

# **THE IMPACT OF LOCAL POTENTIAL-BASED COMMUNITY EMPOWERMENT THROUGH THE TOURISM VILLAGE PROGRAM IN CIKOLELET VILLAGE, CINANGKA DISTRICT, SERANG-BANTEN REGENCY**

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## **Abstract**

There are several ways to empower rural communities, one of which is through tourism. The community can benefit from their expertise in managing natural resources, such as processing coffee beans into ground coffee, which will become the village's trademark. The Cikolelet Tourism Village, located in Cinangka District, Serang Regency, Banten, is expected to alleviate poverty by reducing unemployment, inequity, and job creation. Furthermore, it has the potential to benefit coffee farmers and the surrounding community. The purpose of this study is to describe the Cikolelet Village Government's contribution to the local potential-based tourism village program and to analyze the impact of the tourism village program. The qualitative approach was used in this study, with data obtained through observation, interviews, and documentation studies. The research data sources are primary and secondary data sources, and the data analysis techniques are those proposed by Miles and Huberman. The study's findings indicate that the tourism village program needs to be implemented optimally. However, the tourism-supporting sector, specifically coffee production under the Cikopi brand, has achieved independence and is no longer dependent on the tourism village program. The community felt the impact of the public awareness always to protect the environment and capitalize on the local potential. Income is increasing, coffee productivity is rising, and the community can contribute adequately.

**Keywords:** *Impact of Community Empowerment, Tourism Village, Cikopi Coffee*

### Abstrak

Ada berbagai cara untuk memberdayakan masyarakat pedesaan, salah satunya di bidang pariwisata. Masyarakat dapat memanfaatkan keahliannya dalam mengelola sumber daya alam, seperti mengolah biji kopi menjadi kopi bubuk yang akan menjadi ciri khas pariwisata di desa tersebut. Desa Wisata Cikolelet yang terletak di Kecamatan Cinangka, Kabupaten Serang, Banten diharapkan dapat mengentaskan kemiskinan dengan mengurangi pengangguran, mengurangi ketimpangan, dan menciptakan lapangan kerja. Selain itu, dapat memberikan dampak positif bagi petani kopi dan masyarakat sekitar. Penelitian ini bertujuan untuk mendeskripsikan kontribusi pemberdayaan masyarakat yang dilakukan oleh Pemerintah Desa Cikolelet terhadap program desa wisata berbasis potensi lokal dan menganalisis dampak dari program desa wisata tersebut. Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif, dengan menggunakan data yang diperoleh melalui observasi, wawancara, dan studi dokumentasi. Sumber data penelitian berasal dari sumber data primer dan sekunder, sedangkan teknik analisis data menggunakan teknik analisis data yang dikemukakan oleh Miles dan Huberman. Hasil kajian menunjukkan bahwa program desa wisata secara keseluruhan belum terlaksana secara optimal. Namun, sektor penunjang pariwisata yaitu produksi kopi dengan merek Cikopi berhasil mandiri dan tidak tergantung pada program desa wisata. Dampak yang dirasakan masyarakat adalah munculnya kesadaran masyarakat untuk selalu menjaga lingkungan dan memanfaatkan potensi lokal. Adanya peningkatan pendapatan, produktivitas kopi meningkat, dan masyarakat bisa berkontribusi dengan baik.

**Kata Kunci:** *Dampak Pemberdayaan Masyarakat, Desa Wisata, Kopi Cikopi*

## **A. Introduction**

Indonesia is a large country with abundant natural wealth, both living and non-living natural resources. The abundant natural potential is dispersed on land, sea, earth, and within the earth.<sup>1</sup> This potential is the main capital for the Indonesian nation to move forward and out of poverty because one of the problems that have so far required efforts to address is the problem of poverty, which, despite many designs to overcome, still needs to be resolved.<sup>2</sup>

According to the Central Statistics Agency (BPS), the number of poor people in the Serang Regency in 2017 was 69.11%, 64.46% in 2018, and 61.54% in 2019. However, the poverty rate in Serang Regency rose to 74.80% in 2020.<sup>3</sup> The lack of income in the community increases the number of poor people, and as this number grows, so does the unemployment rate. According to BPS data, the unemployment rate in Banten Province was 7.99% in February and 10.64% in August 2020, 9.01% in February, and 8.98% in August 2021.<sup>4</sup> According to the data presented above, community empowerment should be promoted because only community empowerment programs can reach all levels of society.

