

Empowerment Public Based on Tourism in Sade Village

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ABSTRACT

Sade Village is located in Central Lombok and exemplifies the traditions of the Sasak community. This research aims to explore the empowerment of tourism in this village, focusing on sustainable tourism development. The methods used include qualitative descriptive research, involving direct observation, interviews, and documentation. The attractions of Village Sade include traditional buildings, the Drum Beleq dance, weaving, and Peresean. The research findings indicate that community empowerment in developing the tourism village has been optimal. Improving the quality of human resources (HR) is crucial, as it influences creativity, innovation, and the development of local community insights.

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1. INTRODUCTION

A. Background

Tourism in general is a travel activity carried out by individuals or groups traveling from one place to another. For objective certain. Tourist also has emerged as a sector with the potential to drive economic development in areas with tourist attractions that can be developed for the public interest. Tourism offers the enjoyment of offering everything Which can felt like in the form of the beauty of everything created by nature or humans (Enden, 2021). Tourism can also serve as a catalyst for sustainable development (permanent and non-permanent). Meanwhile, according to the Ecotourism society in (Enden, 2021) Tourism is an activity of traveling to natural areas that is carried out with the aim of conserving the environment and preserving the lives and welfare of local residents. In Indonesia, tropical islands like Lombok are popular destinations for both domestic and international tourists. Lombok is an island in the Lesser Sunda Islands, also known as Nusa Tenggara. separated from Bali by The Lombok Strait to the west and the Alas Strait to the east from Sumbawa. The island is nearly circular in shape, with a "tail" to the southwest, and is about 70 km long. The name comes from the Sasak-Lombok word meaning "frank, honest.

The island's capital is Mataram. Lombok has enormous tourism potential that can be exploited because there are still many places to visit. tour Which Still Not yet Many people know about it. One of them is Sade Village.

Sade is a village located in Lembitang, Pujut, Central Lombok. It is known for its strong representation of the traditions of the Sasak people. The local Tourism Office designated Sade as a tourist village due to its unique culture and the unique culture of the Sade people. Sasak. Sade is a true reflection of the Sasak people of Lombok. Sade Village still maintains the atmosphere of a local Lombok village. This 5.5-hectare village has 150 House. Building Which in Sade village, it is a typical characteristic of the Sasak tribe's buildings, where the walls and pole made from bamboo, with the roof made from reeds dry. The floor is made of clay mixed with a little rice husk.

Although each house has the same shape, it is divided into three types according to its use, namely "Bale Bonter" is a house owned by village officials, "Bale Kodong" is a house for newlyweds or parents who spend their old age, and finally "Bale Tani" which is used as a residence. One of the uniqueness of Bale Tani is the way it is maintained, namely by using fresh buffalo dung mixed with water, then after drying it is swept and rubbed using a stone. The Sasak people believe that buffalo dung can repel insects and ward off magical attacks aimed at the occupants of the house.

The primary livelihood of the residents of Sade Village is farming. Their rice fields rely solely on rainwater; there is no irrigation system, so harvesting can only occur once a year. The harvest is then stored in a granary. hole paddy. According to Sasak people's beliefs, who can take paddy is woman Which already married. It is believed that if this rule is violated, the woman who violates it will not have children. As an effort For fulfil need Once the harvest season is over, they usually take up side work, such as weaving. For the Sasak people, weaving is a tradition, and there's a rule that a woman cannot marry if she can't weave.

It cannot be denied that Sade Village still maintains the authenticity of the Sade Tribe's culture. Sasak for the sake of interest tourism. However, with the designation of Sade village as a tourist village, the Sasak tribal culture in Village Sade still can enjoyed And preserved as part of the diversity of the Indonesian nation. This effort is fully supported by

the local community, which still maintains a traditional and simple lifestyle and patterns, unaffected by modernization.

Community-based tourism empowerment is a process that involves communities and makes them key actors in sustainable tourism development. Community-based tourism offers an opportunity to mobilize the potential and dynamism of communities, thereby balancing the role of large-scale economic actors, particularly in the tourism sector. Village Sade. Tourism development in Sade Village is not only about expressing its physical beauty, but also about protecting the cultural and environmental identity of the local community. The second link to community-based tourism, namely community participation (Timothy and Boyd 2003), states that community participation can be demonstrated in two ways: community participation in decision-making and equitable distribution of tourism benefits.

