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### **Level of Community Participation in Development of Denai Lama Village Tourism Village**

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##### ABSTRACT

*This research delves into the community participation in developing a tourism village in Denai Lama Village, Pantai Labu District. Employing quantitative methods and factor analysis on 85 samples, which includes pokdarwis officials and traders from Pasar Kamu and Paloh Naga, the study drew significant findings. The results indicate that manipulation, therapy, information, placement, collaboration, and citizen control significantly influence community participation. However, consultation and delegation factors showed lesser impact. There are both supporting and constraining elements affecting community involvement. Key enablers for active community participation include available opportunities, individual willingness, and capability to effectively engage. On the other hand, individual attributes and demographics, such as age, gender, and education level, can inhibit participation. The study highlights the vital role of government and institutional intervention in promoting community engagement in decision-making processes and in the execution of tourism village projects. For the Denai Lama Village, it's crucial to understand how human demographics may limit community involvement, guiding strategies to enhance active participation in future tourism village developments.*

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## INTRODUCTION

Tourism aims to increase economic growth, improve people's welfare, eradicate poverty, overcome unemployment, preserve nature, the environment and resources, advance culture, elevate the nation's image, foster a sense of love for the homeland, strengthening national identity and unity and strengthening friendship between nations (of, 2009). Optional affairs in the form of the tourism sector is one of the mainstay sectors that continues to be developed in each region. So that each region is required to compete competitively to improve its ability to manage, explore and develop tourism potential in its region, in order to realize increased community welfare, increased empowerment services and community participation (of L. N., 2014).

Provide a legal framework and guidelines for village governments in managing resources and development at the village level. Part of its main objective is to promote the tourism sector in villages, thereby providing opportunities for village communities to increase their income through tourism. This includes the promotion of local culture, nature and traditions to attract tourists. giving villages greater autonomy in resource management and local development, including in developing infrastructure that supports tourism as well as promoting tourism development at the village level, which broadly contributes to local economic growth and cultural and environmental preservation (Villages R. o., 2020). In this case, it proves that the government supports tourism development in Indonesian villages by prioritizing community participation, environmental preservation and the formation of tourist villages. This creates a legal framework that supports tourism development at the village level (Villages, 2014).

One of the tourist villages that is currently viral in North Sumatra, especially in Deli Serdang Regency, is the Kampong Lama Tourism Village, Kampong Lama Tourism Village which is in Denai Lama Village, Pantai Labu District, Deli Serdang Regency. This Tourism Village was inaugurated by the Regent of Deli Serdang on January 20 2019, and initially had 3 (three) tourist spots, namely: (1) Circle Studio, (2) Paloh Naga Agrotourism, (3) Kamu Market, which will be later in 2022 There is the addition of one spot, namely the production house, so that currently there are four spots in the tourist village in Denai Lama Village. Apart from that, this area is also equipped with homestays, transportation, culinary delights and souvenirs. One of the attractions of this tourist village is the rice field area with an area of ±147 hectares, and the condition of the community which still preserves Malay traditions as one of the attractions in the Paloh Naga area. Kampong Lama Tourism Village is also a tourist village that is included in the top 300 in the 2022 ADWI (Indonesian Tourism Village Award) determined by the Indonesian Ministry of Tourism and Creative Economy (Economy., 2022)

Community involvement in the development of tourist villages in Denai Lama has not fully received support from the local government and cooperation from the private sector, which can be seen from the small amount of local community participation in various beneficial activities for tourism development in Denai Lama, such as working together to maintain cleanliness and maintenance. facilities available on the tour. From initial observations, there are several facilities that are starting to be damaged. For example, photo spots for tourists can no longer be used, the number of toilets is very minimal and dirty. Parking arrangements are not managed well, causing traffic jams and misunderstandings for visitors when visiting tourist spots in Denai Lama. There is a lack of traders selling food and making innovations in selling souvenirs typical of the

Kampoeng Lama Tourism Village, especially at Paloh Naga Tourism. Lack of community involvement in meetings, both between tourism managers and the community or community and stakeholders, in this case the local government, and no training for the community and all village components, including the village government, regarding tourism management, how to manage tourist attractions, guest management. / visitors, who can build a Tourism Village so that it can advance the economy of the local community.