Community empowerment is an effort to develop a strategy based on a concept that focuses on the community as a development goal. Community empowerment must also be carried out following planning, implementation, monitoring, and evaluation. One way to

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<sup>1</sup>Ari Saputra, *Penertiban Tambang Batuan Ilegal di Kabupaten Rejang Lebong Provinsi Bengkulu* (Univesitas Andalas: 2017). h. 1

<sup>2</sup>Noval Fahrizal Afif, *Peran Kelompok Sadar Wisata (Pokdarwis) dalam Memanfaatkan Potensi Lokal (Studi Kasus Pokdarwis Situ Pengasinan, Kelurahan Pengasinan, Kecamatan Sawangan, Kota Depok)* (UIN Syarif Hidayatullah Jakarta: 2021). h. 1

<sup>3</sup>Badan Pusat Statistik, *Jumlah Penduduk Miskin di Kabupaten Serang, 2020*, diakses Desember, 12, 2021, <https://serangkab.bps.go.id/indicator/23/92/1/jumlah-penduduk-miskin-di-kabupaten-serang.html>.

<sup>4</sup>Badan Pusat Statistik *Tingkat Pengangguran Terbuka Menurut Provinsi, 2021*, diakses Desember 12, 2021, <https://www.bps.go.id/indicator/6/543/1/tingkat-pengangguran-terbuka-menurut-provinsi.html>.

realize this empowerment is by exploring the local potential in the village or region.<sup>5</sup>

Cikolelet Village is a village in Banten Province's Cinangka District, Serang Regency. Cikolelet Village, with an area of 1057.25 KM<sup>2</sup> divided into 11 RWs and 31 RTs, has many natural and cultural potentials that can be managed and developed. There are four criteria or potential in tourism development, including 1) Cultural Traditions, 2) Traditional Arts, 3) Natural and Man-Made Tourism Objects, and 4) Creative Economy and Culinary.

The Cikolelet Tourism Village also became an official tourist village in 2018. All efforts to develop tourism will continue until it enters the top 50 nominations for the 2021 Indonesian Tourism Village Award (ADWI) and becomes one of the Banten Province's representatives, advancing to the next stage. At the event's peak, Cikolelet Village won the most popular tourist village and inclusion in the pioneer tourism village classification. Cikolelet Tourism Village is one step ahead of the 1,831 tourist villages included in Indonesian tourism data, according to Ministry of Tourism and Creative Economy records.

The local potential is defined as the ability or power the village can develop to benefit the community; this local potential can be physical or non-physical. Local natural resources include anything abundant or found in nature, such as rice fields, landscapes, and lakes. If properly managed, this local physical potential will benefit the community. Meanwhile, non-physical local potential, namely human resources, where humans are the subject of development that is given power, is hoped to be realized through community empowerment by exploring these local potentials.

As a result, various programs can achieve community empowerment, including the tourism village program. A tourist village's goal is to unify and integrate all supporting facilities into the community's life structure so that it can blend with existing procedures

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<sup>5</sup>Kiki Endah, *Pemberdayaan Masyarakat : Menggali Potensi Lokal Desa*. Moderat: Jurnal Ilmiah Ilmu Pemerintahan 6, no. 1 (2020), h. 135–143

and traditions.<sup>6</sup> Furthermore, the tourism village is a program that can maximize the village's potential to improve people's lives while also increasing knowledge about managing a village that is used as a tourism commodity that can generate income for the community.<sup>7</sup>

The high local potential in the tourism sector necessitates development and growth in this field, which contributes to increased regional economic income. According to Kaagungan and Yulianti, tourism is a growing industry with potential that extends beyond the mining industry.<sup>8</sup> Coffee is one of Cikolelet Village's potential. Coffee has a high economic value when compared to other commodities.<sup>9</sup> It also has the potential to be developed further as Indonesia's mainstay export product.<sup>10</sup> Apart from being a source of foreign exchange for the country, coffee is also a significant source of income for the country's 1.5 million coffee farmers.<sup>11</sup> According to data from the

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<sup>6</sup>Ari Ekoprianto, Myrza Rahmanita, and Himawan Brahmantyo, *Strategi Pengembangan Desa Wisata di Wilayah Exit Jalan Tol Serang- Panimbang*. Sains Sosio Humaniora 5, no. 1 (2021), h. 482–492

