourism products and services and ease the movement of tourists in tourism destinations. Second, the tourism industry. The tourism industry is a collection of tourism businesses that are interrelated in order to produce goods or services to meet the needs of tourists in the administration of tourism. In this sector, there are several things that must be considered, including the construction of tourism industry infrastructure, tourism product competitiveness. Tourism business partnerships, business credibility, and responsibility for the environment and social culture. This needs to be reinforced in the structure of the tourism industry, increasing the competitiveness of tourism products, strengthening tourism business partnerships, and developing environmental responsibility.

Third, tourism marketing. Tourism marketing is a series of processes for creating, communicating, delivering tourism products, and managing relationships with tourists to develop all its stakeholders, among other things developing the tourist market, developing the tourism image, developing tourism marketing partnerships, and developing tourism promotion. Fourth, tourism institutions. Tourism Institution is a unitary element and its network that is developed in an organized manner, including government, local government, private and community, human resource development, regulations, and operational mechanisms in tourism which are mutually sustainable in order to produce changes towards achieving the objectives of the tourism sector. Minister of Domestic Affairs Regulation No. 33 of 2009 concerning guidelines for developing regional ecotourism, states that the development of ecotourism is obliged to empower local communities which in this case is in accordance with respecting the socio-cultural and religious values of the communities around the tourist areas.

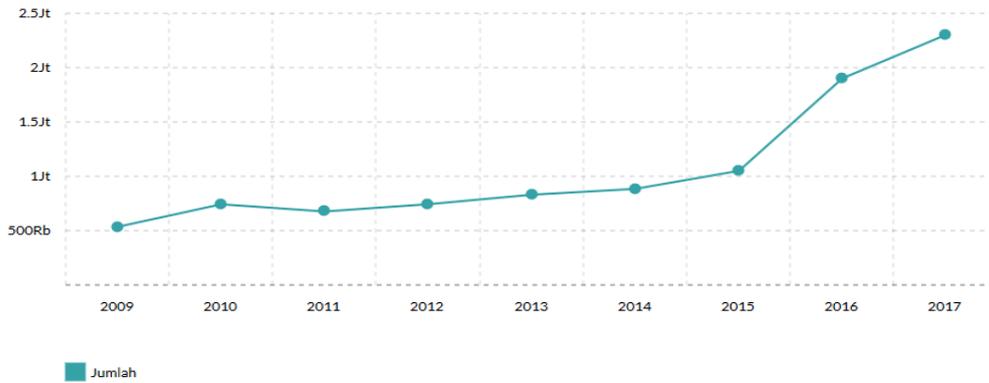
Development that has been taking place so far has sometimes benefited not so much felt by rural communities. In the implementation of development that is less merat also creates social inequality between villages and cities. There are more types of business land in the city

besides that the community thinks that the city promises a better life, because there are many business fields so that livelihoods are also numerous. Thus do not be surprised if the rate of urbanization is quite high in Indonesia,

Developed tourist areas in rural areas, then will be an influx of urbanization to realization, even though it does not result in a long period of time. However, with this concept, it is expected that equitable development can occur so that there is no social imbalance between villages and cities. Nowadays, tourists are starting to enjoy tourist attractions that not only present their natural beauty but are more about community interaction. Therefore began to develop special interest tourism types, namely alternative tours called tourist villages. This tourism village offers tourist activities that emphasize the elements of experience and active forms of tourism that involve tourists in direct contact with the local community. By highlighting the local cultural characteristics, it is hoped that this tourism village will be able to compete with conventional tourism products. One area that seeks to develop tourism by utilizing local potential is Jember Regency. Jember Regency is one of 38 regencies in East Java. Jember has an area of 3,293.34 km which consists of 31 in Jember.

Based on the National Socio-Economic Survey in 2011 with a population of 2,345,851 inhabitants. Consists of a male population of 1,164,715 people (49.65%) and a female population of 1,181,136 inhabitants (50.35%). With sufficient land area and sufficient population density, this has become an important mission for the government to prosper the community. With a fairly large land of Jember district, it certainly has a developed tourism potential, especially in the field of tourism, both in the form of tourism that presents natural, social, cultural and historical beauty. At present only a handful of tourism can be developed in Jember Regency. Among them like Batu Jubang or usually called the peak paragliding for Jember people themselves. From the data obtained from the official website of the Jember district government, Batu Jubang is a tourist attraction that was developed as a natural and educational insight or can be called ecotourism. Ecotourism itself is a tour that is responsible for the preservation of nature, culture, and elements of education (Nugroho, 2011). On the other hand ecotourism also involves local communities in management so as to provide economic benefits to local communities in management so as to provide economic benefits to the community or local government. The following table shows the tour visits to Jember from local and foreign tourists:

