

Community Empowerment in Culinary Tourism as Sustainable Rural Development

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Abstract

The development of economic institutions through business groups and Village-Owned Enterprises has become the foundation of the economy at the regional, urban and national levels. The study used the qualitative Participatory Learning and Action (PLA) method to identify community problems and potentials and understand deeply the situation of a community. The research targets are the Soto Klamud Business Group and the Peanut and Seed Economic Business Group which are located in the Toyareja Village, in Purbalingga. which can be used as examples of success in other research locations, namely the Kartadesa Village Owned Enterprise in Sambak Village, Kajoran District, Magelang Regency of Central Java of Indonesia. The data is collected through interviews, documentation, observation, and Participatory Decision Making (PDM). In addition, the informants have decided purposively namely the management of business groups and village-owned enterprises, village governments, and customers. The study used qualitative data analysis by collecting data, reducing, categorizing, verifying, triangulating, and drawing conclusions. The results showed that: (1) The process of developing socio-economic engineering in business groups must be supported by universities or academics and social institutions as activists who sustainably care about community empowerment by conducting counseling, training on institutional and business management as well as marketing, and assisting with access to partnerships. (2) Sustainable development in culinary tourism can be realized through empowerment programs such as counseling, training, and mentoring for the younger generation to become a successful entrepreneurs.

Keywords: business group, participatory, rural development, community empowerment, culinary tourism

1. Introduction

Development requires the support of conducive and harmonious situations and conditions among development actors starting from the community and the government as a whole, in order to create openness, participation, cooperation or collaboration to plan, implement and evaluate development, especially at the village level. Development in the village is important and strategic because it is a small scale of the state and it is the closest community to the government for all life affairs. Village development becomes the foundation of regional and national development. Therefore, it requires further studies and research to identify, analyze, find solutions, create and implement development programs in the village through community empowerment to create and improve motivation, mental attitudes, socio-economic interactions, as well as develop resources and community potentials that are more open, create harmonization and rehabilitate conflict and trauma. There is a sharia economic concept as an alternative solution for togetherness and is carried out in a clear and fair legal manner that is relevant to the objectives of empowerment and economic institutions that are established, managed legally with the provisions of joint regulations and are prosperous for members together.

Small groups economics is a form of solution to the failure of conventional economics which does not emphasize the aspects of morality and justice. Cooperatives are a collection of people who work together to meet one or more economic needs or work together to do business. Cooperatives are closely related to the economy, considering that

the economy is often not able to provide satisfactory answers to the problems faced in analyzing and building cooperatives (Hasibuan, 2011; Islam, 2017; Kamal et al. 2021; Kyazze et al., 2017; Majee & Hoyt, 2011; Sulaiman & Ahmadi, 2020;)

Based on this, it is important and strategic to conduct research on the conceptualization and implementation of community empowerment in the development and strengthening socio-culture in Toyareja Village, Purbalingga Regency. In line with the national development vision as stated in Law no. 17 of 2007 concerning the National Long-Term Development Plan for 2005-2025, the vision for the Acceleration and Expansion of Indonesia's Economic Development (AEIED) is "To create an Indonesian society that is independent, advanced, just, and prosperous". In addition, there is AEIED master plan for 2011-2025, namely the development of directions for the realization of the quality of Indonesia's human development as an advanced nation. Indonesia goals are not only increasing income and purchasing power, but also improving equity and quality of life for the entire nation.

Community empowerment is an effort to prepare the community along with efforts to strengthen community institutions. Thus, they are able to realize progress, independence, and prosperity in terms of sustainable social justice. In other words, empowerment is an activity to increase power of disadvantaged communities in a sustainable, dynamic way, and build power to encourage, motivate and raise public awareness in order to get involved in managing all the potential that exist in an evolutionary way (Chowdhury et al., 2018; Rice & Hancock, 2016; Sardu et al., 2012; Sulaiman et al., 2016; White-Cooper et al., 2007; Yoo et al., 2004)

Community empowerment is actually an effort to change people's behavior patterns to increase ability and independence through four aspects, namely, social protection, enhancing capacity, increasing accessibility and utilizing local potential. The reason is that the community empowerment policies that have been implemented so far are not limited to the concept of adopting programs and activities, but most importantly adapting the concept to the community.

