
A Study of the Role of Initiators in Creating Sustainability of Kampung Gagot Tourism Village

Benedicta Evienia P¹, Andang Wirawan B², Penny Handayani³

^{1,2}Faculty of Economics and Business, Atma Jaya Catholic University of Indonesia, Indonesia

³Faculty of Psychology, Atma Jaya Catholic University of Indonesia, Indonesia

ARTICLE INFO

Article history:

DOI:

[10.30595/pssh.v15i.922](https://doi.org/10.30595/pssh.v15i.922)

Submitted:

November 28, 2023

Accepted:

December 18, 2023

Published:

January 18, 2024

Keywords:

Tourism Village;
Empowerment; Sustainable
Development Goals; Initiator

ABSTRACT

Background: To achieve the Sustainable Development Goals (SDGs), every area with social problems needs to carry out activities that can encourage the community or environment to carry out empowerment. Empowerment is an essential strategy in increasing the role of the community or society in increasing their potential to be more independent and work. This research aims to analyze the role of external agents in the development of Kampung Gagot Tourism Village, one of the leading destinations in Banjarnegara Regency. The active participation of the local community influences the current success of Kampung Gagot Tourism Village. However, the research reveals the unexpected role of external agents who act as directors in developing this area. Method: The research method was qualitative, with explanations through descriptive techniques. Data were collected through observation and in-depth interviews with informants selected using purposive sampling. Results: The results highlighted the role of initiators as conceptors, information mouthpieces, and tourism ambassadors in developing tourism in Kampung Gagot Tourism Village. Conclusion: The obstacles encountered need to be addressed wisely, and the recommended approach is to involve the local community, especially the younger generation, to become an independent tourist destination, reducing dependence on the initiator.

This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).



Corresponding Author:

Benedicta Evienia P

Faculty of Economics and Business, Atma Jaya Catholic University of Indonesia,
Jend.Sudirman Stree No.51, Jakarta 12930, Indonesia

Email: benedicta.ep@atmajaya.ac.id

1. INTRODUCTION

To achieve the Sustainable Development Goals (SDGs), every area with social problems needs to carry out activities encouraging the community or environment to carry out empowerment activities. Kampung Gagot Tourism Village is a tourism village that was formed from the concerns of a married couple in their hometown. The issue of the need to improve the ability to create food security is what encouraged them to form Kampung Gagot Tourism Village starting with education related to agricultural management, which aims to empower the youth in Kampung Gagot to have an interest in agriculture that can be used as a source of income. The youth empowerment program in Kampung Gagot is one of the ways to solve one of the social problems often experienced in villages, namely the absence of human resources who can manage agricultural land and plantations, which are natural resources that have many benefits in creating regional capabilities in food self-sufficiency.

Economic empowerment for residents, especially youth in Kampung Gagot, can help increase access to economic resources and opportunities, including employment opportunities, financial services, skills development, and market information.

Empowerment is an essential strategy in increasing the role of the community or society in increasing their potential to be more independent and work. Research conducted by Penny, Benedicta, and Thia (2022) provides information about Indonesia's increasing development of social entrepreneurship. The desire to achieve Sustainable Development Goals (SDGs) shapes social entrepreneurship in Indonesia. The study also found that social support is one of the influences on the formation of social entrepreneurship. Internal and external motivation also supports a person in social entrepreneurship, which aims to empower more people and the environment to solve social problems. Therefore, this research focuses on the role of external actors in developing Kampung Gagot as a tourist village.

2. RESEARCH METHOD

Kampung Gagot Tourism Village was chosen as the research location because it is a tourism village that focuses on introducing that farming or gardening is fun, with the aim that young people aspire to become farmers to maintain the sustainability of food availability through agriculture in Indonesia. To clarify and limit the problems in this study, the scope of the role of external actors is the activities carried out by a married couple who became the initiator in developing Kampung Gagot Tourism Village. The data sources used are primary data obtained from primary sources, namely original, first-hand information when researchers are in the field based on Wardiyanta (2010), a married couple (Novi and Arul) as external actors (initiators of Kampung Gagot Tourism Village) are first-hand informants, while secondary data comes from documents owned by the Kampung Gagot Tourism Village manager, relevant journals and documents from related agencies. Sugiyono (2014) used data collection techniques through in-depth interviews, observation, and literature study. As for the method of determining informants, according to Sugiyono (2014), Purposive sampling is a sampling of sources with specific considerations, namely Novi and Arul, as external actors who understand their role in Kampung Gagot Tourism Village. The research method used is descriptive analysis.

3. RESULT AND DISCUSSIONS

Since its inception, Kampung Gagot Tourism Village has focused on implementing the concept of Community Based Tourism (CBT), which aims to prioritize the local community as the host. The local community benefits directly from tourism activities in Kampung Gagot. The success of Kampung Gagot Tourism Village is not solely due to the high participation of the local community, but there are concepts behind the current success. Novi and Arul, as initiators (external actors), managed to get into the community component of Kampung Gagot Tourism Village. Novi and Arul succeeded in encouraging the local community to be actively involved in various agricultural tourism activities developed in Kampung Gagot Tourism Village. This activity aims to improve the community's welfare without leaving the local community's original jobs as farmers and breeders.