Jumlah kunjungan wisatawan ke Jember, 2009-2017



Sumber : Dinas Pariwisata Jember

lokadata

Source: Lokadata.com

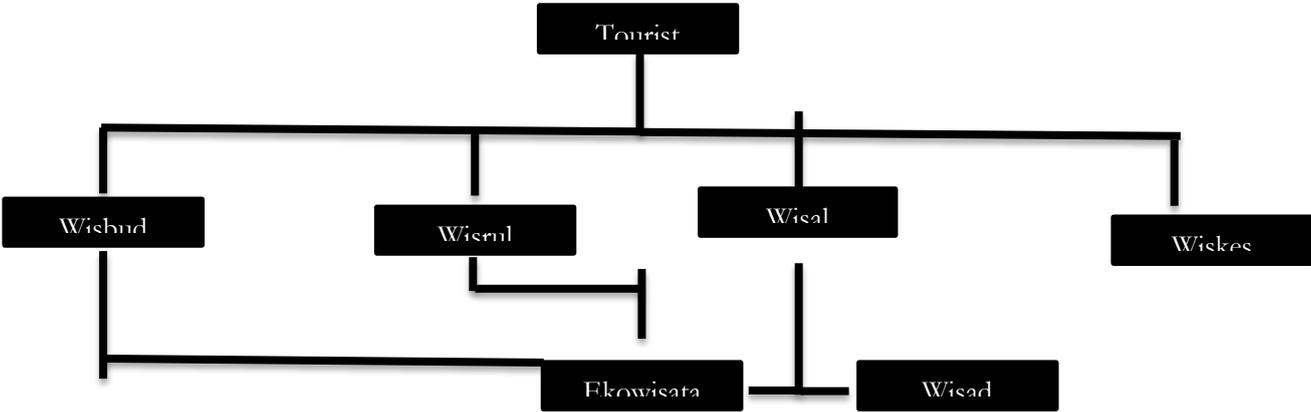
From the data above it seems clear from year to year the number of visits to the city of Jember has many, in addition if the addition of tourist objects and the development of tourism in the bounce again, from where the income or economic impact directly or indirectly can be felt for the people of Jember. Tourism is not a primary human activity, whereas it is only a complement in human life. Even so, tourism activities cannot be ignored. In this millennial era tourism is very much needed, besides the lifestyle of the community itself, tourism can relieve stress for workers who during Monday and Friday work in the office to relieve fatigue even though it is only a moment. This is evident from several studies that tourism can, stress relief and stylist result from routine daily activities. Securely etymologically, said Spillane (1991) states tourism is a person's travel activities carried out with certain goals, such as seeking satisfaction, calmness, pleasure, health, rest, and so on that must meet three requirements, namely, are temporary, voluntary, and not for profit Theory. Meanwhile, according to Suwanto (2004: 17) tourism is essentially a process of leaving someone from one region to another with various objectives such as economic, social, cultural, political, or just simply curious or happy experience. In Law No. 10 of 2009 concerning tourism states that tourism is a variety of tourism activities that are supported and facilitated by several stakeholders such as managers, communities, and government.

Ecotourism is a type of tourism concept in the field of tourism. In this all-modern era of globalization, the concept of ecotourism is in great demand, especially by urban communities who are accustomed to all the hustle and bustle. Seeing from this situation, it can be said that ecotourism is part of special interest tourism, ecotourism is included in the clarification of special interest tourism namely nature and animal tourism, side by side with national parks, bird

breeding, geology, tropical rain forests (Richardson and Fluker, 1994: 71).

In general, ecotourism is the journey of a person or group to places based on nature and aims to conserve the environment and provide livelihood for the community. UNESCO states that the notion of ecotourism must be understood from the first two sides, ecotourism in terms of the concept, departement of Culture and Tourism of the Republic of Indonesia, ecotourism is a concept of sustainable tourism development which aims to support environmental preservation efforts (nature and culture) and increase community participation in management, thus providing economic benefits to the community and local government. Secondly, ecotourism in terms of markets, ecotourism always refers to forms of tourism activities that support conservation. Ecotourism is increasingly developing not only as a tourism product. For example, tourism packages in the last few years are increasingly in demand with the most attractive package is tourism with the concept of ecotourism. The concept of nature was re-selected as a preservation effort and the desire to participate in other tourist destinations is increasingly in demand by the market.

Ecotourism Products in the Tourism Market



Source: Basic Guide for Ecotourism Implementation, UNESCO (2009: 17)

From this picture, it can be seen that ecotourism activities are part of nature tourism and have links with cultural and rural tourism. Ecotourism is not even directly related to tourism which is a challenge or adventure or advanture. The difference is that in ecotourism, tourist activities are more focused on observing and understanding the nature and culture of the areas visited, by supporting conservation activities and prioritizing service facilities provided by local communities. in natural tourism, tourists are only limited to enjoying activities in nature by not taking into account the support of nature and cultural preservation and the use of facilities and services from the local community, while in tourism that is characterized by challenges or adventures (advanture) the activities carried out accentuate challenging physical activities to show the ego and the ability to conquer, the conditions in the nature visited. The concept carried by the stone hole ecotourism, carrying the concept of natural

tourism. Jubang stone presents the beautiful natural beauty of the city of Jember so that it will cause a sense of love for the city of Jember itself. Puncture Stone is now under management, besides offering a view of the city of Jember from a height of 400 MDPL, besides it is also offering a park, although the park is still in the stage of development better this park will be made with various kinds such as agro, equestrian parks and much more. batu jubang was once the place for Indonesian paragliding championship in the 2019 Jember regent trophy. The location of the gutter itself is located in the garden area, Mandigu hill, Suco village, Mumbulsari district, Jember.

