



Community Welfare and Rural Tourism

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<http://dx.doi.org/10.18415/ijmmu.v7i11.2115>

Abstract

Growth in the number of villages from year to year shows a significant increase. One of the reasons is the high number of village expansion plans. Since the promulgation of Government Regulation Number 72 of 2005 concerning Villages has had an implication on the increasing demands for village expansion. The main purpose of the division of villages is to prosper the community. To accelerate the process of improving the welfare of the village community the government changed the status of the village into a rural tourism. This study tried to analyze the welfare of the people of Sumberbrantas Village after the village division and was determined as a rural tourism and the factors that influence it. The welfare of the people of Sumberbrantas Village after the village division and being designated as a rural tourism has shown good progress due to the development of economic activities and adequate road infrastructure. However, more serious attention needs to be paid to improving education and health services and the promotion of rural tourism.

Keywords: *Community Welfare; Tourism; Public Policy*

Background

Establishment of Law No. 32 of 2004 concerning Regional Government is a new step to improve governance. There are five reasons underlying the stipulation of the Act, namely: 1) democratization, 2) strengthening community participation, 3) equitable development and justice, 4) consideration of potential and differences between regions, and 5) strengthening of DPRD (Usman, 2001). New steps to improve government administration according to Fauzi (2001), are intended to address the aspirations of the community and get better, faster and cheaper services, so that the governance arrangements carried out in various regions are structuring government areas through regional expansion with the aim of accelerating development in order to improve welfare Public. so theoretically the expansion of government authority in the region is expected to create local accountability and local government responsiveness, namely the ability of local governments to respond to the rights of their communities by bringing the decision-making process closer to the people and allowing for greater participation and access to government. Because with the span of control that is no longer far away, it can make government administration and development more effective and efficient.

Regional expansion is carried out in several areas intended to increase the ability of local governments, in the form of a shorter span of government control so as to increase the effectiveness of government administration and development management (Effendy, 2008, cited Suryanto, 2009). Based on the understanding and reasons for the division, in essence the goal of expansion is nothing but improving community welfare.

So far, the euphoria of regional expansion has always been associated with the expansion of provinces, districts / cities and sub-districts whose growth has been so rapid. Whereas in addition to the division of provinces, districts / cities, there is a division of villages / villages which is very large in number. Data compiled from BPS shows the growing number of villages due to the division of villages and new villages due to transmigration. As of December 2007 the number of villages amounted to 73,405 villages and increased sharply until June 2011 there was an increase in the number of villages to 78,198 villages. So that within a period of 5 years there has been an additional village of 4,793 villages.

Table1: Village Growth

Month/year	Number of village
Desember/December 2007	73 405
Mei/May 2008	75 410
Juni/June 2009	76 546
Desember/December 2009	77 012
Juni/June 2010	77 126
Desember/December 2010	77 548
Juni/June 2011	78 198

Sumber: BPS (2019)

In accordance with Law No. 5 of 1974 the decision to split villages and districts must go through a Government Regulation (PP). However, since the enactment of Law No. 32/2004 on regional government, the decision to expand was enough through a Regional Regulation (Perda). The enactment of this regulation resulted in an increase in requests for the number of villages to be divided due to easier conditions for village expansion. The increasing number of new villages is also inseparable from the spirit of autonomy and the issuance of PP. No. 72 of 2005 concerning Villages and followed up with the issuance of Regulation of the Minister of Home Affairs No. 28 of 2006 concerning the Formation and Criteria for the Expansion, Elimination and Merger of Regions.

Sumberbrantas Village is one of the villages in Bumiaji Subdistrict, Batu City, East Java, which was the result of the division of Tulungrejo Village in 2007. Sumberbrantas Village inherited around 4021 inhabitants or 43.3% of the parent area, Tulungrejo Village with a population of 8,360 inhabitants.

The village division in Sumberbrantas Village was an initiation by the community members and then the management of the BPD and tulungrejo village apparatus which was the mother village before the division agreed on the existence of a village expansion policy. All stakeholders consider the lack of attention to the quality of public services in the sumberbrantas sub-village, which is the most remote area from the central government, namely, the sub-district (12 Km) and the city (17 Km). People feel less satisfied with public services because of the distance from the central government.

The essence of the division carried out in the village of Sumberbrantas is actually to improve and bring government services closer to the community. With this condition where the main village, Tulungrejo Village, has a wide area of 7024.50 Ha, which is more than 50% of the entire Bumiaji District area, a large population of nearly 14 thousand people, plus the distance of the central government with the location of the Sumberbrantas Village with the terrain is heavy and far the service is not optimal.