In addition, efforts to empower the community can be carried out in three ways, namely those that allow the community's potential to develop: strengthening the potential or the current ability, and empowering the community in the sense of protecting and defending the interests of the weak. Empowerment includes not only individuals in society, but also elements of the population's institutions. Toyareja village has a very strategic area because it is located close to the city center, namely Purbalingga City, this village also has a unique culinary, namely Soto Klamud. Soto Klamud is made from soto combined with young coconut, this idea came up because of the abundance of young coconut harvests. Once, one of the residents opened a culinary business of Soto Klamud. Toyareja village is also often used as a military training ground by the 406th battalion, because the location of Toyareja village is behind the battalion only adjacent to the rice fields. Not only that, Toyareja Village also has a variety of other economic businesses such as agriculture, plantations, and livestock. In the field of agriculture, the people in Toyareja Village rely on fertilizers sold by a family who also distributes agricultural fertilizers by the government. For the plantation sector, there is a small industry or home industry where the industry processes and produces peanuts and hidden peanuts where there is a large enough land to plant the peanuts. While in the livestock sector there is a duck farming business whereas the main commodity is not ducks but its eggs that are sold but the duck eggs which are produced into salted eggs, the manager of this industry is also owned by one of the families in Toyareja Village.

The business group in the Torayeka area, Purbalingga Regency can be used as a model for the Kartadesa Village-Owned Enterprise in Sambak Village, Kajoran District, Magelang Regency which is very interesting and unique in having superior culinary products, namely Getuk Chips (Telo Karto), and pickled catfish. With all the diversity of economic businesses that exist in this village, it is considered necessary to have community empowerment carried out by the village government, even the empowerment of the city government itself. Therefore, the village can progress and continue to develop in the future. In addition, the people in Toyareja Village will also develop their knowledge more and their economy will also prosper.

2. Research Method

The research uses a qualitative Participatory Learning and Action (PLA) method to identify community problems and potentials and gain a deep understanding of the situation of a community (Chakraborty et al., 2020). The main principles of the PLA are: (1) Prioritizing the less fortunate to know the real reality of the problem; (2) Emphasizing the assessment process as a process of empowerment (learning and strengthening) for the community and community workers; (3) The principle of learning and respecting differences. (4) The process of re-checking or triangulation (check and re-check) on the data obtained from the results of observations, documentation and interviews as well as FGDs. (5) Implementation is informal, optimizing results, sustainable, open and practical orientation. The study used qualitative analysis by collecting data, reducing, categorizing, verifying and

triangulating and drawing conclusions (James et al., 2007; Sulaiman, 2020).

The research data was obtained through interviews, distributing questionnaires, analyzing documentation, direct observation, and Focus Group Discussion. Then the informants were determined by purposive sampling, the informants are decided purposively namely the management of business groups and village-owned enterprises, village governments, and customers. The research targets are the Soto Klamud business group and the hidden peanut economic business group located in the Toyareja Village area, Purbalingga district. Furthermore, the Kartadesa Village Owned Enterprise in Sambak Village, Kajoran District, Magelang Regency Central Java, which is very interesting and unique has superior culinary products, namely Getuk Chips (Telo Karto), and pickled catfish.

3. Results and Discussion

3.1 Development of Business Groups in Rural Area

Based on a preliminary study by the research team in 2021 and early research in 2022, Magelang Regency is one of the pilot innovation villages in Central Java (2021-2022). Then there are small and medium businesses that are members of the Kartadesa Village Owned Enterprise in Sambak Village, Kajoran District, Magelang Regency which are very interesting and unique by having superior culinary products, namely Getuk Chips (Telo Karto) and pickled catfish. Even during the 2021-2022 Covid-19 Pandemic, new product innovations "Catfish" have been produced. The uniqueness of the catfish product comes from the cultivation of organic catfish, very high quality, fresh, highly nutritious and flavored with delicious spices as a result of the residents of Sambak Village. Catfish processed products have a price of IDR 30,000 per pack/0.5 kilograms that are ready for consumption. Small and Medium Micro Enterprises (SMMEs) in the Village-Owned Enterprises are an important factor for the economy of rural communities. Village-owned enterprises are able to accommodate business production results, as well as become transactional media for marketing and can meet the needs of the wider community, including increasing income or community welfare.