However, access to the top of the pit itself is still very difficult. Only limited to a cast road that was built. But the management itself has been working with local communities and investors to build better facilities. In addition, the existence of this hole tour can improve the economy of the community in Jember which is in the vicinity of this tour, one of which can be felt directly. Rock hole ecotourism can be a solution for the local area for the welfare of its inhabitants, and the existence of rock hole tourism can help people who do not yet have a job. The location of the stone pit itself is located in the garden area, Mandigu hill, Suco village, Mumbulsari district, Jember However, access to the top of the pit itself is still very difficult. Only limited to a cast road that was built. But the management itself has been working with local communities and investors to build better facilities. In addition, the existence of this hole tour can improve the economy of the community in Jember which is in the vicinity of this tour, one of which can be felt directly.

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## **2. Methods**

Content Analysis is a research tool that is focused on the actual content or internal features of the media. This is determined to determine the existence of certain words, concepts, themes, characters in a series of texts. Content Analysis is used to obtain information from communications delivered in the form of documents that are documented or can be documented. Content analysis can be used to analyze all forms of communication, such as in newspapers, books, films, and so on. By using the content analysis method, we will obtain a mass media or other sources objectively, systematically, and relevantly. (Imam, Suprayogo, 2001)

Guba Lincoln put forward five basic principles of content analysis. First, the process follows the rules. Each step is carried out on rules and procedures that are arranged explicitly. Second, content analysis is a systematic process. Third, content analysis is a process that is authorized to generalize. Fourth, content analysis questions content that is manifested. So, if researchers will draw conclusions must be based on the contents of a document that is manifested. Fifth, content analysis can be analyzed quantitatively, but it can also be done qualitatively. (Aan Komariah and Djam'an Satori. 2010)

The steps in the content analysis according to Fraenkel and Wallen, are as follows: First, researchers determine the specific goals to be achieved. Second, defining important terms must be explained in detail. Third, specializing in the units to be analyzed. Fourth, look for relevant data. Fifth, establish rational or conceptual relationships to explain how a virgin relates to the goal. Sixth, plan for sample withdrawal. Seventh, formulating the coding. (Frankel, JR and Wallen NE: 1993)

*Sociohistorical phenomenology* is a critical study of thought that relies on empirical facts that are confirmed by several theories. Descriptively describe a phenomenon that occurs faced with several theories and then conduct a synthesis analysis and inductively drawn a conclusion. The issue of journal writing must be comprehensively studied and reflect the actualization of education in its development strategy, believing writing is a mental process that is influenced by sociohistorical factors. It is hoped that the strategy for developing an international journal writing policy can deal with problems comprehensively and transformatively.

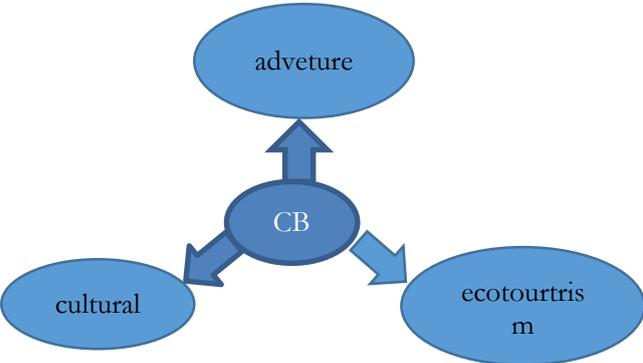
### **3. Result and Discussion**

#### **3.1 COMMUNITY BASED TOURISM: EKOWISATA COMUNITY BASED TOURISM (CBT) CONCEPTS**

The role of the government in the development of tourism is huge, according to Spillane (1991: 133) states that the role of government in developing tourism in outline is to provide infrastructure, expand various forms of facilities, coordinate activities between government officials and private parties, regulating and promoting general abroad. The provision of infrastructure can be in the form of providing tourism facilities and infrastructure such as transportation, road construction, water and electricity supply and others. the success of a tourist destination cannot be separated from the role of the government, the government is very important in providing tourism infrastructure. The role of the government in the development of tourism is to provide infrastructure, expand various forms of facilities, coordinate the activities of the government apparatus with the private sector, regulate and public promotions abroad. In providing local government tourism infrastructure, namely the suco village government, the village government has made every effort to develop the stone pit tour itself. In the regulation of the Minister of Home Affairs No. 33 article 20 of 2009 concerning Guidelines for the Development of Ecotourism in the Regions. That the development of ecotourism must empower local communities. Ecotourism development must involve the active role of community members. Conceptually or empowerment. So the idea of empowerment is in contact with the concept of power. Empowerment shows the ability of people, especially vulnerable and weak groups so that they have the strength or ability to, first, meet their basic needs so they have freedom (freedom), in the sense of not only being free to express opinions, but free from hunger, free from ignorance, free from pain. The intended freedom can be created by the group itself or through government facilities. Second, reach productive resources that enable them to increase their income and obtain the goods and services they need. Third, participate in the development process and decisions that affect them.