1. Participation in decision-making means that people have the opportunity to express their opinions, hopes, concerns and disagreements. in development This community participation helps in decision-making and provides input into the tourism planning process.
2. Fairness in the distribution of tourism benefits relates to the rights of local communities, who should have equal opportunities to benefit from tourism development taking place in their area. This can in the form of form direct funding, job opportunities, opportunities business, and get education about tourist (Timothy, 2003).

B. Formulation Problem:

- a. What is the role of the community in the management and development of the Sade tourist village?
- b. How can tourism-based community empowerment improve the welfare of the Sade tourist village community?

C. Objective Discussion:

- a. To find out the role of the community in managing and developing the Sade tourist village
- b. To find out how tourism in Sade village can improve the welfare of the Sade village community

D. Review Library

- a. Theory Tourist in a way general

Definition of tourism according to AJ Burkat in Damanik (2006), Tourism is the temporary and short-term movement of people to destinations outside the places where they usually live and work and also their activities during their stay at a destination.

According to Mathieson & Wall in Pitana and Gyatri (2005), that tourism is activity displacement person temporarily to a destination outside their place of residence and place of work and carry out activities while at the destination and also prepare facilities to meet their needs.

According to opinion Which put forward by Yoeti, (1991:103). Tourism comes from two words, namely Pari and Wisata. Pari can be interpreted as many, many times, round and round or complete. While Wisata can be interpreted as as journey or traveling, which in this case is synonymous with the word "revel" in English. On that basis, the word "tourism" can also be interpreted as a journey that is done repeatedly or in circles from one place to another which in English is also known as the term "Tour".

According to Mill and Morisson (1985). There is some variables socioeconomic which influences tourism demand, namely:

- Age

The relationship between tourism and age have two component that is : the amount of free time and activities associated with that age group. There are also some differences in consumption patterns between older and younger groups.

- Income

Income is the most important factor in shaping demand for travel. Not only is the trip itself costly, but tourists also have to pay for services at the destination and for all activities during the trip.

- Education

Education level influences the type of free time used for travel. chosen. Furthermore, education is a motivation for traveling. It can also be concluded that education levels influence one's perspective and provide more options for someone to choose from. Meanwhile, based on Law No. 10 of 2009 concerning tourism, the natural state, flora, and fauna are gifts from God Almighty, as well as the historical, artistic, and cultural heritage of the Indonesian nation, which are sources of Power and capital development tourism for increased prosperity and welfare the people as a whole contained in Pancasila and Opening Constitution The 1945 Constitution of the Republic of Indonesia. Definition tourism of course Never exactly between for expert. Basically, tourism is a journey with the intention of to entertain outside of activities daily Which done use for give profit which is permanent or temporary. But when viewed from a tourism context perspective aim for entertaining and educational. Based on the definition of tourism above so it is concluded that activity tourist has characteristic features as following:

1. There are two interrelated locations, namely the area of origin and also the destination area.
2. As a destination area, it must have tourist objects and attractions.
3. As a destination area, it must have tourism facilities and infrastructure.
4. The journey to the destination area is carried out temporarily.
5. There are impacts that arise, especially in the destination area in terms of socio-cultural, economic and environmental aspects.

b) Tourism-based Community Empowerment Theory

The term "empowerment" is a translation of the foreign term empowerment, which means strengthening. technical term empowerment can be equated or compared to development, more precisely development source Power man. This means that people are empowered to see and choose something that is beneficial for them.