Evaluation of the implementation of pemekaran is generally carried out after the relevant region officially becomes a new region for five years. Sumberbrantas village has been in the status of a new village for 5 years since 2007, thus now is the right moment to conduct an evaluation, so this research seeks to describe and analyze the welfare of the community after the village division and the factors that influence it.

Literature Review

According to Law No. 32 of 2004 the village is a legal community unit that has territorial boundaries that are authorized to regulate and take care of the interests of local communities, based on local origins and customs that are recognized and respected in the system of Government of the Unitary State of the Republic of Indonesia.

In the understanding of the village above, it is very clear that the village is a Self Community, a self-regulating community. With the understanding that the village has the authority to manage and regulate the interests of the community in accordance with local conditions and socio-culture, the position of the village that has original autonomy is very strategic so that it requires balanced attention to the implementation of regional autonomy.

Because with strong village autonomy will significantly influence the realization of regional autonomy. The village government can organize the village government based on traditions or customs that develop in the village, which is why the role of village institutions is so important in government and development activities in the village.

Village government consists of the Village Government and the Village Consultative Body (BPD) in accordance with Law No. 32 of 2004 concerning Regional Government. Village government is a formal symbol of village community unity. The village government as the lowest body of authority, besides having the original authority to regulate its own household, also has the authority and power as the devolution of devolution from the above government.

Village expansion is regulated in Article 2 paragraphs 1 to 3 of Government Regulation Number 72 of 2005. The village is formed on the initiative of the community by taking into account the origin of the village and the socio-cultural conditions of the local community. Then it is explained that the village formation referred to in paragraph (1) can be in the form of a merger of several villages, or contiguous village parts, or the division of one village into two or more villages, or the formation of villages outside the existing villages. The division from one village to two or more villages as described in paragraph (3) can be done after reaching at least 5 (five) years of village governance by taking into account the origin and socio-cultural conditions, the community can take the initiative to form a village. However, this community initiative is framed by technical provisions as contained in paragraph two of the same article. Villages that will be formed are required to meet the provisions of (a) population, (b) area, (c) parts of work area, (d) equipment, and (e) government infrastructure.

Regional expansion is carried out in several areas intended to increase the ability of local governments, in the form of a shorter span of government control so as to increase the effectiveness of government administration and development management (Effendy, 2008, cited Suryanto, 2009). Based on the understanding and reasons for the division, in essence the goal of pemekaran is nothing but improving community welfare.

Tourism is an activity carried out by tourists to a tourist destination outside of daily life and the neighborhood to make a temporary stopover from the residence, which is driven by several needs without intending to make a living and but based on the need to get pleasure, and accompanied to enjoy a variety

of entertainment that can relieve fatigue and produce a travel experience and hospitality service (Gunn, 2002).

In tourism activities, tourism components will be interrelated in supporting the development of an area. The tourism component is divided into two factors, namely the supply component of tourism and the demand component of tourism. Tourism preparations include everything offered to tourists including tourism, accommodation, transportation, infrastructure, supporting facilities. While tourism demand is everything related to tourism demand, namely visitors and the community (Suwena, 2010).

Rural Tourism is a rural area that offers authenticity both in terms of socio-culture, customs, traditions, daily architecture, traditional architecture, village spatial structure presented in a form of integration of the tourism component, such as attractions, accommodation and supporting facilities (Inskeep, 1991).

Research Methods

This study uses a qualitative method with a descriptive approach and is limited to two focuses, namely: 1) The welfare of the people of Sumberbrantas Village after the division of the village, 2) Supporting and inhibiting factors of the welfare of the people of Sumberbrantas Village after the division of the village. The research site is Sumberbrantas Village, Batu City. Through these sites, researchers can obtain primary and secondary data. Data analysis techniques in this study used the interactive analysis model of Miles and Huberman (quoted by Sugiyono, 2009). Stages of analysis include: data reduction, data presentation and drawing conclusions. Data validity testing techniques using triangulation techniques, by comparing the data that has been obtained, both secondary and primary data.

Result and Discussion

1. Sumberbrantas Village Community Welfare Post Rural Expansion

According to the Building and Reinventing Decentralized Governance (2008) study, improving the welfare of the community in the DOB (New Autonomous Region) has not been able to catch up with the parent regions even though the welfare of DOB has been relatively the same as other regions. The lagging occurred due to the massive development carried out after the regional division. With the lagging, the new regions resulting from the division which in this context is the division of villages still have to fight hard to improve the welfare of their communities.