In the framework of optimizing the benefits of tourism development to improve the welfare of the community, especially those around the tourism area which is in accordance with tourism

development planning strategies that are oriented towards community empowerment that prioritizes the role and participation of local communities as the subject of development. in the Tourism Destination Development Policy book by Sunaryo (2013: 139) Housler, (2007) argues that community-based tourism is essentially one of the approaches in tourism development, which emphasizes tourism in the local community, both those who are not directly involved in the tourism industry or not. , in the form of providing access to tourism development management and systems that lead to political empowerment through a more democratic life, including in the distribution of benefits from tourism activities more equitably to local communities. There are three tourism activities that support the CBT concept, namely explorers (advanture travel), cultural tourism (ecotourism) and ecotourism.



Therefore, there are basically three main principles in the community-based tourism development planning strategy (CBT): first, including community members in decision making. Secondly, there is certainty that local people will benefit from tourism activities. Third, tourism education for local people (Sunaryo, 2013: 140). in addition, there are ten basic principles that become the foundation and direction of tourism development which are expected to be able to maintain the sustainability of tourism itself. first, recognizing, supporting and developing community ownership in the tourism industry. Second, involving community members in starting every aspect of the development of membership. Third, develop community pride. Fourth, develop the quality of community life. Fifth, guarantee the sustainability of the tourism environment. Sixth, maintaining the uniqueness of character and culture in the local area. Seventh, helps develop learning about cultural exchange in the local community. Eighth, respecting cultural differences and human dignity in the destination environment. Ninth, distributing benefits equally to community members in the destination. Tenth, play an active role in determining the percentage of income (fair distribution of income) from each tourism activity related to the local community. Eighth, respecting cultural differences and human dignity in the destination environment. Ninth, distributing benefits equally to community members in the destination. Tenth, play an active role in determining the percentage of income (fair distribution of income) from each tourism activity related to the local community.

Suwantoro (2014: 85) explains the role of the community can be done actively and passively. Active participation is carried out directly, both individually and collectively, which consciously helps government programs with initiatives and creations willing to involve themselves in tourism business activities or through fostering a sense of belonging among the community. Passive participation is the emergence of community awareness to carry out activities that can disturb or damage the natural environment around tourist attractions. Community participation around the area of attractions can take the form of services or services, both inside and outside the area of tourist attractions such as: first, pengianapan or homestay services. Second, the provision or business of food and beverage stalls. Third, the supply or souvenir shop. Fourth, tour guide services. Fifth, photography. Sixth, become a company employee or tour operator, and others. doing this will create a sense of belonging to the community's livelihood, which in turn will encourage the community to play a role in protecting the environment. Thus, it will be in line with the government's strategy in developing tourism, which is expected to be able to increase opportunities and opportunities for the community to enjoy its benefits, so that the development of tourism activities will help prosper the community. doing this will create a sense of belonging to the community's livelihood, which in turn will encourage the community to play a role in protecting the environment. Thus, it will be in line with the government's strategy in developing tourism, which is expected to be able to increase opportunities and opportunities for the community to enjoy its benefits, so that the development of tourism activities will help prosper the community. Thus, it will be in line with the government's strategy in developing tourism, which is expected to be able to increase opportunities and opportunities for the community to enjoy its benefits, so that the development of tourism activities will help prosper the community.

The active role of the community is very important in the development of the tourism industry, both as a tourism service provider and as a host. The role of the community in the industry as a provider of tourism services such as lodging or homestay services, food and beverage stalls, souvenir shops and souvenirs that pay attention to the characteristics of the area, tour guide services or guide, photography. Forms of community participation in each stage of the development of tourism villages according to community based tourism:

**Forms of Community Participation in each stage of development  
Ecotourism according to Community Based Tourism**

No	Participation Stage	Indicator
1	Planning	a. Field survey
		b. Plan Preparation
		c. Budget preparation and Budget Sources
		d. HR Planning
2	Implementation Development	a. Infrastructure Development
		b. Development Implementation
3	Management	a. HR Recruitment
		b. Organization
		c. Promotion
4	Evaluation	a. Research and development
		b. Reporting

The principles are used as a form of efforts to develop tourism and support for the success of tourism itself, thus many experts try to translate these principles in a more applicable framework. First, CBT is very dependent on nature conservation, besides communication and tourists have the same interests, namely the economic and aesthetic value provided by the environment. Therefore the development of CBT will be an appropriate media for the community to conserve the environment which is an attraction for tourists. Secondly, the creation of jobs in the field of tourism. If managed properly, tourism can provide economic benefits by increasing local people's income through business profits and employment opportunities, alleviating poverty, restore economic conditions and improve infrastructure. The use of local power also has other advantages, namely psychological effects for the community in the form of pride as the owner of local tourism resources, and also as a tool to reduce the potential for social jealousy. Third, community participation in positioning the community as active participation in tourism development. Fourth, based on the principle of education (education) human resources. In this case tourism can improve the quality of local resources through training and education programs, supporting the activities of local organizations in terms of increasing capacity, building networks and their involvement in the development of tourism in their area.

*Fifth*, maintaining unique values in the form of customs, traditional ceremonies, beliefs, traditional performing arts and typical craftsmanship owned by people who are in the area. maintain and promote local culture, historic sites and nature through increasing awareness of the local community towards the importance of conservation. One important component in CBT is the leader or group leader, who has the role to lead the implementation of the program to achieve community goals. A community will not achieve its goals without a leader. Another component that is no less important in community-based development is ownership. A sense of belonging arises as a result of the interactions carried out by group members connected to each other, having closeness, so they can realize the other goals achieved together.