Empowerment is also defined as a form expansion asset and ability poor communities in negotiating, influencing, controlling and managing the responsibilities of institutions that influence their lives, so in relation to this, whatever understanding of development is given to it, always refers to efforts to improve, especially repair on quality of life man, Good physically, mental, economic, and socio-cultural aspects. Referring to the concepts above, the goals of empowerment encompass various improvement efforts. These improvements include:

1. Institutional Improvement
2. Business Improvement

3. Revenue Improvement
4. Environmental Improvement
5. Life Improvement
6. Community Improvement
7. Revenue Improvement

Better living conditions, supported by a better environment, are expected to lead to a better community life. Therefore, according to Totok, community empowerment here can mean effort for increase the dignity and status of the community from underprivileged conditions, as well as freeing themselves from the trap of poverty and economic backwardness. In other words, as an effort to build people's independence in the economic sector. Empowerment in the economic sector is an effort to build (society's) power by encouraging, motivating, and raising awareness of their economic potential and striving to develop it. Community empowerment is a basic element that enables a community to survive, in a dynamic sense, namely to develop itself and achieve progress. A society that has empowered in a way full its potential will increase not only its economy, but Also dignity, dignity, sense believe self, And price himself. In this regard, community economic empowerment can be seen from three sides, including:

- a) Create atmosphere or climate which enables the development of society's potential. The starting point of this thinking is the recognition that every human being, and every society, has potential that can be developed. No society is completely powerless.
3. Strengthening the economic potential of the community. To strengthen the community's economic potential, the most fundamental efforts are improving education and health standards, and opening up opportunities to take advantage of economic opportunities.
- b) Developing the people's economy also means protecting the people and preventing unbalanced competition and preventing the exploitation of strong economic groups. over the weak. Efforts to protect the people remain within the framework of the empowerment process. And development of its initiatives. 22 Through concrete steps, efforts must be made to ensure that the community's economic growth takes place quickly.

As previously mentioned in the tourism concept, community empowerment needs to be directed and given attention by the local government. or government center, to be in accordance with the origins of tourism development because if not yet in harmony will become.

Furthermore, the public's perception of tourists must also change, shifting from viewing them merely as visitors to viewing them as business opportunities and lifelong assets.

2. METHOD

Type Method Study

In compiling this paper, the author used a qualitative research method. This qualitative method is defined as research aimed at gaining an understanding of a fact or phenomenon being studied by conducting research activities. Which its nature objective the main objective of this research is to explore tourism empowerment in this village, with a focus on sustainable tourism development.

Research Time

This research was conducted from October 10, 2024, in Sade Village, Central Lombok Regency, West Nusa Tenggara.

Location Study

The research location for this paper is Sade Village, Central Lombok Regency. The author chose this location because it is home to a tourist village with potential for sustainable tourism. This allows for a diverse range of Sasak culture to be witnessed. This study aims to describe a phenomenon related to the impact of tourism-based community empowerment in Sade Village.

Subject Study

In this study, the subjects were determined using the Purposive Sampling method, which was carried out by selecting subjects based on criteria determined by the author (Miarso, 2019). In this case, the subjects selected were informants who were knowledgeable about the topic. tour in Village Sade. With In total there are 2 subjects (resources) including:

- a) Head Customs village sade
- b) Resident original village Sade, as a person who knows the history and ins and outs of culture and the customs of the Sasak people that they maintain there .

Research Object

The object of research is a phenomenon or aspect that is the focus of a study, which is studied to gain a deeper understanding or to answer predetermined research questions. Object This is core from the studies conducted, where researchers collect data, make observations, and analyze relevant information to obtain the desired results. Can answer hypothesis or research objectives (Sugiyono, 2019). In the context of this research, the object of research is tourism-based community empowerment in Sade Village, Central Lombok Regency.

Type And Source Data

Research certainly requires data sources to support the research process. Based on its type, Data sources are grouped into two, namely primary data and secondary data.

a) Data Primary

Primary data is data obtained directly in the form of opinions. subject that is such as data from interviews with sources (informants) and also observations of conditions and events or activity and field test results in Sade Village.

b) Data Secondary

Secondary data is data obtained from existing sources such as journals, articles, previous research, and so on. These data sources are relevant to this research and provide supporting information for the data obtained in the field.

Technique Analysis Data

1. Observation

The observation method in this study was carried out by observing all research objects and sources related to tourism-based Community Empowerment in Sade Village.