The participation of the local community in Kampung Gagot Tourism Village is extensive, but the contribution of external actors, in this case, the initiator, is also equally significant. The excellent synergy between the local community and the initiator has resulted in Kampung Gagot Tourism Village receiving various awards from the Ministry of Tourism and Creative Economy and other institutions such as the Ministry of Cooperatives and SMEs. Local community participation in Kampung Gagot Tourism Village is at the induced participation level, Nurkhayani (2016). At the beginning of the formation of Kampung Gagot Tourism Village, initiators Novi and Arul had a role as external actors who consciously desired to develop Kampung Gagot Tourism Village as an agricultural educational tour. Some of the contributions made by the initiators include a. The initiator acts as a concept or director, and the educational background bagged by the initiator in the field of agriculture makes Novi and Arul apply the knowledge gained in the Kampung Gagot Tourism Village, which is the village where they live. b. As a pioneer in using the local community-based tourism development (Community Based Tourism Development). Local communities are included in decision-making and benefit-sharing. Everything is from the local community and for the local community. c. The initiator acts as a connector of tongues; the geographical location of Kampung Gagot Tourism Village, which is quite far from extensive road access, makes access to information obtained not optimal; the initiator has a broad enough relationship to make the information received so quickly. d. External actors can bridge between the local community and the local community. The initiator can bridge between the local community and tourism actors. The role of external actors does not solely have a negative connotation. However, in its development, local communities, especially in rural areas, need the part of an external actor.

4. CONCLUSION AND RECOMMENDATION

From the results of research on Kampung Gagot Tourism Village, it can be concluded that the success of Kampung Gagot Tourism Village is due to good cooperation between the local community (residents) and external

actors who act as initiators and conception. The role of Novi and Arul as initiators is quite prominent in the development of Kampung Gagot Tourism Village. The existence of initiators who are also local residents positively impacts the progress of Kampung Gagot Tourism Village. However, there were pros and cons at the beginning of its formation. But this is a common thing in building or establishing something. Until now, Novi and Arul have an active role in maintaining the sustainability of Kampung Gagot Tourism Village. They also invite the youth in the village to participate actively in every activity at Kampung Gagot Tourism Village.

REFERENCES

- Acs, Z. J., & Varga, A. (2005). Entrepreneurship, agglomeration, and technological change. *Small Business Economics*, 24(3), 323–334.
- Carriles-Alberdi, M., Lopez-Gutierrez, C., & Fernandez-Laviada, A. (2021). The Influence of the Ecosystem on the Motivation of Social Entrepreneurs. *Sustainability*, 13(2).
- Cukier, Wendy, Susan Trenholm, dan Dale Carl, 2011, “Social Entrepreneurship: A Content Analysis,” *Journal of Strategic Innovation and Sustainability*.
- Dalton, J., Elias, M., & Wandersman, A. (2001). *Community Psychology: Linking individuals and communities*. Belmont, CA: Wadsworth/Thomson Learning.
- Dees, GJ (1998). The meaning of social Entrepreneurship, Paper, Stanford: Kauffman Center for Entrepreneurial Leadership, Stanford University.
- Handayani P, Prabawanti BE, Hapsari S, Widyani R, Frenicha. (2021). Dual role conflict and social support on the performance of women entrepreneurs with disabilities during the Covid-19 pandemic (initial research). *International Journal of Business and Applied Social Science* 7(11): 39–44. <https://doi.org/10.33642/ijbass.v7n11p3>
- Sarafino, E. P., & Timothy, W. S. (2011). *Health Psychology: Biopsychosocial Interactions*, 7th Ed. United States of America: John Wiley & Sons Inc.
- Tundui HP, Tundui, Charles S. 2020. Marriage and business performance: the case of women-owned micro and small businesses in Tanzania. *Journal of Entrepreneurship*. 13(5): 1287-1308 in *Emerging Economies* © Emerald Publishing Limited 2053-4604 DOI 10.1108/JEEE-06- 2020-0202
- Adriansyah, Yasmin (2012). “Entrepreneurship is one viable answer for Indonesia. The Jakarta Post - <http://www.thejakartapost.com/news/2012/01/08/entrepreneurship-one-viable-answer-indonesia.html>- accessed 10 October 2021
- April, Sabrina (2010). Generation, Only Want a Sustainable Indonesia.” <http://bisniskeuangan.kompas.com/read/2010/10/31/18381976/Greeneration.Hanya.Ingin.Indonesia.Lestari> - accessed 10 October 2021
- <Http://Www.Ppkmindonesia.Com/Artikel/Item/96-Tfoc-Sitanala-Ppkm> OJK activity of Tfoc Sitanala Community Ppkm Collaboration with OJK- accessed on 25 October 202
- Kasali, Rhenald (2010). NGO or Social Entrepreneurship. *Sindo Newspaper* 7 February 2010