The community as the main actor in CBT has a role in all lines of development, both as planning, investors, implementers, managers, monitors and evaluators. The development of tourism with the CBT approach is first, there is government support. In this case the government is very functioning as a facilitator, coordinator or advisory body in resources and institutional arrangements. The form of government support can be in the form of certain regulations which are very beneficial for the local community. second, stakeholder participation. CBT is an approach with a variety of activities that increase wider support for the economic and social development of the local community. The community as the main actor in CBT has a role in all lines of development, both as planning, investors, implementers, managers, monitors and evaluators. The development of tourism with the CBT approach is first, there is government support. In this case the government is very functioning as a facilitator, coordinator or advisory body in resources and institutional arrangements. The form of government support can be in the form of certain regulations which are very beneficial for the local community. second, stakeholder participation. CBT is an approach with a variety of activities that increase wider support for the economic and social development of the local community. The community as the main actor in CBT has a role in all lines of development, both as planning, investors, implementers, managers, monitors and evaluators. The development of tourism with the CBT approach is first, there is government support. In this case the government is very functioning as a facilitator, coordinator or advisory body in resources and institutional arrangements. The form of government support can be in the form of certain regulations which are very beneficial for the local community. second, stakeholder participation. CBT is an approach with a variety of activities that increase wider support for the economic and social development of the local community. In this case the government is very functioning as a facilitator, coordinator or advisory body in resources and institutional arrangements. The form of government support can be in the form of certain regulations which are very beneficial for the local community.

*Third*, a fair benefit-sharing system for the community. This is not only related to the direct benefits received by the business owner in the tourism sector, but also the indirect benefits that can be enjoyed by the business community. Fourth, the system for using local resources. in the CBT approach there is a great dependence on local natural and cultural resources. These resources can be managed by the local community both individually and in groups. local institutional arrangements. institutions formed by the community will position those who are qualified so that they can benefit together and develop tourism. Institutional strengthening can be done through training and individual development with the required work skills. Sixth, ability to create local networks at the national or international level. Local communities often do not get direct networks with national or international parties. This makes them that the benefits of tourism are not enjoyed by those at the community level.

### 3.3 IMPLEMENTATION OF THE USE OF COMMUNITY BASED TOURISM

Community based tourism (CBT) model which is a tourism development planning strategy oriented to empowering local communities as the subject of development. such as the theory put forward by Sunaryo (2013: 140) which states that there are three main principles in the strategic category of tourism development in the CBT concept: first, the inclusion of community members in decision making. Second, there are benefits that are felt directly by the local community. third, tourism education in the local community. first. Community participation in decision making in Batu Jubang is carried out by holding meetings in regular discussions to discuss developments and problems occurring in Batu Jubang tourism, regular meetings are held periodically by the management of the pit which involves the local community, such as village elders and local community leaders. The participation of the surrounding community in decision making not only discusses the problem and looks for solutions but also recognizes the community's response regarding the benefits that have been gained by the existence of pit tour. Suco Village is a village that is based in Mumbulsari KebauJember, Suco is included in the Mumbulsari Subdistrict which has an area of approximately 95.13 km with a population of 64,944 people (Statistics Indonesia: 2017).

Mumbulsari distance to the city center is around 19 km, can be traveled by motorcycle or car in about 30 minutes. The potential of this suco village itself is supported by the natural potential of the river, the environment and culture that has been owned by the Suco village, the Suco village itself is also famous for its vast plantations owned by the government of Jember Regency. One of the attractions of this Suco village itself is the tour of the pit itself. stone pit tour was once a place for paragliding competitions in Indonesia the governor's trophy in Jember 2019, with the implementation of the event expected to be a promotional event to introduce rock hole tourism to the public, which later with the increasing number of visitors to the pit stone tour itself can increase revenue to the people who are in the vicinity of the tourist area other than that it can be income for the government of Jember Regency. Stone pit tourism itself is equipped with various kinds such as wifi, toilets, mosque and camping ground to support tourists to see the beautiful city of Jember above 400 MDPLs. But for public transportation it is very rare to go to the suco village, because the suco village itself is a village that is said to be a suburb, although the suburbs do not rule out the possibility of developing a tourist village carried by the government and community empowerment.

*Second*, the benefits felt by the community around Batu Gap are the existence of new employment fields for the community, such as food and beverage stalls, or even becoming one of the workers who work in Batu Gap Tours itself. in the gutter tour itself still lacks homestay but has been overcome by visitors who come in facilitated with a place for camping that offers the beauty of the city of Jember at night. Jam was still in the development stage of the gravel stone tourism park which is located at the initial entrance to the gutter, although the entrance fee for the park is still free.