In an analysis survey conducted in 2022, the Indonesian Ministry of Tourism and Creative Economy 'still' only gave a weighted value of 66.00 to the management of the Kampoeng Lama Tourism Village (Economy., 2022). Value weighting is based on the average value of the Attractions, Amenities, Accessibility, Human Resources and Community, and Institutional components (Tambunan, 2021). Amenities are the component with the lowest value, namely 62.50. Amenities are all supporting facilities that can meet the needs and desires of tourists while at the destination. Amenities relate to the availability of accommodation facilities, restaurants or food stalls, public toilets, rest areas, parking lots, health clinics and worship facilities (Economy, 2022). This shows that there is still a need to develop the amenity components in the Kampoeng Lama Tourism Village to meet the needs of tourists during their visit.

The problem of tourism village processing stakeholders and human resources is still a concern, coordination between stakeholders from both the Denai Lama Village government and the Kampoeng Lama tourism management is not going well, based on initial field observations carried out at the Kampoeng Lama Tourism Village, it was found that there was no established community. created as a tourism driver in Denai Lama village, community involvement is still felt to be lacking due to the limited capacity of residents to be aware of the presence of a tourist village. The involvement of local residents is very important because of the resources, unique culture and traditions that only local residents have (Purbadi, 2019). Management cooperation between the three tourist spots in Denai Lama Village must also be a concern of the village government to accelerate the development of the Kampoeng Lama Tourism Village.

In this research, the proposed theoretical concept is used as a reference for assessing the level of community involvement. This framework includes various levels of participation, namely manipulation, therapy, information dissemination, consultation, placement, partnership, delegation of power, and citizen control. The aim of this theory is to understand the level of community involvement in decision-making processes that impact local policies and programs. Based on the manipulation indicators, it can be observed that in the context of rural tourism development, local governments tend to hold formal meetings primarily for the purpose of presenting their plans, rather than actually facilitating community involvement or incorporating feedback from the community for potential modifications. Based on the therapeutic indicators, it can be observed that the government organizes public meetings solely for the purpose of receiving public complaints, without showing any intention to implement concrete measures based on the feedback received. Information regarding indicators. The government disseminates reports regarding the progress of tourist villages to the community; however, the community does not have the ability to provide input or modify established plans. Regarding Consultation, the government holds meetings with the community to get ideas and input for the progress of tourist villages. However, final decision making remains in the hands of the government (Sheng, 2018). Placation Indicators offer modest financial support to certain communities in tourist villages as a

means of satisfaction, but the underlying policy remains unchanged. Partnership is a legal relationship between two or more individuals or entities who agree to collaborate and the Government collaborates with local community groups in planning, implementing and managing tourist villages so that the community has an active role in decision making. In terms of the Delegated Power indicator, the community living in Denai Lama Village has the authority to manage funds and implement projects to develop tourist villages autonomously, with minimal interference from government agencies. Citizen Control, the community is fully responsible for the management, planning and implementation of tourist village development, free from interference from outside authorities (Arnstein., (1969)).

In the development of sustainable tourism villages, higher levels of community participation, such as a consultative or collaborative level, can be more effective in producing results that are in the interests of the community and promote sustainable development in the long term. Based on the initial observations that have been made, researchers are interested in conducting research on analyzing the level of community participation in the development of tourist villages in Denai Lama village, Pantai Labu subdistrict, Deli Serdang district. This research also aims to analyze the level of community participation in the development of tourist villages, the factors that influence community participation, and the impact of community participation on the development of tourist villages. It is hoped that the results of this research can provide appropriate recommendations and solutions to increase community participation in developing tourist villages in Denai Lama Village and other areas.

