

Normative Analysis of Assistance Mechanisms as Legal Instruments in the Development of Community-Based Tourism Villages in Central Magelang District

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Abstract

The objective of this study is to analyze the effectiveness of mentoring in promoting community-based tourism village development in Magelang Tengah District, Magelang City. The impetus for this study is twofold: first, to examine the untapped potential of local resources as tourism assets, and second, to explore the significance of community empowerment in the sustainable management of these resources. The research was conducted using a qualitative approach, which included participatory observation, focus group discussions (FGDs), and the distribution of evaluative questionnaires to residents in Panjang and Kemirirejo villages. The findings indicate that academic mentoring contributes to improving community understanding of the concept of tourism villages, the formation of tourism-aware groups, and the emergence of local initiatives in revitalizing public spaces based on local culture. Nevertheless, the development of tourism villages remains contingent on interdisciplinary collaboration, particularly from local governments and businesses. The study's findings suggest the integration of mentoring programs into regional development planning (Musrenbang) and the enhancement of community capacity through sustainable training.

Keywords: central magelang, community-based tourism, empowerment, mentoring, tourism villages

Abstrak

Penelitian ini bertujuan untuk menganalisis efektivitas pendampingan dalam mendorong pengembangan kampung wisata berbasis masyarakat di Kecamatan Magelang Tengah, Kota Magelang. Latar belakang studi ini berangkat dari potensi sumber daya lokal yang belum optimal dimanfaatkan sebagai aset pariwisata, serta pentingnya pemberdayaan masyarakat dalam mengelola potensi tersebut secara berkelanjutan. Penelitian dilakukan dengan pendekatan kualitatif melalui observasi partisipatif, diskusi kelompok terarah (FGD), dan penyebaran kuesioner evaluatif kepada warga di Kelurahan Panjang dan Kemirirejo. Temuan menunjukkan bahwa pendampingan akademik berkontribusi terhadap peningkatan pemahaman masyarakat mengenai konsep kampung wisata, pembentukan kelompok sadar wisata, serta munculnya inisiatif lokal dalam revitalisasi ruang publik berbasis budaya lokal. Meskipun demikian, pengembangan kampung wisata masih memerlukan dukungan lintas sektor, khususnya dari pemerintah daerah dan pelaku usaha. Studi ini merekomendasikan integrasi program pendampingan dalam

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perencanaan pembangunan daerah (Musrenbang) serta penguatan kapasitas masyarakat melalui pelatihan yang berkelanjutan.

Kata kunci: *kampung wisata, magelang tengah, pariwisata berbasis masyarakat, pemberdayaan, pendampingan*

1. INTRODUCTION

Tourism has provided significant revenue for many countries. As the largest archipelagic country in the world, consisting of 17,508 islands, Indonesia is also known as Nusantara, or the maritime nation. Indonesia has recognized the importance of the tourism sector to its economy, as the growth of tourism has consistently exceeded the growth of the Indonesian economy.¹

Law No. 10 of 2009 concerning Tourism (in conjunction with Law No. 11 of 2020 concerning Job Creation, tourism cluster) states that the tourism sector has been recognized as one of the important pillars of economic and social development in various countries, including Indonesia. With its contribution to gross domestic product (GDP), job creation, and the preservation of local culture, tourism has become an effective instrument in improving the welfare of the community. One of the approaches that is now widely developed in this sector is community-based tourism (CBT), which is a development model that places the local community as the main subject in the planning, implementation, and management of tourism activities. This approach not only aims to highlight local potential but also encourages independence, active participation, and capacity building among communities. According to Simon Khuznwt in Zaim, a country's high economic growth is supported by improvements in various sectors such as agriculture, forestry, transportation and communication, gas and clean water, electricity, construction, and tourism. Economic growth can also be interpreted as an increase in output or an increase in aggregate national income over a certain period of time in the form of income growth.²

¹ Soebagyo, "Strategi Pengembangan Pariwisata Di Indonesia," *Jurnal Liquidity* 1, no. 2 (2012): 153–58.

² Zaim Mukaffi and Tri Haryanto, "Systematic Review of Factors Affecting Economic Growth from the Tourism Aspect," *Jurnal Pariwisata Nusantara (JUWITA)* 1, no. 2 (2022): 108–17, <https://doi.org/10.20414/juwita.v1i2.5132>.