Third, while for tourism education for the people of Piha, the management of their own stone tourism pioneering and conducting socialization to the public about tourism and construction of facilities and infrastructure in stone tourism. Following some of the activities carried out by the management:

No	Name of activity	Explanation / description
1	Socialization creates a sense of security in the environment.	The application of a comfortable and safe environment, especially for visitors and also the environment of the people in the destination of wosata to participate in the application of safety and comfort.
2	Counseling the formation of a disciplined attitude	All levels of society starting from the existing work groups are able to reflect an orderly and organized culture both in society and when there are tourists visiting.
3	Counseling the application of clean living	Explanation for each working group to always maintain the cleanliness of the environment of each work group. Give direction to the garbage bank working group to manage it as much as possible
4	Counseling on tree socialization	Provide an explanation to each working group so that in the tourist destination area can look cool by implementing greening.
5	Flower planting socialization	Residents in the ecotourism area to plant flowers especially along the roadside. Each working group looks more beautiful.
6	Community socialization as a guide	Giving direction to each tourist to be friendly to every visitor who comes. Become a host who is always ready to serve, provide information, and help every visitor who comes.
7	Counseling creativity in each working group	Creating creativity and uniqueness that can be highlighted by each working group.
8	Socialization of Tourism Village management	Aimed at all actors in the bayu jubang tourism working group
9	PNPM Tourism Socialization	Explanation of the implementation of tourism PNPM.

Source: Archives manager of Batu Jubang Jember

The development of tourism development is now increasingly encouraged by local managers and work the same as NGOs and outside investors. The government also funds the tourism of the pit and several developments have been realized, such as the construction of parks and locations to see the beautiful city of Jember from several locations in the area of the East Java itself following a number of developments that have been realized:

No	Name of activity	Explanation or description
1	Formation of the path to the top of the pit	Make paths hacking track to get to the top of the cavity
2	Making the park as an additional destination in the pit	The construction of the park as an effort to add a rock pit facility

Source: Archives manager of Batu Jubang Jember

The strategy used to develop rock holes tourism is not only from facilities and infrastructure, but also as a field of promotion, promotions are carried out more improperly on the use of social media as an attraction for tourists who want to visit stone holes, social media has become a telling technique for tourism for tourists. Some of the above factors are in order to support the development of the potential for pits, but there are inhibiting factors or problems encountered in the development of pits. the inhibiting factor of the gravel tour itself in terms of access is still very quite difficult to reach the top of the gully tour itself besides the lack of allocation of sapah in the gully tour. Some factors inhibiting the stone tourism juabnag explained as follows:

Main Cause	The Most Dominant Factor Inhibiting	Grade
<i>Product</i>	Very lack of optimal results of culinary preparations and souvenirs are still very minimal.	Inhibit
<i>Place</i>	Tourism that is influenced by the weather	Inhibit
<i>Browse</i>	1. tourists who come kuranf conservative 2. lack of human resources capable of foreign language	Very inhibiting
<i>facility</i>	Kurag has adequate access to stone pit tours	Inhibit
<i>Promotion</i>	Promotion still uses Indonesian and the lack of other objects that can add to the convenience of tourists	Inhibit

After knowing the most dominant contributing factors to the problem, the next step is to determine a countermeasure plan to parse the existing problem. As for the strategy that was done first, product, so far there has not been any special product developed by the manager, however the management has now coordinated with NGOs to develop products that rely again on the products of the local community. Second, people. The less conservative Eisatawan is one of the factors that inhibits the development of ecotourism. The review of the beauty of rock pits in the last few months has been intensified and tends to increase tourist visits to stone pits tourism. but more and more tourists visit but leave a lot of rubbish that does not protect the natural environment, the lack of conservative tourists is an obstacle for the tour manager to give an appeal to keep preserving the natural nature and not to make rubbish just to maintain environmental conditions in order to remain awake.

In addition, the internal problem of the lack of ability to speak foreign languages to foreign tourists is also very influential, for this reason the management has tried to provide harboring for those who work on this gully tour itself. Third, facility dominant factor which is an obstacle in terms of facilities is the lack of adequate access to the top of the pit itself requires a trail motor to get to the top of the pit and need 15 minutes of time with a different road and a quite extreme incline in the pit itself. with access that is quite difficult to get to the top of the pit itself this manager of the stone juabng itself has made the cast road access to get to the top of the pit itself but unfortunately the cast road is not so optimal to be used to reach the top of the rock the need for cooperation with the government to make the access road leading to the top of the pit, with a fairly narrow road and there must be a widening of the road if possible for widening the fourth road, promotion.

### **3.4 IMPACT USE OF BATU JUBANG TOURISM CBT**

The economic damages created by the development of the tourism industry include international economics related to interactions between countries that occur due to meeting the needs of the tourism sectors. As revealed by Theobald, 2005 (in pitana & Diarta 2009: 184):

*"international tourism is an invisible exporting that it creates a flow of foreign currency into the economy of a destination country, contributing directly to the current account of the balance of payment. Like other export intrudies, this inflow of revenue creates business turnover, household income, employment, and revenue revenue"*

International tourism has two main impacts: first, it is in terms of trade where export and import transactions occur. Second, the redistribution effect is related to the tendency for international tourism to come from high-income countries and spend their money on tourist destinations in low-income countries. In addition, the other economic impact mentioned is its influence on the condition of balance of payment which illustrates the position of a country's trade interaction with other countries. and it also happens to national income. In this case explained in more detail by using multiplier analysis and leakage: first, Multiplier analysis is used to estimate the damages that will arise from the initial expenditure of tourists will have an impact on increasing imports to meet the needs of tourists, and most of these transactions will be filtered through the economy to stimulate further indirect and expenditure due to initial expenditure. Three phases to reflect the fact that there is indeed a multiplier effect on tourism activities, tourism multipliers can be divided into five main types. First, transaction or sales multiplier, an increase in tourist spending will provide additional trade income. Second, output mulplier, this is related to the amount of additional output produced by the economy as a result of an increase in tourist spending. The fundamental difference with the previous point is that the focus of the multiplier output is a change in the current production level, not a change in volume or sales value. Third, income multiplier, this measures the additional income that occurs as a result of increased tourist spending. Fourth, goverment revenue multiplier.