Village-owned enterprises still have several problems, namely: (1) Organizational or institutional management has not been managed professionally. For example SMMEs as business sub-units Village-owned enterprises have not been fully integrated in formal administration. So that the cohesiveness of the management is only informal friendship and less involved in meetings or deliberation in the village. (2) Administrative and financial management is still manual or not computer-based with more practical digital applications. (3) The young generation in the village does not yet have the motivation and is involved in conducting village potential-based entrepreneurship. (4) Village-owned enterprise products do not yet fully have established quality standards such as packaging quality, and attractive or marketable brands. (5) Promotion and marketing of SMMEs products in village-owned enterprises have not yet adopted digital technology.

Meanwhile, at village Owned Enterprise selected in Toyareja Village buys, sells and distributes subsidized fertilizers selected based on the needs of the farmers. Then the previous empowerment program was also related to the welfare of farmers, namely the coaching and counseling program and the Integrated Crop Management Field School (ICMFS). In addition to agriculture, SMMEs in Toyareja Village, such as Peanuts and hidden peanutn peanuts, Soto Klamud, and Salted Eggs are also considered potentials by the government, at the village, sub-district, and district levels that need to be managed and developed for the welfare of society. However, it is also necessary to know the problems that occur related to the economic potentials in Toyareja Village so that they can formulate programs that are in accordance with existing needs.

The main agricultural problem is water scarcity or drought in the dry season because the main irrigation source for rice fields only comes from the Larangan River and the Klawing River. Hence, the farmers find it difficult to farm in the dry season. Apart from irrigation, subsidized fertilizers purchased through Village-owned enterprises also cannot meet the fertilizer needs of farmers. The purchase of subsidized fertilizers is limited. Farmers can only buy subsidized fertilizer as much as 35 kg per year (2 seasons/4 times of fertilization) for 100 tiles of rice fields, even though the need for fertilizer is 80 kg for one season/two times of fertilization. Therefore, farmers have to buy non-subsidized fertilizers which are more expensive to meet their fertilizer needs.

Another problem faced by farmers in Toyareja Village is the low selling price of rice. Based on the information obtained from Mr. Sarkum, for 100 kg (1 quintal) of rice is only valued at IDR 330,000, and bought by middlemen. In addition, the number of agricultural equipment such as tractors is still small, especially those owned by each Gapoktan, making farmers have to take turns to use tractors. The impact is that farmers have to wait up to 2 months to be able to start planting rice again. For SMMEs, the problems faced are related to product marketing. Pak Fajar said that he only sells salted eggs in the nearest market and stalls around Toyareja Village. Meanwhile, Mrs. Sawini only sells peanuts and hidden peanuts through distributors and several buyers who come to her house. Then for

the Soto Klamud stall, although it is well known outside the city and is often visited by buyers who come from various regions in Indonesia, but because the place is still remote and access roads are narrow, some buyers who come with groups by big buses can't get to the Soto Klamud stall and have to park in a place quite far from the stall. There is no assistance from the government. Thus, their business is not growing so fast and is still on a small scale.

The other problem is the low interest of the younger generation to work in agriculture. Hence, the farmers in Toyareja Village are dominated by the elders. The younger generation in Toyareja Village prefers to migrate and work outside the city or work in hairpiece and false eyelash factories in Purbalingga Regency. The establishment of hairpiece and false eyelash factories in Purbalingga Regency on the one hand provides benefits by absorbing a lot of labor, but on the other hand it can threaten the existence of villages with abundant agricultural potential. That is the absence of farmer regeneration. In addition to the low interest of the younger generation to work in the agricultural sector, the low participation of the community also hinders the process of community empowerment. For example, residents of Toyareja Village rarely attend routine meetings of neighbourhood, hamlets or village meetings.