A number of previous studies have emphasized the importance of CBT as a form of sustainable tourism development. CIFOR (2004) and Gunn (1988) state that community involvement from the early stages of tourism planning will increase a sense of ownership of the destination and increase the chances of successful management. In an international context, a study by Kozhokulov et al. in Kyrgyzstan shows that community involvement in destination development can create synergy between environmental conservation, local economic development, and the strengthening of cultural identity. However, both in developing and developed countries, the implementation of CBT still faces various challenges, such as low human resource capacity, weak local institutions, and limited technical assistance. Where, one of the supporting sectors for a country's economic growth is tourism, which in the past two decades has become a serious concern for every country, including Indonesia. Many countries are competing to improve and build their tourism image to attract tourists. The arrival of tourists to a tourist destination can open opportunities for the local community to engage in business activities, thereby generating income from such work. This is as stated by Projogo in Zaim.³

In Indonesia, these challenges are also evident in various regions, including Magelang Tengah District, Magelang City. This area has promising tourism potential, both in terms of natural resources, cultural heritage, and the creative economy of the community. Two sub-districts, Panjang and Kemirirejo, are examples of areas that hold this potential. However, based on initial observations, the development of tourism villages in these two areas has not been optimal. The issues that have emerged include the lack of integration between tourism activities and cultural preservation, minimal community participation in planning, and the absence of a solid tourism advocacy group.⁴ Additionally, limited access to information and cross-sectoral support also pose barriers to achieving sustainable and inclusive tourism destinations.

³ *Ibid.*

⁴ Masrura R. Idjal, *The Importance of Crisis Management in Tourism* (USF M3 Publishing, LLC, 2022), <https://doi.org/10.5038/9781955833080>.

These issues highlight the gap between the potential available and the actual capacity of the community to manage it. This is where the role of academic assistance becomes relevant. Systematic and participatory assistance can serve as a bridge to connect community needs with tourism development opportunities. Research by Nizamiev et al. suggests that strengthening local capacity through knowledge transfer, institutional development, and the creation of program prototypes are strategic steps in community-based tourism development. This aligns with the increasing number of tourist visits, which do not necessarily directly benefit the community (especially those around the destination). This occurs due to uneven income distribution, as the tourism sector has a multiplier effect, meaning that the presence of a tourism destination directly impacts the community, particularly those around the destination.⁵

This study aims to analyze the impact of academic-based assistance on the development of tourist villages in Panjang and Kemirirejo subdistricts. The main focus of the study includes: (1) changes in the level of understanding and awareness of the community regarding local tourism management; (2) the formation of tourism awareness groups and institutional strengthening; and (3) concrete community initiatives in designing and implementing programs based on local potential.

2. RESEARCH METHODS

This research is a sectoral normative study using a descriptive qualitative approach with a case study method.⁶ Sectoral normative research is a type of legal research that focuses on analyzing the legal norms that apply in a particular sector or field, in this case the development of tourist villages. The research location is centered on two villages in Magelang Tengah District, namely Panjang Village and Kemirirejo Village, which have been partners in previous assistance programs.

Data collection techniques consisted of:

1. Participatory observation, where the research team was directly involved in the

⁵ Mukaffi and Haryanto, "Systematic Review of Factors Affecting Economic Growth from the Tourism Aspect."

⁶ Jonaedi Efendi & Johnny Ibrahim, *Metode Penelitian Hukum Normatif & Empiris*, vol. 1, cet. 2 (Jakarta: Kencana, 2016).

- mapping process and tourism development activities;
2. Focus group discussions (FGD) involving residents, community leaders, and local stakeholders to formulate the potential and strategies for tourism development;
 3. Evaluative questionnaires, used to measure changes in community understanding before and after the assistance activities.

Data analysis was conducted through data reduction, data presentation, and inductive conclusion drawing, based on the Miles and Huberman (1994) model. Data validity was strengthened through source and technique triangulation.

3. RESULTS AND DISCUSSION

3.1. Increasing Public Awareness and Knowledge

As stipulated in Law No. 5 of 2017 concerning the Promotion of Culture, hereinafter referred to as Law 5/2017, the development of cultural promotion objects is carried out through dissemination, assessment, and enrichment of diversity. Article 32 of Law 5/2017 states that one of the objectives of utilizing cultural advancement objects is to improve the welfare of the community, in addition to building national character; enhancing cultural resilience; and increasing Indonesia's active role and influence in international relations.⁷ This aligns with and is related to the guidance provided by researchers in supporting the enhancement of community awareness and knowledge. The questionnaire results show that after the assistance, 78% of respondents claimed to have a better understanding of the concept of tourist villages and the importance of managing local potential. Before the assistance, only 35% of respondents were aware of this. This indicates a significant increase in collective awareness.