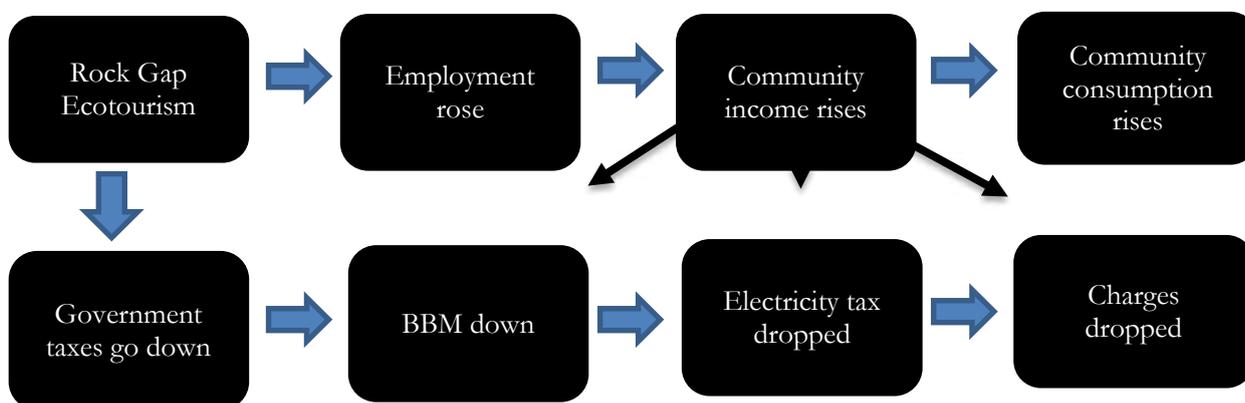
This measures the additional government revenue that results from increased tourist spending. Fifth, the employment multiplier, it measures the total number of employment absorbed by additional units of tourist expenditure. Second, tourism leakages will encourage imports. This happens because tourists are short visitors who come along with their expectations related to accommodation, food, health, and so on. To adjust to their expectations, this often results in the import of goods to meet tourist demand. Payment for these goods and services used to support the tourism industry is what we call leakages (leakages), or in other words there are some tourists spending leaked from the economy to finance import needs. This also happens in the case of imports of goods between regions due to goods or services originating from outside the region. So that capital outflows or funds flowing out originating from tourism income. Payment for these goods and services used to support the tourism industry is what we call leakages (leakages), or in other words there are some tourists spending leaked from the economy to finance import needs. This also happens in the case of imports of goods between regions due to goods or services originating from outside the region. So that capital outflows or funds flowing out originating from tourism income. Payment for these goods and services used to support the tourism industry is what we call leakages (leakages), or in other words there are some tourists spending leaked from the economy to finance import needs. This also happens in the case of imports of goods between regions due to goods or services originating from outside the region. So that capital outflows or funds flowing out originating from tourism income.

The economic benefits of tourism that occur from the application of Community-based tourism in Mumbulsari Jember rock. First, the economic benefits of tourism rest (1997, in the writing of Yuiati Dina) convey points that are the main aspects of CBT development, namely the social, political, cultural, and environmental economic impacts in Batu Jember. Indicators of the benefits created from the concept of community based tourism on the economic dimension are the emergence of additional funds for community development. Benefits that can be felt directly by the community and benefits that cannot be felt directly, first, the creation of employment in the tourism sector, and the emergence of additional local community income. the emergence of additional funds for community development, Tourism activities that take place in Batu Gulling generate income that can be used as funds for community development, both in the improvement of facilities, infrastructure and in improving the quality of human resources from trainings that are often held by the Office of Culture and Tourism. In addition, the management of the gutter tour has cooperated with outside parties (investors) and several institutions in order to optimize the gully tour. the management also received additional funding from the district government which could not be stated at what value. Secondly, the creation of jobs in the tourism sector.

Puncture tour activities have had a good impact on residents around the tourist area, the manager hopes that the community can get a prosperous income for the community, from the manager also hopes that the existence of this tour can absorb the unemployed unemployed who previously did not have a job. As has been explained in the CBT concept, that the important point which is the key word for the success of the application of the CBT concept is tourism which enhances the environment, social community, and cultural sustainability in the focus of development. CBT is managed and owned by and by the community, with the aim of providing knowledge to tourists about how local wisdom and daily life are carried out in the community.