<sup>7</sup>Mustangin et al. *Pemberdayaan Masyarakat Berbasis Potensi Lokal Melalui Program Desa Wisata di Desa Bumiaji*. Sosioglobal : Jurnal Pemikiran dan Penelitian Sosiologi 2, no. 1 (2017), h. 59–72

<sup>8</sup>Intan Fitri Meutia et al. *Peranan Masyarakat Lokal dalam Mewujudkan Pariwisata Berkelanjutan di Provinsi Lampung*. Prosiding Seminar Nasional FISIP Universitas Lampung (SeFila) 3, 2019, h. 95–101

<sup>9</sup>Riski Nur Istiqomah Dinnullah et al. *Peningkatan Produktivitas Petani Kopi Melalui Sekolah Lapang Kopi dan Workshop Packing Process Berbasis Pemberdayaan Masyarakat*. JPKMI (Jurnal Pengabdian Kepada Masyarakat Indonesia) 3, no. 1 (2022), h. 38–46

<sup>10</sup>*Kopi dan Peluang Pengembangannya di Indonesia*. Balai Pengkajian Teknologi Pertanian (BPTP) Kepulauan Bangka Belitung: 2021, diakses April, 05, 2022, <https://babel.libbang.pertanian.go.id/index.php/berita/4-info-aktual/1285-kopi-dan-peluang-pengembangannya-di-indonesia>.

<sup>11</sup>Kadarwati Budihardjo dan Wan Mutiara Fahmi, *Strategi Peningkatan Kopi Robusta (Coffea L.) di Desa Pentingsari, Kecamatan Cangkeringan, Kabupaten Sleman, Daerah Istimewa Yogyakarta*. Jurnal Ilmiah Mahasiswa: Agroinfo Galuh 7, no. 2 (2020), h. 373–379, <https://jurnal.unigal.ac.id/index.php/agroinfoGaluh/article/view/3338>.

Central Statistics Agency (BPS), coffee production in Indonesia increased by 1.31% to 762.38% thousand tons in 2020.<sup>12</sup>

Cikolelet Village's coffee commodity is a tourism-supporting sector in the tourist village. Coffee production with the Cikopi brand is produced directly by coffee farmers who are members of coffee farmer groups as a supporting sector in developing tourist villages. According to Sandiasa and Widnyani, a business that provides all of the necessary facilities under the circumstances of the surrounding environment is required to empower the community.<sup>13</sup> Local Cikopi coffee production can absorb a relatively large workforce and become an alternative in alleviating poverty as tourism and innovations become tourist attractions.<sup>14</sup>

But keep in mind that building and developing tourism necessitates a variety of stakeholders who can manage it effectively because the tourism sector is the result of long-term sustainability and requires support from various parties. As a result, the community's participation or role as an actor in tourism development is required, but it must be tailored to their abilities or skills.<sup>15</sup>

The community's skills can demonstrate the importance of the community as human resources in tourism activities in providing all of the needs of tourists that are packaged properly and can characterize the uniqueness of tourism. This will undoubtedly increase tourists' desire to return to these tourist destinations.<sup>16</sup>

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<sup>12</sup>Badan Pusat Statistik *Statistik Kopi Indonesia 2020*, (Jakarta: BPS- Statistic Indonesia, 2020). h. 10

<sup>13</sup>Gede Sandiasa dan Ida Ayu Putu Sri Widnyani, *Kebijakan Penguatan Lembaga Pemberdayaan dalam Meningkatkan Partisipasi Pemberdayaan Masyarakat di Perdesaan*. Locus Majalah Ilmiah Fisip 8, no. 1 (2017), h. 64–78, [https://fisip-unipas.com/asset/user\\_file/20171231085724\\_gede\\_sandiasa\\_dan\\_ida\\_ayu\\_putu\\_sri\\_widnyani - majalah\\_ilmiah\\_locus\\_agustus\\_2017-2018.pdf](https://fisip-unipas.com/asset/user_file/20171231085724_gede_sandiasa_dan_ida_ayu_putu_sri_widnyani_-_majalah_ilmiah_locus_agustus_2017-2018.pdf).

<sup>14</sup>Chotibul Umam dan Rina Fitriana, *Packaging Produk Susu Kambing Etawa 'Ettakolet' di Desa Wisata Cikolelet Serang*. Jurnal Abdikarya 1, no. 1 (2019), h. 59–63

<sup>15</sup>Intan Fitri Meutia et al. *Peranan Masyarakat Lokal dalam Mewujudkan Parwisata Berkelanjutan di Provinsi Lampung*.