This is consistent with the findings in Sumberbrantas Village that after being divided for five years, Sumberbrantas Village has shown a fairly good improvement. The ability to meet the minimum basic needs of the people of Sumberbrantas Village after it was divided in 2007 is currently fluctuating although it has actually experienced a significant decline compared to the beginning of the division. Significant decrease occurred in the first year, where families with a category of pre-prosperous numbered 348 (30.02%), families in 2007, and then experienced a decline in the fifth year of expansion, in 2012 to 123 (10.24%) families.

The first year of the family included in the category of KS I or who have been able to meet basic needs of at least 271 or 23.38% of the total population. After five years of pemekaran namely in 2012 the number of families that have been able to meet basic needs minimally rose to 352 (29.30%) families.

Basically the condition of people's welfare, especially for meeting basic needs, tends to increase. This condition can be seen from the tendency of decreasing number of underprivileged families. This condition is strongly influenced by the increased economic activity of Sumberbrantas Village.

At the beginning of the village division the number of families included in the category KS II (capable of meeting social and psychological needs) amounted to 244 families or 21.05% of the total population. After 5 years of expansion, in 2012 the number of KS II families increased to 276 (22.98%). This condition shows that the ability to meet social-psychological needs such as education, social interaction, both within the family environment, the community environment in the village of Sumberbrantas increases. This condition is strongly influenced by the improvement of educational service facilities so that many residents have received education and improved the community's economy, thereby increasing the employment opportunities of Sumberbrantas villagers.

The next category is KS III Family, which is a family that has the ability to meet development needs such as saving / investing, obtaining information in the BKKBN prosperous family indicator, where families besides fulfilling their basic needs, besides that they have also been able to meet all their social and psychological needs, however also meet the overall development needs such as the need to increase religion, save, interact in the family, participate in carrying out activities in the community and be able to obtain information.

At the beginning of the village division, the families of KS III totaled 189 families or 16.30% of the population. After 5 years of expansion, namely in 2012, the number of KS III families increased significantly to 406 (33.80%) families. This condition is inseparable from the performance of the government related to infrastructure services, especially roads and an increase in economic activity that is satisfactory enough so that the increase in family welfare in the village of Sumberbrantas. This increase makes the community have more income to save / investment, as well as ease in accessing information. In addition, the provision of religious facilities such as mosques or churches or religious events also causes an increase in the number of families in this category.

This fourth indicator is called KS III Plus / KS III +. Families included in this indicator are families who have been able to meet all the requirements on the pre-prosperous indicator up to the KS III indicator. In addition to meeting the requirements of the previous indicator, families included in this indicator must meet two other requirements, namely the Family regularly volunteering to make material contributions to social activities and there are family members who are active as administrators of social associations / foundations / community institutions.

At the beginning of the division, the number of families entering KS III + was quite large, namely 107 families or 9.23% of the total families. Then after five years of expansion, it dropped very significantly to 41 (3.41%) families in 2012. Significant increase in the number of families that have fulfilled all basic needs, social psychological, and development needs, is not directly proportional to the families participating in providing maximum contribution to society.

This condition is caused by the increasing individualistic nature of the community after all their needs have been met, this condition is reflected when it starts to be difficult to coordinate mutual assistance activities and the difficulty of finding communities to become leaders in village organizations such as RT / RW. In addition to these conditions, some residents prefer to move to other villages closer to the economic center, namely Batu City because they want to get more facilities such as health and education.

2. Driving Factors

First, as a new village the Sumberbrantas village government needs to organize village institutions in an effort to strengthen the authority, accountability of village institutional performance and empowerment of village officials. In addition there is an obligation of the village government to conduct village affairs and public services, it is necessary to establish an organization of village apparatus that is adjusted to the needs, characteristics, potential, financial capacity of the region as well as the availability of apparatus resources.

Building and Reinventing Decentralized Governance (2008) states that generally the institutions in DOB have not yet been fully adapted to regional affairs and needs. The number of institutions tends to be excessive, the organizational structure tends to be large, and does not take into account the criteria of effectiveness and good institutional efficiency.

Based on Batu City Regional Regulation No. 5 of 2006 concerning Guidelines for Village Organization and Administration. In terms of normative aspects, the formation of village apparatus organizations, implementation is still within reasonable limits. The number of existing apparatus and institutions is also in accordance with the conditions and needs of Sumberbrantas Village.