## **METHODS**

This research is quantitative research with a descriptive approach which aims to accurately determine, summarize and explain the facts, properties and interactions between phenomena in the study domain systematically, fluctuatingly, using potential events or symptoms (Sheng, 2018). The community participation method developed is used to increase community participation by identifying eight levels of community participation in the development of tourist villages, as well as their perceptions of the development issues to be studied (Arnstein., (1969)). The data collection techniques used in this research were observation, interviews, questionnaires and documentation (Chambers R. , 1992). In this research, the software used is SPSS 22.0. After the research data in the form of respondents' answers to the questionnaires distributed was collected, data analysis was then carried out using the steps of validity testing, reliability testing and factor analysis (Chambers, 1992).

There are eight stages of community involvement in development, starting from (1) manipulation, the lowest level of involvement; (2) therapy, namely community involvement in planning and designing has been approached; (3) informing, which involves informing the public about rights, obligations and alternatives; (4) consultation, namely to collect public opinion after informing the public; (5) placation, namely society begins to have influence, but most of it is still dictated by those who have authority; (6) partnership, namely an agreed division of tasks for planning, controlling decisions, formulating policies, and resolving various problems; (7) delegated power, namely the community has the right to choose whether an initiative is in their best interests; and (8) citizen control, namely that the community has the authority to regulate programs or institutions related to their interests. Researchers used the eight stages of

participation to determine community participation using factor analysis. The use of factor analysis aims to determine the extent of community participation in managing tourist villages (Arnstein., (1969)).

**RESULTS AND DISCUSSION**

The MSA test results in this research can be seen in Table 1:

**Table 1. Measure of Sampling Adequacy (MSA) Test Results**

		<b>Anti-image Matrices</b>							
		X1	X2	X3	X4	X5	X6	X7	X8
<i>Anti-image Correlation</i>	X1	<b>.908<sup>a</sup></b>	-.433	-.603	-.107	.025	-.070	-.140	.093
	X2	-.433	<b>.940<sup>a</sup></b>	-.015	-.103	-.131	.141	.107	.127
	X3	-.603	-.015	<b>.917<sup>a</sup></b>	-.010	-.369	.076	-.008	.160
	X4	-.107	-.103	-.010	<b>.924<sup>a</sup></b>	-.268	-.526	.073	-.352
	X5	.025	-.131	-.369	-.268	<b>.851<sup>a</sup></b>	.441	-.523	-.627
	X6	-.070	.141	.076	-.526	.441	<b>.853<sup>a</sup></b>	-.582	-.409
	X7	-.140	.107	-.008	.073	-.523	-.582	<b>.878<sup>a</sup></b>	.433
	X8	.093	.127	.160	-.352	-.627	-.409	.433	<b>.865<sup>a</sup></b>

a. Measures of Sampling Adequacy (MSA)

Source: Processed Data, 2023

The MSA values in Table 1 which contains the factor matrix used in the research can be seen in numbers with the rank "a", the numbers are bolded to make it easier to observe the MSA values. The MSA test results above are the results that appeared in the first test. The MSA value of all indicators used in the research sequentially is 0.908 for X1 (manipulation indicator); 0.940 for X2 (therapy indicator); 0.917 for X3 (informing indicator); 0.924 for X4 (consultation indicator); 0.851 for X5 (placation indicator); 0.853 for X6 (partnership indicator); 0.878 for X7 (delegated power indicator); and 0.865 for X8 (citizen control indicator). An MSA value of more than 0.5 can be used to conclude that the sample of all indicators used in the research can be used for the next stage of factor analysis, namely factoring.

**Table 2. Factoring Results**

<b>Total Variance Explained</b>						
<i>Component</i>	<i>Initial Eigenvalues</i>			<i>Extraction Sums of Squared Loadings</i>		
	<i>Total</i>	<i>% of Variance</i>	<i>Cumulative %</i>	<i>Total</i>	<i>% of Variance</i>	<i>Cumulative %</i>
<b>1</b>	5.429	67.856	67.856	5.429	67.856	67.856
<b>2</b>	1.426	17.823	85.679	1.426	17.823	85.679
<b>3</b>	.614	7.677	93.356			
<b>4</b>	.243	3.032	96.388			
<b>5</b>	.143	1.788	98.176			
<b>6</b>	.079	.983	99.159			
<b>7</b>	.043	.537	99.696			

8	.024	.304	100.000
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Sumber: Data Diolah, 2023

Based on Table 2, there are two components that are factors in the research with the eigenvalue for component 1 being 5.429 and for the second component being 1.426. From these two components, it was concluded that in research using the CFA method, two factors were formed. The indicators included in each factor can be identified by performing factor rotation. Indicators that can be used in research are those with factor loading values in the component column that are more than 0.60. The results of factor rotation can be seen in table 3.