Essentially, there are four main areas influenced by tourism development efforts, namely the economy, society, culture, and the environment. According to Joyosuharto (1995) in Soebagyo, tourism development has three functions, namely: (1) boosting the

⁷ D E Simatupang, "Overview of the Law Number 5 Of 2017 About Cultural Advancement for Managing Cultural Heritage Kawal Darat Shells Hill (BKKD) Area in Bintan Island," IOP Conference Series: Earth and Environmental Science 1188, no. 1 (June 1, 2023): 012037, <https://doi.org/10.1088/1755-1315/1188/1/012037>.

economy; (2) preserving the nation's identity and the sustainability of the environment's functions and quality; (3) fostering a love for the homeland and nation.⁸

Quoted in Fadlurrahman, according to Gunn in the field of tourism development, regional potential is a factor that can influence community readiness. This regional potential includes natural resources, human resources (working-age population, educated population), facilities, the existence of organizations, and attraction/cultural resources (arts and creative industries). All of these are local resources that belong to and are owned by the community itself.⁹

The tourism sector can not only boost economic growth, but it can also damage the environment or, conversely, stimulate environmental conservation. This is understandable because tourism development cannot be separated from the environment as one of the means or objects of tourism.¹⁰ According to reports and analyses from the World Tourism Organization (WTO), tourism makes a significant contribution to job creation. It is stated that out of every nine job opportunities available globally today, one of them comes from the tourism sector. It is also estimated that the absorption of labor in the tourism sector is greater in developing countries. Additionally, tourism can open new markets for agricultural products and traditional handicrafts, as well as service-based businesses such as massage therapists, accommodations, transportation, restaurants, and guides, which in turn create new job opportunities for the growing number of job seekers each year and increase national output.¹¹ Therefore, assistance is needed to raise public awareness and knowledge.

Increased public awareness and knowledge is one of the main indicators of success in community-based tourism development. In the context of this study, this indicator is measured through changes in the community's understanding of the concept of tourism

⁸ Soebagyo, "Strategi Pengembangan Pariwisata Di Indonesia."

⁹ Fadlurrahman, R M Mahendradi, and Novitasari, "Pendampingan Pengembangan Kampung Wisata Berbasis Masyarakat," *ABDIPRAJA (Jurnal Pengabdian Kepada Masyarakat)* 2, no. 2 (2021): 183–87.

¹⁰ Divisha Gupta and Yogita Sharma, "Social Media: Its Impact on Youth Travelers and Formation of Sustainable Destination Image," *International Journal of Experimental Research and Review* 41, no. Spl Vol (July 30, 2024): 239–49, <https://doi.org/10.52756/ijerr.2024.v41spl.020>.

¹¹ Soebagyo, "Strategi Pengembangan Pariwisata Di Indonesia."

villages, participatory values in destination management, and awareness of the importance of independent and sustainable management of local potential.

Before the intervention was implemented, initial survey results showed that most residents of Panjang and Kemirirejo villages had limited understanding of the concept of community-based tourism. Only around 35% of respondents understood that tourism could be developed from simple local assets, such as community gardens, river streams, SME potential, or cultural and artistic activities owned by the community itself. The majority of the others still perceived tourism as being limited to commercial tourist attractions managed by external parties or the government.

Through a series of mentoring activities such as focused group discussions (FGDs), field visits (participatory observation), and thematic training, there was a significant increase in the level of community understanding. Quantitative data from evaluative questionnaires distributed after the activities showed that 78% of respondents understood the concept of tourism villages, the values of local empowerment, and their role as part of the tourism movement. Additionally, residents began to realize that tourism management is not only about attracting tourists from outside but also about creating added value for their own living environment.

From a technical knowledge perspective, the mentoring also provided the community with new insights into how to manage local potential in a concrete manner. For example, residents were given insights into the basic principles of community-based tourism planning, the importance of environmental cleanliness and aesthetics, social media-based promotion strategies, and group financial management. One concrete example of this increased knowledge is seen in the proposals made by residents during village meetings, which are beginning to focus on innovative ideas such as thematic ornamental gardens, river tracking trails, and the revitalization of public spaces using a local cultural approach.