The principle of participatory planning in the context of tourism that is, one form of participatory planning in tourism development is to apply the concept of community based tourism as an approach to development. As has been explained in the CBT concept, that the important point which is the key word for the success of the application of the CBT concept is tourism which enhances the environment, social community, and cultural sustainability in the focus of development. CBT is managed and owned by and by the community, with the aim of providing knowledge to tourists about how local wisdom and daily life are carried out in the community. the principle of participatory planning in the context of tourism that is, one form of participatory planning in tourism development is to apply the concept of community based tourism as an approach to development. As has been explained in the CBT concept, that the important point which is the key word for the success of the application of the CBT concept is tourism which enhances the environment, social community, and cultural sustainability in the focus of development. CBT is managed and owned by and by the community, with the aim of providing knowledge to tourists about how local wisdom and daily life are carried out in the community. the principle of participatory planning in the context of tourism that is, one form of participatory planning in tourism development is to apply the concept of community based tourism as an approach to development. social community, and cultural sustainability in the focus of development. CBT is managed and owned by and by the community, with the aim of providing knowledge to tourists about how local wisdom and daily life are carried out in the community. the principle of participatory planning in the context of tourism that is, one form of participatory planning in tourism development is to apply the concept of community based tourism as an approach to development. CBT is managed and owned by and by the community, with the aim of providing knowledge to tourists about how local wisdom and daily life are carried out in the community. the principle of participatory planning in the context of tourism that is, one form of participatory planning in tourism development is to apply the concept of community based tourism as an approach to development.

The development of tourism holes in open pit opportunities is a great opportunity in an effort to optimize the carrying capacity of the community. Activities that are carried out in Batu Gapong can directly address the workforce, at least it can provide direct economic benefits for the people around Batu Gap Tours. added value that can be derived from the sale of traditional foods from the local community even though the development of local food is still in the process or development stage of mumbulsari regional food. Absorption of labor will further increase with the development of a more massive development of the tourism of the gravel itself, the manager said that there will be a garden of stone gaps located in the foot of the gravel rock itself and will be built agro-tourism as the main support for the absorption of labor, and the construction of an equestrian park which is still in the process of being developed in its own tourism pit. third, the additional income of local people. From many studies on CBT, most people who participate directly or indirectly in CBT consider tourism activities in their villages as part-time activities, although based on an analysis of economic, financial and social impacts conducted by Michel. J and Ashley (2007, in the writing of Yunita Dina) indicate an increase in employment for local residents and growth, but the existence of an income sharing mechanism can be more beneficial in improving welfare. As Professor Stradas explained that the CBT concept is not focused on achieving high income levels, CBT is just a tool for people to be able to find and get additional income. Revenue sharing mechanisms can be more beneficial in improving welfare. With the existence of this gravel tour, it becomes one of the places of income income for the local community. The existence of income for this community can help people who are underprivileged or below the average level of welfare of their community. In multi effect, this can be explained: With the existence of this gravel tour, it becomes one of the places where the income of the local community can be obtained by the existence of income for this community can help people who are underprivileged or below the average level of welfare of their community. In multi effect, this can be explained: With the existence of this gravel tour, it becomes one of the places of income income for the local community. The existence of income for this community can help people who are underprivileged or below the average level of welfare of their community. In multi effect, this can be explained:



From the data above, it can be seen that the existence of stone pit ecotourism can open up employment opportunities for people who are still unemployed in the presence of the field even with the electricity tax and bills for the community itself. With the existence of this tour can be expected to make welfare for the people who feel the direct benefits or for people who do not feel directly.

#### **4. CONCLUSION**

Tourism is currently loved by many groups, from low-class society and high-class society. At this time, it can also be said that tourism is a lifestyle for every community even though it is not a primary need of the community itself, with the interest of the community that is increasingly becoming interested in tourism. The development of tourism is now more diverse. Much more. Demands of people who want a complete package in tourism become a support for the current development of tourism. The community demands are in line with what is done by the tour's managers. Ecotourism now appears as a solution for people who want a complete package in traveling at affordable prices. With the existence of this ecotourism itself, the concept that is based on Community Based Tourism is increasingly developed in which the main role lies in the local community in the tourist environment itself. With the participation in the management of tourist attractions can provide added value for the manager and the local community. Community Based Tourism itself has a goal to prosper the community with several principles that must be achieved so that Community Based Tourism can be achieved. With the existence of Community Based Tourism can improve the lives of local people. One of them that uses the principle of community-based tourism is a stone pit tourism that is located in the suco village of Mumbulsari sub-district, Jember. Rock hole tourism is expected to be able to sustain the economy of the surrounding community although it is currently still in the stage of development, the offered tourism is as diverse as natural tourism where we can see or enjoy the city of Jember above the height of 400 MDPL, in addition the manager will build or add more tourism in around the pit itself such as agro-tourism and horse park, the tourism can absorb the workers. The main purpose of the stone pit tourism itself is in accordance with the objectives of the CBT namely community welfare which must be achieved with the existence of stone pit tours. The influence of the existence of stone tour can be felt directly or indirectly felt, who feel the direct impact of the stone hole tour itself is the surrounding community. And those who do not feel the direct impact of stone hole tourism are the people of Jember district who are far from stone hole tourism. The immediate impact can be felt in the form of job opportunities, rising incomes, and consumption from the community who also increased.

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