**Table 3. Factor Rotation Results**

	<i>Rotated Component Matrixa</i>	
	Component	
	1	2
X1		.770
X2		.791
X3		.770
X4	.906	
X5	.742	.615
X6	.960	
X7	.726	
X8	.940	

Sumber: Data Diolah, 2023

In table 3, it is shown that the component values in both factor columns are more than 0.60, so it can be concluded that the indicators used in the research are declared valid. Based on the theory that is the basis of the research, there are 3 factors that influence the degree of community participation, namely nonparticipation, tokenism, and citizen power. These three factors are further explained with development indicators. The nonparticipation indicator factors are manipulation and therapy, the indicator tokenism factors are informing, consultation, and placement, and the indicator citizen control factors are partnership, delegation power and citizen control.

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**The factors that influence community participation in the wizard village development process in the Denai Lama Village can be seen in Table 1 below:**

**Table 4. Supporting Factors and Inhibiting Factors**

<b>Supporting Factors</b>	<b>Inhibiting Factors</b>
Opportunities	Individual Characteristics
Ability	Demographic
Will	-

Source: Results of research interviews, 2023

Table 4. above is a presentation of the supporting factors and inhibiting factors for community participation in developing tourist villages that researchers obtained from interviews in the field. As for supporting factors, researchers found 3 (three) components that can support community participation, namely opportunity, willingness and ability. Meanwhile, regarding inhibiting factors, researchers found individual characteristics and demographic conditions. There are 6 factors that influence community participation in developing tourist villages, namely; Economic benefits; Culture and community; Tourism resources; Community tourism development policy; Community environment; Tourism products and services. There are 4 main obstacles that influence community participation in tourism development, namely; practical, socio-cultural, concerns and institutional. In the context of the Denai Lama tourist village, individual and demographic factors are obstacles to community participation in tourism development in Denai Lama Village, Pantai Labu District, Deli Serdang Regency (Hai, 2022). Supporting factors are factors that have a positive influence Community participation in tourism development in Denai Lama Village, Pantai Labu District, Deli Serdang Regency is as follows:

**Chance**

The community obtained the opportunity to participate in tourism development in the Denai Lama Village through information (informing) during tourism village development deliberations, namely in the form of socialization of the development program. The plan for developing a tourist village at the "Pasar Kamu" Spot (Young Youth Work Breakfast Week) is to propose a small and medium enterprise program involving community groups (households, MSMEs, farmers, women's groups and youth) in the Pantai Pumpkin sub-district, Denai Lama Village. It often happens that community participation is not visible because they feel they are not given the opportunity to participate or are allowed to participate. Therefore, it is important to explain all the rights and obligations of each community in the tourism village development process being implemented, as well as in what part of the activity community participation is expected (such as: energy, money, ideas). The Denai Lama village government as a Facilitator Team provides opportunities for implementing tourism village development by inviting the community to be directly involved in the tourism village development process, by providing donations such as donations of energy, ideas or other materials to increase the sense of ownership of the development results of the program.

The evaluation process aims to identify or predict obstacles in the implementation of activities or program implementation. Evaluation is carried out by recording or documenting every incident in the implementation of activities, first monitoring activities that have the potential to hinder and cause unexpected difficulties. Second, find special information that is outside the plan. Third, assess and explain the process of continuous program implementation, such as development standards and strategies as well as testing development results. The fourth is Product, the main objective of product evaluation is to measure, interpret and decide on the results that have been achieved by the program, namely whether it has been able to meet needs in accordance with the expected goals or not.