2. Interview

Data collection through the interview method was carried out by

interview with sources which is a native of Sade village who is also become tour guide in the tourist village. This interview was conducted in depth regarding community empowerment. tourism-based activities carried out by the local community.

3. Documentation

The data used in this case is in the form of photo and video documentation data obtained during the research.

Data analysis

Data analysis is necessary in research to facilitate understanding of the data. Therefore, data obtained through results observation, interview and the documentation was analyzed in descriptive form using a qualitative approach. With this analysis the data is carried out based on a comprehensive and systematically structured process of analysis, description and explanation of the phenomenon being studied.

3. RESULTS AND DISCUSSION

A. Results

Sade is a hamlet in Rembitan village, Pujit, Central Lombok. This hamlet is known for preserving the Sasak customs. The Sasak Sade tribe is well-known among tourists visiting Lombok.

1. History Village Sade

According to the village elders, Sade Village began to be inhabited by residents in 1079. The word sade itself comes from Sanskrit, namely 'noer sade' which means 'medicine light' and changed to sade since Islam entered in the 17th century. Sade Village is located in 8°24'1"-8°57'1" LS And 116°05'1"-116°24'1" BT at an altitude of 120-126 meters above sea level (Central Lombok Regency Statistics Agency 2013).

The main occupation of the people of Sade Village is farming and making crafts. hand like weave. The woven fabrics produced are made by women in Sade Village from the age of 9-10 until marriage. This activity is passed down from generation to generation. Belief system which adhered to by ethnic group The Sasak in Sade Village is Wetu Telu or three times. It means public ethnic group sasak in the village Sade only operates pray three times, but the current development is already carrying out prayer 5 time. The wedding customs in Sade Village have their own customs, namely the tradition of kidnapping, but before getting married, the girls in Sade Village... must clever weave until the age 16 years and

allowed for married, if a man kidnaps the brides he must inform the woman's family that the woman has been kidnapped. Kidnapped and known all over local residents.

Despite the introduction of electricity and the government's National Community Empowerment Program (PNPM), Sade Village still retains the authentic atmosphere of a Lombok village. The Sade community strongly adheres to its traditional culture. until moment This, can seen from the construction of their houses with roofs made of palm fiber, walls made of woven bamboo and The floor is still covered with dirt. What's unique is that to keep the ground firm, they use cow dung every day; during traditional ceremonies, they use buffalo dung. The house is called a bale in the Sasak language. There are eight bales used by the community. eighth type bale each has its own function.

2. Facility Village Sade

Facility supporters is one of element important in Tourism development. One important element in efforts to increase the flow of tourists is the availability of adequate accommodation, both in terms of quality and quantity.

a) Accessibility

Access to Sade village is very good with asphalt facilities and is located on the side of the road, making it easy. tourists who will visit. Distance from the airport international to village sade is also quite close, by using taxi or Private vehicles can be reached in just 20 minutes.

b) Amenities

The existing amenity facilities in Sade Village are still lacking, as if they have not been... construction home stay and only There is a number of restaurants, and there are several minimarkets.

c) Ancillaries

Facility supporters Which very needed by traveler like stalls small and tourist information center Which is available as a supporting facility that is ready to explain anything about Hamlet Sade. Activities carried out by the community village sade average profession as farmer, and his daughter as a housewife with side jobs, namely as weavers. Results weave from the women in Sade Village became Wrong One cloth weaving typical Lombok Which become souvenir favorite traveler who visited to village sade the process the maker still uses ingredients nature for the coloring. Besides para weaving public Village Sade also have art and cultural traditions sasak Which mash thick. Arts traditional Which can be witnessed If visit to the village Sade that is dance Gendang Beleq, this dance is used for entertainment Which in show for culture, arts or wedding celebrations on the island of Lombok. At the performance Drum Dance Beleq There is tools other music Which accompany him like a drum mame, drum nine, terumpang, gong, fast, flute, oncer, checker, And tool hitter and drummer Where tool the tool help in Dancer's activities. Drum Dance Beleq amounted to 13 until 17 people show amount rakaat in prayer. The dancer normal called sekaha and two dancer main uses dress customs traditional Lombok along with broom (tie headtypical Lombok).