The business group has challenges and obstacles, especially issues of capital, consistency of product quality and continuity, and retaining customers. Moreover, during the Covid-19 pandemic, there were restrictions on community mobilization, so digital (online) promotion and marketing was necessary (Abisuga-Oyekunle et al., 2019; Cange & Wang, 2019; Engidaw, 2022; Fairlie, 2020; Liguori & Pittz, 2020; Lu et al., 2020; Sun et al., 2021). Based on the potential and problems described above, if the village government and related parties can create programs that are appropriate and able to overcome the existing problems, the researcher predicts that there are quite promising prospects for economic progress in Toyareja Village in the future. There should be self-awareness from each resident of Toyareja Village, especially the younger generation, willing to work in agriculture so that they don't have to migrate out of town or work in factories.

Then every citizen must also increase community participation to participate in every empowerment activity as a form of sustainable development in Toyareja Village, Purbalingga Regency and in Sambak Village, Magelang Regency. As some have argued that Sustainable development is the design of programs that achieve targets to meet the needs of the present without compromising meeting the needs of future generations provide dates defining the periods of recruitment and follow-up and the primary sources of the potential subjects, where appropriate. If these dates differ by group, provide the values for each group (Andaregie, 2021; Chang et al., 2022; Fiseha & Oyelana, 2015; Lawson & Kearns, 2014; Mensah, 2019; Singh & Titi, 2001; Nursini, 2020).

3.2 Empowerment of Business Groups in Sustainable Development

Implementing regional development appropriately, effectively and efficiently, requires credible human resources and qualified government officials that are able to formulate policies. The village government as an actor or facilitator designs a community empowerment where the government has the authority to achieve a goal of empowerment and essentially regional development is a task that is imposed on all communities in the region.

Community empowerment planning is also conducted by village officials in order to create community participation that is closely related to community empowerment, where in participatory development efforts and steps are needed to strengthen community institutions in order to be able to realize progress, independence, and prosperity in a just sustainable development to improve dignity and to be able to escape from the trap of poverty and underdevelopment. This effort is a tangible manifestation of community empowerment (Haldane et al., 2019; Ratten, 2020; Sugito et al., 2020; Sukhemi, S., & Maisaroh, 2019; Suswanto et al., 2021).

Community empowerment in the concept of economic development is only to fulfill basic needs or provide a mechanism to prevent further impoverishment processes (safety net), which has recently been developed as an effort to find alternatives to the concepts of growth in the past. In the village economy sector, the government holds community control such as fertilizer, subsidies which will later be traded by the community in accordance with the policies of the local government: village officials. The policy is also based on procedures from local government superiors.

Village-owned enterprises in Kartadesa of Sambak Village, Kajoran District, Magelang Regency have socio-economic potential that can be developed especially to increase the participation of the younger generation, productivity and community welfare, namely: (1) Agricultural economic resources are very important, strategic and productive such as good horticulture fruits and vegetables supported by suitable and fertile land. (2) Post-harvest processing of horticultural agricultural products can improve the quality and quantity of products as well as group income. (3) The young generation, especially students or graduates of SMA and SMK as well as those who are in college, become potential, creative, productive and innovative human resources. The younger

generation can become new entrepreneurs who can advance MSMEs in village-owned enterprises if they are given digital-based socio-economic empowerment. (4) Entrepreneurs in MSMEs can become business units in village-owned enterprises that strengthen community economic institutions. (5) Magelang Regency is already well-known as a tourist destination that not only sells ecotourism, but must also be used as culinary tourism and educational tours that are unique, interesting and educational.

Institutional empowerment is a strengthening behavior (ways) that live in a group of people. It is a stable, steady and patterned; functioned for certain purposes in society; found in traditional and modern social systems' or in traditional and modern forms; and serves to streamline social life. Each institution has a specific purpose and the people involved in it have certain patterns of behavior as well as agreed values and norms that are unique in nature (Agarwal et al, 2008; Berry et al., 2014; Chang 2011; Kusumastuti, 2015; Yoo et al., 2009).