### **Will**

The Denai Lama village community has the ability to participate in the tourism development process. Communities involved in tourism awareness groups (Pokdarwis) provide ideas and suggestions, as well as convey complaints and needs regarding the development of tourist villages to the village government. Not only Pokdarwis representatives have the awareness to participate, but the general public also has the willingness to participate by attending program implementation at each tourist spot. Which states that village communities strive to ensure that the benefits of physical and non-physical development can be felt together.

### **Ability**

There is a willingness of the people of Denai Lama Village to participate in the implementation of the development of a tourist village, but the people are faced with various kinds of activities such as having to go to work, selling, and other routines. The people of Denai Lama Village are aware of the goals and benefits of developing a tourist village, willingness is the driving force for participation. In realizing this, the community participates in environmental maintenance activities to protect against damage and community service to maintain development. The abilities or skills that are really needed in developing this tourist village are in the form of personnel, because most of the implementation is related to infrastructure development such as road repairs, drainage, and others.

But not all residents have the ability to participate as well as in the construction process because the majority of residents have jobs outside of construction (such as: traders, factory workers, private employees and ASN) and do not have construction skills, which causes residents to only help as best they can, such as painting, cleaning, carrying materials, or work. other light. Apart from not having the skills to contribute to program implementation, the people of Denai Lama village also do not have the ability to spend their time and participate in development implementation. This is due to the demands of his work. People prioritize their work in order to earn income to meet their family's living needs, as a result some residents only participate when they have free time, namely on weekends. However, on other occasions, there were also residents of Denai Lama Village who donated food and drinks to workers around their homes. This proves that the partnership aspect of the citizen power factor influences development planning in Denai Lama Village, Pantai Labu District. Which states that people who are busy or have work that cannot be left behind are certainly not involved in village development participation, so they only provide contributions such as food and drink.



## **Obstacle factor**

**The inhibiting factors referred to in this research are factors that negatively influence the community and hinder community participation in developing tourist villages in Denai Lama Village as follows:**

### **Individual Traits**

One of the obstacles to community participation in the development of the Denai Lama Tourism Village is that people are still found to be individualistic and prioritize personal interests, and do not support each other in inviting participation. People prioritize personal work rather than participating in development, on the grounds that they have to work to fulfill their daily lives. The main factor that hinders community participation is economic conditions which include employment and income, because people have to work so they do not have time to participate in its implementation and only participate in their free time.

### **Demografis**

In this research, there were 58 respondents in the older age group (40-60 years), while only 12 people were aged (18-39 years), but data in the field shows that this age is no longer productive in tourism development. This is caused by differences in thought patterns caused by levels of education and experience, thus making old age an obstacle to community participation in tourism development in Denai Lama village. Gender is also an inhibiting factor in community participation, the participation given by men and women in development is different. This is caused by the existence of a social stratification system that is formed in society which differentiates positions and degrees, this will give rise to differences in rights and obligations between men and women. Because most tourism village development programs are infrastructure improvements/development, there are also stages that can only be carried out by men, such as during the construction process. Meanwhile, women participate by serving culinary delights to tourists.

However, during implementation, men rarely participated because they were busy working to support their families. The next factor that hinders community participation in developing tourist villages in Denai Lama Village is education. The educational factor is considered important because through education, a person will more easily communicate and interact with other people and respond quickly to developments in knowledge and technology. The higher the level of education, the more extensive knowledge they have about development and the forms and procedures for the participation provided. In this study, only 3.70% of respondents had a master's degree and 10.18% had a bachelor's degree, which is of course very far compared to those with high school graduates, namely 80.55%. With a relatively low level of education, people lack certain skills and abilities so that people do not understand the problems and objectives of the tourism village development program.