<sup>16</sup>Dimas Firli Maulana dan Tantan Hermansah, *Pemberdayaan Berbasis Parwisata Melalui Homestay di Desa Wisata Batulayang Kecamatan Cisarua Kabupaten Bogor Jawa Barat*. Jurnal Kommunity Online 1, no. 2 (2021), h. 21–32

## **B. Research Methods**

This study employs a qualitative approach and a descriptive research design.<sup>17</sup> In terms of informant selection, this study used purposive sampling, a technique based on the situation and ability to determine the appropriate informant for the purpose.<sup>18</sup> Cikolelet Village officials, Pokdarwis, coffee farmer groups, farmers, and community members served as informants in this study. Primary data sources came from direct observation and interviews, while secondary data came from local government documents, field notes, journals, theses, books, etc. The main data collection tool used in the qualitative data collection technique was the interview, submitted to all research informants and supported by observation and documentation. Cisirih Village, Cikolelet Village, Cinangka District, and Serang Banten Regency were the sites of this study. Meanwhile, the study was carried out from November 2021 to April 2022.

This study's data analysis technique employs the analysis proposed by Miles and Huberman, which consists of three stages: data reduction, data presentation, and drawing conclusions or verification.<sup>19</sup> This study employs source triangulation and auditor checking in data validity. During this check, the researcher completes the notes from the entire implementation, beginning with the process and ending with the study results.

## **C. Discussion**

This research will present data and field findings on the impact of community empowerment and the benefits obtained by the community. This study applied Totok Mardikanto and Poerwoko

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<sup>17</sup>Hardani et al. *Metode Penelitian Kualitatif Dan Kuantitatif*. ed. Husnu Abadi, Cetakan 1 (CV. Pustaka Ilmu Group Yogyakarta, 2020). h. 39

<sup>18</sup>Sarah Ayuningrat, *Proses Pemberdayaan Masyarakat Melalui Program Pengembangan Potensi Lokal di Komunitas Warga Peduli Lingkungan Depok*. (UIN Syarif Hidayatullah Jakarta: 2020), h. 14

<sup>19</sup>Rani Wahidra Putri, *Peran Kelompok Wanita Tani (KWT) Sebati dalam Pemanfaatan Pekarangan Rumah di Jorong Malana Ponco-Jati Nagari Baringin Kecamatan Lima Kaum Kabupaten Tanah Datar Sumatera Barat* (UIN Syarif Hidayatullah Jakarta: 2021). h. 17

Soebianto's theory, which includes identifying and assessing potential areas, problems, and opportunities; planning group activities; implementing group activities; and monitoring the process.

### **1. The Cikolelet Village Government carries out the Contribution and Community Empowerment Process**

As is well known, the contribution or involvement of each individual is important in running a program or activity because the program will only run well with the involvement of the individual/community. Similarly, the role of the community is required in the empowerment carried out by the Cikolelet Village Government through the village tourism program because the purpose of empowering the community itself is to form and make the community self-sufficient. As a result, quality of life is achieved.

According to popular scientific dictionaries, the contribution has a definition, which is a donation or support.<sup>20</sup> The Cambridge dictionary defines a contribution as "something that you do or gives to help produce or achieve something together with other people, or to help make something successful."<sup>21</sup> According to the origin of the word contribution, derived from English, contribution means participation, donation, and involvement. This study's contribution was seen through the eyes of various research informants.

Because many people are enthusiastic about developing tourism villages, the contribution of the local community, tourism managers (Pokdarwis), farmer groups, and the village government itself has been maximized. Each community member does it according to their skills or abilities and does not burden them. Cooperation is an example of a contribution made.

Similarly, coffee farmer groups can benefit from various training and assistance programs the village government offers in collaboration

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<sup>20</sup>Pius A Partanto dan M. Dahlan Al-Barry, *Kamus Ilmiah Populer* (Surabaya: Arloka, 1994).