Community-based development can simply be interpreted as development that refers to the needs of the community, planned and implemented by the community by maximizing the potential of existing resources and can be accessed by the community. Conceptually, community empowerment is an effort to improve the condition of the society that are trapped in poverty and underdevelopment. In other words, empowering is enabling and making the community independent. The community is empowering in the economic sector by salted eggs, peanuts, young coconuts, and fertilizers. The community forms a business and is developed to meet their basic needs starting from the establishing, processing, to product marketing. One example is the duck egg business undertaken by Mr. Fajar where he started his business with the lessons he had. Usually, he gets information about buying and selling through his friends. And now his business has yielded good results with several customers. Empowerment is also a process and a goal where the community is in the process of becoming empowered with its economic sector which is still minimal and aims to increase the dignity of the community towards a dynamic social change. Social and economic empowerment institutions in Toyereja Village, namely the Soto Klamud business group and the Kacang Umpet Group, actually play an important role in developing socio-economic.

Institution strengthens the socio-cultural and creates good services specially to support the rural economy in a form of financial institutions. The institution is designed in a network based on the capabilities and professionalism of various parties (actors). Institutions are rules that are product of values, which are expected to continue to evolve and become part of the culture (Chavance 2009; Gsir & Mescoli, 2015; Partridge & Mejia, 2013; Yasin & Yanuarisma, 2016; Oktavia, 2018).

The typical and unique economic institutions in Toyareja Village are as follows: (1) Soto Klamud, this business was initiated by Mrs. Hadiyah Wahyuni, who accidentally harvested young coconuts and at that time she got the idea from television showing roasted coconut. Since then, she wanted to create a special food of Purbalingga by innovating young coconut. The activities that are being carried out by Mrs. Hadiyah are increasing the klamud business that improves the economy and the community. Because this food is famous among the people of Purbalingga. The employees are only limited to the neighbors. Therefore, they are empowered by this business. The activities that have been carried out, from the beginning of the establishment of this business, Mrs. Hadiyah have employed five employees from her neighbors, and have been covered by national television media, such as Metro-TV, Net TV, Indosiar and others. In the end, this business attracted buyers from inside and outside the city and the income was able to build a prayer room for the surrounding community. This business has also won 1st place in the Culinary Festival and its turnover reaches IDR 60-70 million every holiday. The local government acknowledges this food as a typical food of Purbalingga, but in its empowerment there is no government support. Then the activities that will be carried out by the Klamud Business are in collaboration with quick response actions to help the Toyareja village community and are even more empowered by the government.

(2) Peanuts and Hidden Peanuts, Ms. Suwarni started this business since 2005. Initially, Ms. Suwarni only tried this folded peanut which was inspired by Bondowoso. Then she made this food with two flavors: salty and sweet. Currently there are 15 workers who come from the neighbors for grinding, frying, to marketing. The distribution of this business is 2.5 kg per day. This business has received support from the regent to develop the peanut business. From the beginning there were only a few workers, now there are many workers from surrounding housewives. The turnover that has been obtained is approximately 5 million per month. The goals are to optimize production and sales, because there are many competitors from out there selling this production cheap. This business group wants to develop and innovate this business to be better and more advanced especially for certain months such as Ramadan.

3.3 Empowerment Design in Sustainable Rural Development

The Community Empowerment Program in Toyareja Village is still not running optimally and there is no plan for future community empowerment programs. This is caused by the Village Head has only been working since March

2019. As for the previous Village Head, there was a plan for a community empowerment program but it didn't really work. The community empowerment program that has just been budgeted in the near future is only knitting and embroidery training for Family Welfare Program. Meanwhile, the Kartadesa Village Owned Enterprise in Sambak Village, Kajoran District, Magelang Regency has the enthusiasm and support from the village government to be developed into a community economic institution. Although his culinary economic business is in the form of catfish farming which is processed into fast food and chips, it is still in the pioneering stage. However, it continues to be pioneered into superior culinary products that are unique, interesting and healthy. So that in developing superior culinary products in Toyareja and Kertadesa, an economic group empowerment program is needed with the support of collaboration between the village government, local government and educational institutions.