Planning and development efforts in relation to regional planning are carried out as an action to direct development activities as well as anticipatory action against irregular regional development. Technically, regional development is divided into city regional planning and regional regional planning. These two types of regional development have their own typology according to the needs of the people who live there. City communities tend to need public facilities and infrastructure that lead to economic activity with all its supporting structures such as education centers, offices, industry, entertainment and health facilities. Meanwhile, regional development in the regions is focused on regional development based on agricultural activities with various public facilities and infrastructure for the benefit of the community with a rural typology. Thus, if analogous to the above, the dynamics of regional development spatially can be classified into the dynamics of development of urban areas and the dynamics of development of rural areas. Although identifying or recognizing an area as urban or rural is not a simple matter. Considering that regional development is currently influenced by the complexity of all aspects of human life, as well as factors that influence regional development planning such as spatial planning of strategic city areas; determining the location and function of space for investment; preparation of long-term regional development plans; preparation of regional medium-term development plans; space utilization and control of space utilization in city areas; realizing integration, linkage and balance between sectors. Overall, it is very important to pay attention to regulations and community needs which are conveyed through aspirations in the development planning and development process of a region.

Community participation in the development of tourist villages in Denai Lama Village is influenced by various factors, including the role of the community, effective development programs, access to information, and efforts to reduce community tensions. In addition, cooperation between the authorities and the community also plays an important role in increasing participation. However, more effective consultation processes and measures to increase the community's role in decision-making need to be considered to strengthen overall community participation.

## **Discussion**

The Measure of Sampling Adequacy (MSA) test results presented in Table 1 depict the anti-image correlation matrices, revealing the adequacy of the sampling for further analysis. Bolded MSA values indicate adequacy, with values exceeding 0.5 indicating suitability for subsequent factor analysis. Each indicator, denoted as X1 through X8, exhibits MSA values ranging from 0.851 to 0.940, affirming their appropriateness for factor analysis. These results form the basis for Table 2, where the initial eigenvalues and extracted sums of squared loadings demonstrate two discernible components or factors in the research, with values exceeding the threshold for factor identification. Factor rotation, illustrated in Table 3, further confirms the validity of indicators, as all component values surpass 0.60, indicating their relevance to the underlying factors. The theoretical framework guiding the research identifies three primary factors influencing community participation: nonparticipation, tokenism, and citizen power. Each factor encompasses specific development indicators, elucidating the multifaceted nature of community involvement in the researched context.

Table 4 supplements the quantitative findings with qualitative insights into supporting and inhibiting factors impacting community participation in tourism village development. Supported by field interviews, the analysis identifies opportunities, willingness, and ability as enabling factors facilitating community engagement. Opportunities arise through informative sessions, fostering community involvement and ownership. The will of Denai Lama villagers to contribute reflects their awareness and commitment to the development process. However, constraints such as competing commitments and skill limitations hinder full participation, underscoring the need for tailored approaches to accommodate diverse community capacities.

Conversely, inhibiting factors, including individual traits and demographic dynamics, impede community engagement. Individualistic tendencies and economic pressures detract from collective participation, highlighting the need for socio-cultural interventions to foster community cohesion. Demographic disparities, particularly age and gender, further exacerbate participation inequalities, emphasizing the importance of inclusive development strategies. Educational attainment emerges as a critical determinant of participation, with higher levels facilitating informed engagement. Additionally, effective regional planning emerges as pivotal in channeling community aspirations and addressing spatial development complexities.

Overall, the research underscores the nuanced interplay of factors shaping community participation in tourism village development. While acknowledging the significance of enabling factors, such as opportunity and willingness, it emphasizes the need to address inhibiting factors, including individual traits and demographic disparities, through targeted interventions and inclusive planning approaches. By enhancing community empowerment and fostering collaborative decision-making processes, stakeholders can cultivate sustainable and inclusive development paradigms, ensuring the meaningful engagement of all community members in shaping their shared future.

## **CONCLUSION**

Conclusions from research regarding the level of community participation in the development of tourist villages in Denai Lama Village show that several factors play an important role in increasing community participation. Manipulation, Therapy, Informing, Placement, Partnership, and Citizen Control have been proven to increase the level of community participation in the development process. This indicates the importance of community empowerment through their active involvement in the decision-making process and control over the development of tourist villages. On the other hand, consultation and delegated power have not been effective in increasing community participation, indicating that there is a need to revise consultation methods and approaches to granting power to the community to make them more impactful.

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