<sup>21</sup>Dea Hilyatul Auliya, *Kontribusi Program TUR (Tunas Usaha Rakyat) dalam Pemberdayaan Ekonomi Masyarakat Perempuan Miskin di Pedesaan (Studi Kasus pada BTPN Syariah Cabang Taraju, Tasikmalaya Jawa Barat)* Universitas Islam Negeri Syarif Hidayatullah Jakarta: 2014. h. 17



with the Agriculture Service. They accomplish this by producing ground coffee with the robusta variety that bears the Cikopi brand (Cikolelet Kopi), resulting in coffee products becoming increasingly popular in the Cikolelet Village area and throughout the region. Another benefit obtained in this manner is that the name of the tourism village is also raised and known. Understanding how the process works and how this contribution can be realized and run smoothly is necessary. The Cikolelet Village Government empowered the community through a local potential-based tourism village program, as detailed below:

### **a) Identification, Study of Potential Areas, Problems, and Opportunities**

The tourist village was initially built in 2016 by a group of youths who used land owned by Perhutani for a casual hangout place for young people there. Still, after seeing the area they were using, it revealed a natural beauty that could feast their eyes, and they decided to use it as a tourist destination.

Puncak Cibaja is the first natural tourist destination to be established in Cikolelet Village, and it served as a forerunner to the formation of other tourist destinations. Because this potential was successfully realized, the village government was finally persuaded to approach the Serang Regency Government for Cikolelet Village to receive guidance and assistance from universities or colleges. So the request was granted, and Cikolelet Village received assistance from the Trisakti Tourism College the following year.

Finally, the Trisakti Tourism High School investigated the tourist village area to determine the tourism potential, specifically the coffee commodity. Because the Cikolelet Village area is hilly and many coffee plants grow, especially when coffee production was established in 2015, the Tourism High School team believed that this coffee commodity could be put to good use and become an opportunity to develop tourism. Naturally, new jobs can be created.

The Head of Cikolelet Village and the tourism managers agreed because they see that the average farmer is a garden or field farmer, meaning that almost everyone has a garden. However, the plantations vary, not just coffee plants. Although this potential can empower the

community, only a small number of those who take advantage of it are members of coffee farmer groups.

The founder of coffee production, the head of the farmer group, had the same idea. He stated that he wanted to make this coffee commodity valuable and appreciated by the community, so he began attempting to produce it traditionally and invited several people to join him. As a result, if done correctly, the outcomes will benefit the community, particularly farmer groups and their farmers. An excerpt from the interview follows:

*“...Previously, the potential for this coffee was great, but it was treated as if it were a worthless item, so many owners avoided it. So, starting from there, I was interested in transforming this coffee into goods with a much higher monetary value. I also always solicited feedback from friends before creating samples of coffee grounds. My tools were still traditional, such as mortar or tutu. After that, I sent it and received positive feedback from those who tried my coffee. The coffee I made had distinct characteristics and belonged to the Robusta coffee family, but it appears to be Arabica. The farmer organization was established in 2015. Then I began inviting some of the residents to participate in the coffee production process, and even cafe patrons sought out this coffee.”*

Empowerment is a set of activities carried out to achieve the goals of creating a prosperous society (physically, socially, and economically).<sup>22</sup> According to Suharto, community empowerment is essentially a process of increasing the community's ability and independence in improving their welfare.<sup>23</sup>

As experts propose that the purpose of empowerment is to improve the standard of human life in various fields, the purpose of empowerment is to make people more independent, both in thinking,

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<sup>22</sup>Edi Suharto, *Membangun Masyarakat Memberdayakan Rakyat: Kajian Strategis Pembangunan Kesejahteraan Sosial dan Pekerjaan Sosial* ed. Asep Gunarsa, Cetakan 3 (Bandung: PT Refika Aditama, 2009)

<sup>23</sup>Totok Mardikanto dan Poerwoko Soebianto, *Pemberdayaan Masyarakat dalam Perspektif Kebijakan Publik* (Bandung: Alfabeta, 2013)

acting, and controlling what people do so that they can make decisions and solve problems.<sup>24</sup>

### **b) Developing Group Activity Plans**

The first step in preparing a group activity plan is deliberation; deliberation is carried out so the members can properly implement the plans. Guidance from facilitators, stakeholders, and the community is required in preparing group activity plans so that their preparation of this activity plan is more focused because it determines the success or failure of empowerment through a program.<sup>25</sup>

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Tourism awareness groups (Pokdarwis), which play an important role in controlling the tourism village program, develop tourism-related activities and programs. Pokdarwis has compiled five programs: first, raising community awareness; second, promoting cleanliness; third, marketing Cikolelet tourism products; fourth, guiding and preparing tourists' needs; and fifth, caring for and maintaining existing facilities with the surrounding community.