Second, the availability of qualified Village Government Apparatus. The village of Sumberbrantas with severe terrain conditions, namely in the highest area in Batu City requires the alertness and availability of the village government apparatus to support efforts to prosper the community. If correlated with the fact that DOB is an area with a lower economic status, then DOB should have a good quality apparatus to catch up with other villages.

The total number of government officials in Sumberbrantas Village is 9 people. Judging from the age and education criteria, the availability of Sumberbrantas Village Government personnel is quite good where most are less than 50 years old and an average of around 40 years. This age is quite influential on the performance of the village government because the village's natural conditions are quite heavy. While in terms of education there are 2 employees with an undergraduate education level and the remaining 7 other people have only junior high school education. This condition occurs because the majority of the population in Sumberbrantas village are junior high school graduates, because the distance of the closest high school to Sumberbrantas village is accompanied by heavy terrain and lack of transportation.

Third, Good Budget Management. Detailed village financial management is regulated in Minister of Home Affairs Regulation No. 37 of 2007 concerning Guidelines for Village Financial Management. This PP explains that village finance is managed based on the principles of transparency, accountability, participation and is carried out in an orderly and budgetary discipline. The Regulation of the Minister of Home Affairs aims to facilitate the implementation of village financial management, so as not to cause multiple interpretations in its application. Thus the village can realize effective and efficient financial management.

In 2013, the amount of the Sumberbrantas Village Revenue and Expenditure Budget was Rp. 956,616,000, - obtained from several sources of revenue. The income of the Sumberbrantas Village consists of 2 sources, namely the Original Village Income and the Assistance and Provincial / Municipal Governments. Original Village Revenue Sumberbrantas Village consisting of the results of village wealth management, village participation and self-help as well as third party grants and contributions amounted to 21.14% of the total budget. While assistance from the Provincial / Regional Government contributed the most to the village income, amounting to 78.86% with the largest amount coming from the Village Fund Allocation. From this data it is clear that the village of Sumberbrantas still relies heavily on assistance from the government, both the provincial government and Batu City government. If you look

closely, actually Sumberbrantas Village has a Village Revenue that is quite large at 21.14% and when viewed from its potential it should still be able to be improved.

This village income is used for village administration for one year. In its use, the Sumberbrantas Village Regional Budget consists of 2 uses, namely Direct and Indirect Shopping. Direct expenditure of Sumberbrantas Village was 15.80% with the biggest use for employee expenditure, which was Rp. 143,375,000 or 15% of the total budget. While the largest use is used for Direct Shopping with the use of 84.20% of the total budget. The biggest use is used for community empowerment activities in the amount of Rp. 324,675,000 or 33.94% of the total budget.

Fourth, the ability to explore potential village sources. The ability to explore regional potential sources is very important in accelerating the process of achieving prosperity. The fact is that the newly created regions have lower regional potential than the parent regions, in PP 129/2000 requires economic capacity that is not much different between the parent regions and prospective new regions because one of the main objectives of the expansion is to achieve independence.

Sumberbrantas village has natural potential and economic potential that contribute significantly to the development of the regional economy. Some of the potentials owned by Sumberbrantas Village include forestry potential with the presence of protected forest / tourist forest, agricultural potential, which is a center of production of superior food crops and horticulture consisting of several types of commodities such as: potatoes, cabbage, carrots, and ornamental plants and natural conditions in Sumberbrantas Village is very potential for the development of tourism objects, Sumberbrantas Village has great potential in the tourism sector. Tourist sites in Sumberbrantas Village include; jogging track to Arjuno Mountain and climbing, Cangar hot spring, and Arboretum as the source of Brantas River. With the potential of Sumberbrantas Village owned, efforts should be made to develop the superior potential that is already available.

Fifth, Availability of Adequate Road Infrastructure. The availability of infrastructure is one of the prerequisites in stimulating economic growth, increasing regional competitiveness, and efforts to support reducing the amount of poverty in order to achieve prosperity. Success in providing infrastructure will have a major impact on public services in other fields such as education, health and the economy.

Infrastructure is not only needed to support the wheels of economic activity but also to support administrative government activities, public service activities, and to be an instrument to increase information traffic and other activities Infrastructure conditions, especially roads in the northernmost area of Batu City are quite good. Road conditions in the village of Sumberbrantas were better when they were still part of Tulungrejo Village. After the division, the condition of infrastructure has improved significantly, especially in the main village road infrastructure. This condition is inseparable from the contribution and synergy of the City Government of Batu and East Java Province, because the road is a provincial road and is the entrance gate that connects Batu City and Mojokerto Regency.