Furthermore, increased community awareness is also evident in changes in attitude. In follow-up focus group discussions, residents who were previously passive began to show enthusiasm and involvement in the discussions. The emergence of willingness to participate in joint activities, such as environmental community service and waste

management training, reflects the growing sense of ownership of the tourism village concept. Even some residents who work as MSME actors have begun to link their products to the concept of local tourism, such as creating tourism-friendly packaging or adapting product narratives to the cultural identity of the village.

Theoretically, these findings reinforce the arguments put forward by Gunn (1988) and CIFOR (2004) that awareness and knowledge are the foundation for developing community-based tourism. Without proper understanding, tourism development efforts tend to be top-down and risk failure because they are not supported by local actors as the main stakeholders. This research is also in line with the findings of Kozhokulov et al. (2021), which emphasize that enhancing community capacity in cognitive and affective aspects will foster stronger collaboration in the management of community-based tourism destinations. Thus, it can be concluded that the assistance process is not only technical in nature but also builds critical awareness among residents regarding the value and potential of their villages. This transformation of knowledge is an important basis for further steps, including the formation of local institutions and the implementation of sustainable tourism action plans.

3.2. Formation of Tourism Activist Groups

According to Widiati in I Putu, Sustainable tourism, a rapidly growing sector, encompasses improvements in accommodation capacity, local population, and environmental dynamics.¹² The development of the tourism sector can begin with the formation of a tourism promotion group. Development refers to efforts to improve the quality of life and welfare of the community through the development of various sectors, such as infrastructure, education, health, and the economy. Development aims to achieve sustainable economic growth, reduce social inequality, improve access to public facilities and services, and strengthen the community's capacity to face changes and challenges. Development must be carried out in a planned and targeted manner, involving the

¹² I Putu David Adi Saputra, "Pentingnya Pariwisata Berkelanjutan Dalam Menjaga Keseimbangan Lingkungan," *AL-MIKRAJ Jurnal Studi Islam Dan Humaniora (E-ISSN 2745-4584)* 4, no. 02 (2024): 207–17, <https://doi.org/10.37680/almikraj.v4i02.4613>.

government, the private sector, and the community in the process. Development refers to efforts to improve or expand something that already exists, whether it be infrastructure, human resources, technology, or other sectors. Development is often carried out in the context of development, with the aim of optimizing the use of existing resources, increasing competitiveness, and achieving sustainable growth.¹³

In this study, as a follow-up to the FGD, two tourism awareness groups (Pokdarwis) consisting of local youth were formed. They designed annual activity programs such as creating ornamental gardens, managing biofloc catfish ponds, and revitalizing public spaces. One of the strategic outcomes of the mentoring activities is the formation of local tourism-driven groups, or what is known in policy terminology as Tourism Awareness Groups (Pokdarwis). These groups serve as community-based institutional entities responsible for designing, managing, and ensuring the sustainability of tourism activities within the community. The formation of Pokdarwis is an important achievement as it marks a shift from individual-based or informal leader-driven management toward a more planned and collaborative organizational structure.

The process of forming this group began through a series of community meetings (rembug kampung) facilitated in focused group discussions (FGD). Residents from Panjang and Kemirirejo villages were actively involved in sharing ideas, determining the direction of the program, and selecting group members based on the principles of representation, active involvement, and integrity. This process was conducted democratically and transparently, taking into account gender representation, productive age, and the potential contributions of each individual.

The group consists of youth, SME actors, community leaders, and RT/RW representatives. The organizational structure is simple yet functional, comprising a chairperson, secretary, treasurer, creative and promotion division, and environment and conservation division. The group's main tasks are to coordinate tourism activities, compile an annual calendar of activities, develop local potential into thematic tourism

¹³ Poni Sukaesih Kurniati et al., "Kebijakan Pemerintah Dalam Pembangunan Dan Pengembangan Pariwisata Di Wilayah Kota Bandung," *Jurnal Caraka Prabhu* 7, no. 2 (2023): 1–16, <https://doi.org/10.36859/jcp.v7i2.1723>.

packages, and build communication with external stakeholders such as the village government, academics, and business actors.

The results of the mentoring also show that internal social dynamics are key to the success of this group. For example, the involvement of young people as driving forces has strengthened the adoption of digital technology for tourism promotion, such as the creation of social media accounts for tourist villages and the design of digital posters for community activities.¹⁴ Meanwhile, MSME actors have begun to connect with Pokdarwis to align their products with the local tourism narrative. This collaboration has formed a healthy initial ecosystem between tourism activities and the strengthening of the community's micro-economy.