Empowerment process as sustainable development that occurs at the individual, organizational, and community levels, not a process that stops at a certain point but a continuous effort to increase ability and improve the standard of living of the community (Handoko, et al., 2014; Kuncoro et al., 2015; Muhtarom et al., 2021; Muthuri et al., 2012; Sabiq et al., 2020)

Village-owned enterprises in Sambak Village, Kajoran District, Magelang Regency need support, especially from local government policies. Sustainable development programs should also focus on economic innovation villages with unique products such as in the village of Sambak. Tourist destinations are not only nature tourism or ecotourism but need to be supported by culinary tourism that provides special, unique and interesting food and drinks. Communities in business groups can also take the initiative to implement sustainable development by involving the younger generation as new business groups.

Meanwhile, the community empowerment program in Toyareja village, according to Tejo Setiyono, Secretary of Toyareja Village, the community of Toyareja village is still closed-minded. This can be seen when the village government offers programs to improve the capacity of village communities such as training on agriculture and so on, the community refuses. The community of Toyareja village did not come to the training and instead always complained about the village infrastructure which always did not support their work. Especially the problem of irrigation.

Judging from these conditions, the impact of community empowerment programs is not too significant. Moreover, compared to other villages, Toyareja village, which has sufficient potential in agriculture and the economy, is not very prominent. According to the Secretary of Toyareja village, Tejo Setiyono, the people's low purchasing ability and difficulty in marketing are obstacles in the empowerment process as well. The community of Toyareja village also doesn't mind if the village government orders them to make specially food.

In the past, there was attention from the government to help the village government in the process of marketing the products made by the Toyareja village community. However, it is no longer running and people are just trying to market the product on their own. In addition, with the presence of many factories in Purbalingga, it increases the income of housewives, while the head of the family takes care of the children. According to Suparti, the manager of the Farmers Group Association the assistance from the government had stopped for a long time. Usually there are employees from the Purbalingga district government who come to supervise and assist every few months but now they are no longer there and have stopped completely. Likewise in the economic field such as peanuts and hidden peanuts, soto klamud, duck breeders and farmers never be supported by the government. The community of Toyareja village is also reluctant to participate in the government's program for initial capital credit for fear of not being able to pay and the mindset of having their own money or own capital will be better.

Four aspects of empowerment are cognitive, affective, conative and psychomotor will be able to contribute to the creation of the desired community independence. Thus, in society there will be sufficient insight which is equipped with adequate skills and abilities reinforced by a sense of need for development and behavior. Full empowerment must be based on the needs and design of actions made by the community through a productive dialogue process. Therefore, the community can improve their abilities and actualize themselves or participate through various activities and sustainability (Almasri & Deswimar, 2014; English & Carlsen, 2019 Hudaya & Astuti, 2020; Merzel et al., 2007; Saruri, 2015; Sianipar et al., 2013; Sulaiman et al., 2021; Suryani & Soedarso, 2020).

The development of socio-economic groups for culinary products can be designed as shown in Figure 1.