3. Inhibiting Factors

First, inadequate health services. Health services are a very basic need for the community in Sumberbrantas Village. The issue of health services must be a serious concern for the government. The most important public service for the people of Sumberbrantas Village is health services besides education, so that health facilities such as medical workers, midwives, doctors, nurses, hospitals and community health centers can encourage improvement in public health. As an autonomous region, it is realized that the limitations of public service facilities are a major problem in efforts to accelerate development and increase the welfare of the community.

Provision of health facilities such as hospitals, community health centers (Puskesmas) including the availability of health workers (doctors, midwives, nurses and others) is an effort to realize community welfare. In Sumberbrantas Village only 1 midwife is available compared to the population, the ideal ratio is 1: 1,000, there are still 3 more midwives to reach the ideal ratio. The same condition occurs in the availability of doctors, in Sumberbrantas Village there are no health workers for doctors even though the ideal ratio is 1: 2,500, to achieve the ideal ratio the Sumberbrantas Village Government or Batu City must provide a minimum of two doctors for 4021 residents.

Second, inadequate education services. Education is one of the basic needs that must be provided by the government. Education is a haze for every human being because it is an instrument to improve human knowledge and skills. Efforts to increase participation in school attendance must naturally be balanced with the availability of physical facilities and teaching staff.

Data collected from BPS Kota Batu shows that the level of community education in Sumberbrantas Village is still low. 58% of the population or more than half of the population only have education up to elementary school. In addition, 685 residents or 17% of the population of Sumberbrantas Village have no education at all.

The ratio of the number of school facilities, the number of students and the number of teachers did not show good words. At the kindergarten level, out of 129 students there are only 5 teachers, meaning that 1 elementary teacher must teach about 25 students. Compared to other villages in Bumiaji Subdistrict, Sumberbrantas Village has the highest ratio. Similarly, at the elementary level of 495 students there were only 19 teachers, or 1 elementary school teacher had to teach about 26 students and again it was still the highest ratio compared to other villages. Third, the burden on the poor population. New autonomous regions generally have a higher burden on the poor compared to parent regions. This has implications for the severity of community welfare efforts and the acceleration of regional development (Building and Reinventing Decentralized Governance, 2008).

This condition also occurs in the village of Sumberbrantas. In the early days of village division, Sumberbrantas Village had a substantial burden on the poor population. The number of poor households at the beginning of the division of villages in 2007 in Sumberbrantas was 348 families out of 1159 families, around 30.02% of the total number of households was almost double the number of poor households in Tulungrejo Village which were only 166 (7.14%) families of 2322 households. In terms of the percentage of the population, the burden of the poor in Sumberbrantas Village is 30.02%, while Tulungrejo Village is only 7.14%.

Conclusion

The welfare of the people in Sumberbrantas Village has shown a fairly good improvement. The number of prosperous families based on the indicator of the family of one family in BKKBN Sumberbrantas Village has been increasing from year to year. The number of families entering pre-prosperous has decreased significantly. Families that fall into the category of families that have been able to meet the minimum basic needs, social-psychological and development tend to increase.

This increase was strongly influenced by increased economic activity of citizens after improved road infrastructure access and public services became close and attracted tourists to be able to visit the Sumberbrantas Tourism Village.

In addition, the performance of the village apparatus that is responsive and the management of the village budget for community empowerment contributes to the process of improving the welfare of the

community. However, several aspects, especially in health and education services need to be given more attention.

The Sumberbrantas village government needs to improve the status of supporting puskesmas, by increasing the availability of health workers both doctors and midwives, and improving the quality of services. In the aspect of education, it is necessary to increase the number of teachers at the elementary and junior secondary levels and to improve facilities and to equalize school opportunities. The need for the construction of high school facilities near the Sumberbrantas Village and surrounding villages due to the lack of high school schools in the area around Bumiaji District.

The need to optimize tourism and agriculture potential again in Sumberbrantas Village. The promotion of the tourism village needs to be intensified again. In addition, the Sumberbrantas village government needs to focus development and empowerment on poverty alleviation programs and allocate and prioritize budgets on development to improve basic services including education, health, and empowerment and poverty alleviation programs to achieve prosperity.

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