From a conceptual perspective, the formation of Pokdarwis reflects social capital theory as explained by Putnam (1993), in which networks, norms, and trust are the main social capital in participatory development. The existence of mutual trust among group members, voluntary participation, and a spirit of collectivity shows that the community has begun to build productive informal institutions. This also reinforces Gunn's (1988) argument that successful tourism management requires an organizational structure that is responsive to change and community needs.

However, this process is not without challenges. Some residents still express skepticism about the sustainability of the group, particularly regarding funding sources and long-term commitment. Therefore, in further discussions, the research team encouraged Pokdarwis to immediately develop a work plan and a self-help contribution mechanism or mutual fund scheme as a form of initial independence. In addition, the group was also directed to establish partnerships with local private parties or local governments to strengthen institutional support.

In general, the formation of this tourism group marks an important step forward in strengthening community institutional capacity. More than just an organizational formality, Pokdarwis serves as a forum for articulating the ideas and aspirations of

¹⁴ Yoka Pradana, Aiza Nabila Arifputri, and Rizca Haqqu, "Digital Literacy of Tourism Awareness Groups in Digital Promotion Activities of Cibuntu Tourism Village, Kuningan Regency," *LONTAR: Jurnal Ilmu Komunikasi* 12, no. 1 (June 30, 2024): 284–96, <https://doi.org/10.30656/lontar.v12i1.8505>.

residents in managing the tourism village. If facilitated in a sustainable manner and supported by affirmative policies, Pokdarwis can become the main driving force for social and economic transformation at the community level.

3.3. Initiatives and Program Prototypes

One of the efforts to improve the community's economy is through the development of tourism by utilizing local resources. Several regions in Indonesia are competing to manage their natural resources and package them as tourism products, one of which is the Community-Based Tourism Village in Magelang Tengah District. After the formation of the tourism promotion group (Pokdarwis), the communities in the two partner villages showed a significant increase in initiative in designing tourism programs based on local potential. This reflects the internalization of empowerment values in the form of concrete actions and the courage of residents to develop ideas into tourism activity prototypes. The initiatives that emerge are not generic but highly contextual, rooted in the conditions, history, and resources of each local environment.

One of the most notable initiatives is the revitalization of the “Bengung” siren, a historical artifact from the colonial era that was once used as a danger signal and later repurposed as a signal for breaking the fast during Ramadan. During a community meeting, the neighborhood committee proposed reviving the siren as a tourism attraction based on the village's historical narrative. This proposal was well-received and followed up through initial collaboration with the Faculty of Engineering at Tidar University for technical studies. This initiative not only strengthens local identity but also promotes an educational tourism approach (heritage-based tourism).

Additionally, the community has begun developing prototypes for urban ecotourism-based tourism, such as ornamental plant gardens and organic vegetable gardens. These activities stem from the potential of open spaces in the RW area and the residents' enthusiasm for greening initiatives. From focused discussions and field practices, the following activity designs emerged: Creating a thematic ornamental plant garden with mural installations and creative gates; Building a biofloc catfish pond equipped with a canopy and a simple water circulation system; Developing organic

vegetable gardens around the pond, using polybags, growing media, and simple farming tools; Producing PSB (photosynthetic bacteria) fertilizer made from natural materials like eggs and vetsin, based on practices shared by residents of RT in Bekasi during an online Zoom session.

All these activities not only target the aesthetics of the space and tourist appeal but also strengthen the dimensions of family food security, intergenerational involvement, and knowledge transfer among residents. This approach reflects the principles of ecotourism and community empowerment, as explained by Suansri (2003), that the success of community-based tourism is not only measured by the number of visitors but also by how well the activities integrate into the daily lives of the community.

From a planning perspective, the prototype developed by the community was visualized in the form of perspective drawings. This is an innovative approach because ideas that were previously discussed only verbally are now being captured and translated visually by the facilitator team. This visualization serves a dual purpose: as a medium for articulating community ideas and as an advocacy tool that can be used in the planning process at the village and district levels, such as the Musrenbang.

The integration between the results of community deliberations and regional planning documents is also beginning to emerge. Several tourism village program initiatives have been formally proposed into the 2023 Magelang Tengah District RKPD and have become part of the Musrenbang proposal document. This process demonstrates the bridge between community aspirations and public policy, an indicator of the success of transformative accompaniment.