Maintaining traditions, customs, and culture is a hallmark of Sade Village. The hamlet, which has been visited by tourists since 1975, still maintains its Sasak customs. Since the inauguration of Lombok Praya International Airport in 2011, the number of tourists visiting Sade Village has increased significantly. The travel time from the airport to Sade Village only takes 15-20 minutes. The significant number of visitors has resulted in the village's development, with nearly 100 people visiting daily, increasing to 200 on holidays. This has significantly impacted life in Sade Village, from community empowerment to economic development. And also effort preservation of tradition and culture passed down from generation to generation.

3. Efforts to Preserve Culture and Tradition in the context of Sustainable Development.

The people of Sade Village highly uphold the noble values of culture and traditions passed down from their ancestors. They still practice traditional systems in their daily lives. This is an effort to preserve their culture and traditions. As we interviewed, they held discussions with the village's elders to plan the future of Sade Village. The result of these discussions is that they maintain their culture and traditions from generation to generation, which is also a major attraction. tourists inside country and outside country to see life and traditions local which is very unique in Village Sade. Here is one of the traditions that is still preserved there:

- Weaving is a requirement for women to marry

There has a unique tradition: the primary requirement for marriage for women is weaving. They say that girls are taught to weave from the age of eight. This not only maintains tradition but is also a requirement for marriage. The indicator of success in weaving is the girls' ability to weave. This can make motif new or complicated.

This new or complicated motif requires Work hard And Perseverance. Besides being a requirement for marriage, this weaving also symbolizes future life, especially life after marriage. The intricate motifs required for graduation symbolize life after marriage. They believe that life after marriage will be more complex than just intricate woven motives.

4. Improving Welfare and Empowerment of the Community in Sade Village in the Context of Tourism

Our interviews with Sade Village's community welfare efforts revealed that the community creates a variety of traditional accessories for sale to visiting tourists. The woven fabrics, crafted by the local women, are not only a traditional tradition but also a wedding requirement. Matter the become a capital effort to improve the welfare of the people there in the economy.

4. CONCLUSION

1. The role of the community in the management and development of Sade tourist village.

The community has an important role in the management and development of Sade tourist village, including:

- Participation in Community planning give idea and ideas for developing tourist villages, and discuss and deliberation to make program plans.

- Guard local wisdom

The community maintains and preserves the local cultural wisdom that exists in tourist villages.

- Producing distinctive products.

Communities create products with distinctive characteristics, such as crafts and woven fabrics.

- Maintaining cultural values

The community is aware of the importance of guard mark their culture, which is tourist attraction.

TOURISM- BASED COMMUNITY EMPOWERMENT CAN IMPROVE THE WELFARE OF THE SADE TOURIST VILLAGE COMMUNITY.

Empowerment public Tourism-based development can improve the welfare of the Sade tourist village community in several ways. First, community empowerment can improve the quality of life of local residents by providing training and education tailored to tourism needs. Second, community empowerment can raise public awareness of the importance of preserving the local environment and culture. Third, community empowerment can increase community income by providing job and business opportunities aligned with tourism potential. Fourth, community empowerment can improve participation public in decision-making and tourism development planning. Tourism-based community empowerment can sustainably improve the welfare of the Sade tourist village community.

CONCLUSION AND SUGGESTION

The people of Sade Village really appreciate and preserve cultural values. as well as tradition Which inherited by grandma ancestors they. Wrong One A unique tradition that is highly respected is weaving, which is a requirement for women to marry. Women are taught weave since age 8 year and must be able to create intricate motifs as a sign of graduation. Besides symbolizing life after marriage, weaving also contributes to improving community welfare, with traditional woven products and accessories sold to tourists, thus supporting the village economy.

Tourism-based community empowerment in Sade Village can improve community welfare in several ways. First, by providing relevant training and education, the quality of life of the local community can be improved. Second, by raising awareness of environmental preservation and culture local Also increase. Third, empowerment creates job and business opportunities, thereby increasing community income. Fourth, community participation in decision-making. decision And Tourism development planning is strengthened. Overall, this strategy supports sustainable community well-being.

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5. ACKNOWLEDGMENT

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