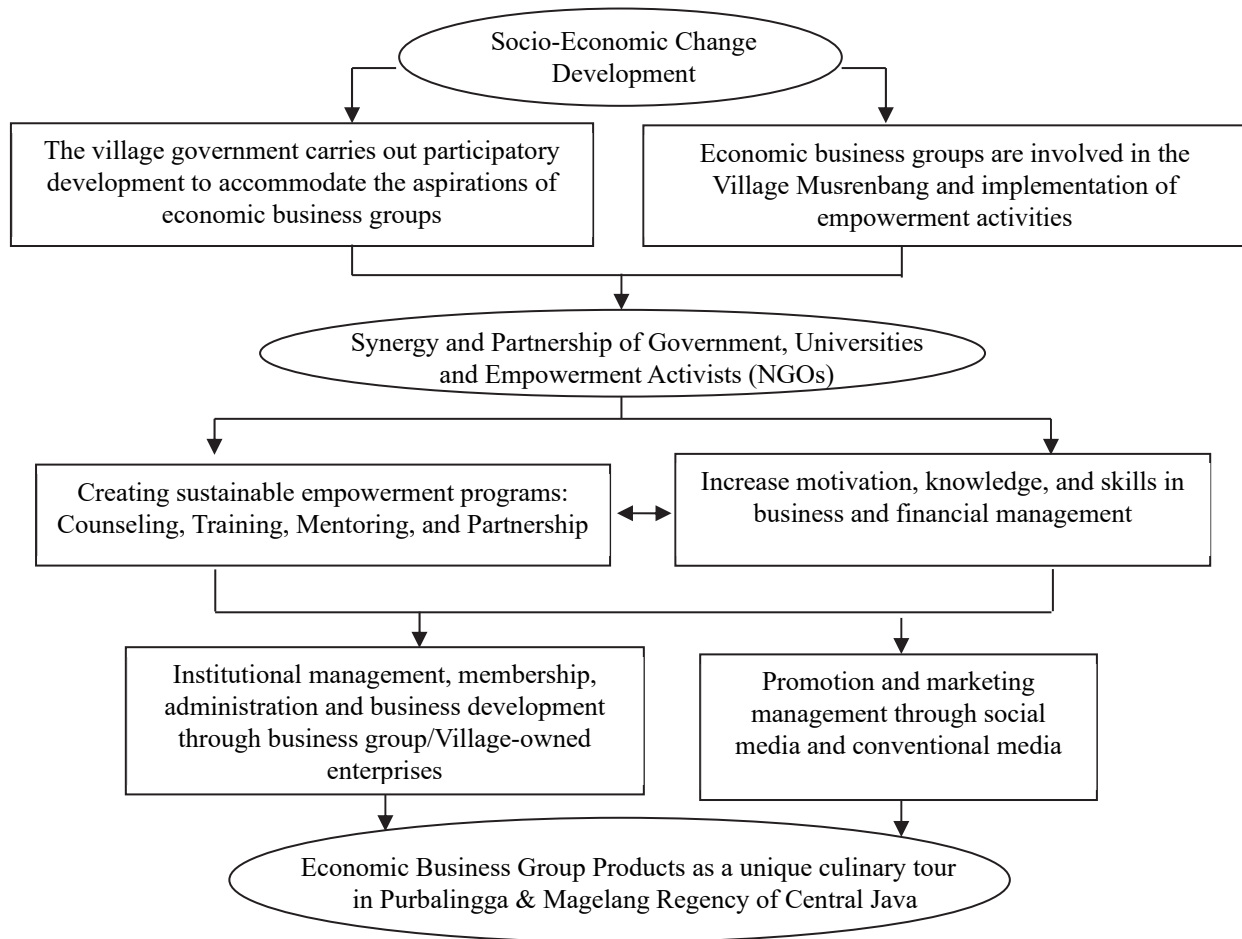


Figure 1. Empowerment Design in Sustainable Rural Development

4. Conclusion

Sustainable development can be realized with the participation of all parties between business groups, village-owned enterprises and village governments making joint programs.

Economic business group participants have motivation, idealism and independence while continuing to develop social model for the development of their business groups without relying on empowerment program supported by the village or regional governments. Although they still always provide input and criticism of the village government.

The economic business group is expected to get involved in the establishment of the village economic empowerment program as an effort to develop the social and economic engineering of rural communities in order not to feel excluded or marginalized by not being involved in the program establishment.

The economic business groups expect to be involved in the formulation of the village economic empowerment program as an effort to develop the social and economic change of rural communities. Thus, they feel excluded or marginalized by not being involved in the formulation of development programs.

The process of developing socio-economic change in Village-owned enterprises in Kajoran District, Magelang Regency, Then in Purbalingga Regency there are business groups namely Soto Klamud, Peanuts and Hidden Peanuts, Farmers' groups and duck breeders must be supported by universities or academics and social institutions as activists who care about community empowerment in a sustainable way, that is conducting counseling, training on institutional and business management as well as marketing, and assisting with access to partnerships.

Culinary tourism location can be used as a location for internships, practical work, practicum, Real Work Lectures for students, including research and community service for lecturers in order to assist the socio-economic change process of the community to further improve welfare.

Sustainable development in the culinary tourism program can be realized by involving the participation of the younger generation into new entrepreneurial groups. Therefore, the village government, business groups and village-owned enterprises can provide counseling, training and mentoring for the empowerment of economic enterprises for the younger generation.

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