However, the sustainability of this prototype still faces several challenges. These include: the availability of operational funds, consistent community participation, and the need for advanced technical training in tourism infrastructure management. Therefore, moving forward, ongoing thematic support (such as digital marketing training, visitor management, and group financial management) will be essential to develop the prototype into a sustainable and self-sufficient program.

In general, the success of this initiative and prototype shows that the community is not only capable of being beneficiaries but also creative actors in local tourism

development. Collaboration among residents, academic facilitation, and initial support from the village government demonstrate a micro-scale pentahelix cooperation model that can be replicated in other areas with a similar approach.

Through community deliberations and the visualization of ideas into perspective drawings, the community successfully designed various tourism initiatives, such as:

- 1) Revitalization of the historic “Bengung” siren as a cultural attraction.
- 2) Development of an organic agricultural education park.

Training in the production of PSB fertilizer using household materials.

3.4. Challenges and Need for Continued Support

According to Spilane (1987) in Ocard Valentino, there are five considerations in determining why it is necessary to develop tourism in Indonesia, namely: ¹⁵

- 1) The declining role of the oil sector as a source of foreign exchange compared to the past;
- 2) The decline in the value of exports in the non-oil sector;
- 3) The tourism sector continues to show a consistent upward trend;
- 4) The significant potential we have for developing Indonesian tourism;
- 5) The economic crisis that could strike Indonesia at any time has prompted the Indonesian government to seek alternative sources of income from various potential sectors. In reality, tourism can provide a solution when the economy is unfavorable.

According to Andereck (2005) in Ekklesyia Venny¹⁶, the impacts of tourism development in a destination can generally be categorized into three categories, namely economic impacts, socio-cultural impacts, and environmental impacts. These three tourism impacts are then further elaborated into several aspects. The economic impacts of tourism development include increased community income, the creation of new jobs,

¹⁵ Putera et al., “Analisis Pengembangan Potensi Pariwisata Dan Dampaknya Terhadap Perekonomian Di Kabupaten Toraja Utara,” *Jurnal Berkala Ilmiah Efisiensi* 22, no. 8 (2022): 97–108.

¹⁶ Ekklesyia Venny Herlianti and Rindo Bagus Sanjaya, “Dampak Positif Pariwisata Terhadap Budaya, Ekonomi, Dan Lingkungan Di Kasepuhan Cipta Mulya,” *KRITIS* 31, no. 2 (December 22, 2022): 132–49, <https://doi.org/10.24246/kritis.v31i2p132-149>.

increased community trade value, and improved community welfare. According to Bagri (2016), the socio-cultural impacts of tourism include the preservation and revitalization of traditional culture, as well as the promotion of local arts and crafts industries. Meanwhile, according to Ismayanti and Priyanto, the environmental impacts of tourism encompass eight components: water, air, beaches and islands, mountains and wilderness areas, vegetation, wildlife, historical, cultural, and religious sites, as well as urban and rural areas.

The concept of sustainable tourism has been designed to maintain a balance between environmental conservation, economic growth, and social welfare, but its implementation at the community level still faces various challenges. In the community-based tourism village in Magelang Tengah District, residents' awareness of the importance of sustainability principles has indeed increased. However, efforts to integrate these values into daily practices still require strengthening. Active participation from all elements of society and inter-sectoral synergy have not yet been fully optimized. Additionally, the direction of sustainable tourism development policies at the local level needs to place greater emphasis on educational approaches and the promotion of environmentally friendly tourism activities as part of a long-term strategy for inclusive and sustainable tourism development.

Despite increased participation, several obstacles remain, such as limited funds, inter-agency coordination, and the need for supporting regulations. Therefore, the development of tourism villages needs to be integrated into development planning documents such as Musrenbang and RKPD.

CONCLUSION AND SUGGESTION

This study shows that academic assistance can improve the community's capacity to design and manage tourism villages based on local potential. Increased understanding, the formation of local institutions, and the emergence of community initiatives are indicators of the success of this program. However, further development still requires collaboration between the community, government, and private sector to align with the objectives of utilizing cultural development objects as stipulated in Law No. 5 of 2017 on

Cultural Development.

Local governments should integrate tourism village initiatives into development planning to ensure program sustainability, while communities need to be supported through technical training, tourism management capacity building, and access to financing. Future research is recommended to evaluate the long-term economic impact of tourism village development on residents' welfare.

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