Pokdarwis also provides tourism-related coaching to improve the quality of its human resources. Coffee farmer groups, like Pokdarwis, engage in the same practice of deliberation. As it is well known that this coffee farmer group is a tourism supporting sector in Cikolelet Village, the farmer group must have more value and stand out from other fields of the creative economy and culinary. Given that coffee production has

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<sup>24</sup>Amber Teguh Sulistiyani, *Kemitraan dan Model-model Pemberdayaan* (Yogyakarta: Gava Media, 2004)

<sup>25</sup>Dwita Indah Pawast dan Muhtadi, *Implementasi Program Pengelolaan Hutan Bersama Masyarakat (PHBM) di Kawasan Wisata Alam Gunung Dago Kabupaten Bogor*. *Jurnal Hutan Dan Masyarakat* 13, no. 2 (2021), h. 135–146, doi:10.24259/jhm.v13i2.18758.

a good chance of development and that it is a commodity with a very high value in comparison to other commodity crops.

So, through the management process, this coffee commodity will be transformed into coffee powder. Before processing, the group leader's role is to invite and gather each of its members in a deliberation agenda, which is held once a week on average. The deliberations are more than just sitting around and discussing activities. They do so, however, by acting directly, such as clearing fields. Meanwhile, they specifically schedule monthly meetings, which are much more difficult to discuss, to discuss production developments and problems encountered in coffee production.

The two groups share the same goal of constructing and developing a tourist village to achieve empowerment goals such as improving people's lives. There will always be obstacles or problems in group life, such as Pokdarwis who are still limited in conveying information to the community about tourist villages, and obstacles or problems that occur in coffee farmer groups as a production team, such as a lack of human resources due to several vacuum members and constraints. The other is derived from capital.

However, each obstacle or problem that arises has its solution for both of them. The solution for both groups is to be visible in the community and participate in community activities. Because this approach process is simple to understand so that problems can be resolved, farmer groups choose to re-embrace by inviting them to every gathering but not forcing anyone to join them.

### **c) Implementing Group Activity Plans**

Monitoring the implementation and assessing the success of the activities carried out are included at this stage. As a result, everyone pays close attention to this activity, and repairs are performed as needed. This program's administrators, the village government and Pokdarwis, are attempting to collaborate with educational institutions and government agencies. This is done to promote tourism, but before carrying out this activity. The village government gathers village representatives, specifically RT/RW, to assist in conveying information related to village tourism activity plans and what the community must pay attention to, which is then conveyed through RW recitations.

Pokdarwis is also collaborating with Pradita Institute for tourism development; the activity is to be carried out in virtual reality tourism, but this activity plan is still in the survey stage. Meanwhile, other institutions, such as the Tourism Office, assisted in landmark construction and collaboration with PLN due to the need for electricity. Furthermore, there was information center building assistance from one of the company's CSR. However, the village government previously stated that there was only involvement from a third party once it revealed the reasons for the absence of a third party. Still, later the source revealed assistance from other institutions (private).

Furthermore, to support the potential of the Cikolelet Village area as a tourist destination other than nature, the government provides training and assistance to the community and facilitates it. The Cikopi coffee production team received this facility; coffee production received training and assistance from the Department of Agriculture regarding the process of growing coffee to produce coffee. Training and mentoring, such as becoming a barista, grafting (cuttings), comparative studies, and so on, is done once a month.

The traditional method of processing coffee to make powder is still used by farmer groups, which includes sorting, drying, or drying in the sun, stripping the skin, selecting coffee beans, and finally, the packaging stage. The Department of Agriculture and the BKSDA provided training, assistance, and coffee production tools.

Each of them revealed that their knowledge of coffee increased due to training and assistance to the community, particularly to coffee farmer groups, beginning with how to treat it and ending with the processing process. Members of this farmer group, on the other hand, go down directly to collect the crops they buy from the farmers because it is uncommon for farmers who want to pick their coffee to hand it over to the farmer groups, one of the reasons being that it is complicated if you only have to choose the red cherries.

The researchers observed that farmer groups, particularly the coffee production team, could be self-sufficient without relying on tourist villages. They began to produce and market it independently, rather than waiting for tourists to visit the village; particularly during the current pandemic, the number of visits decreased, affecting MSME

products in Cikolelet Village. They market through chat messages such as WhatsApp business and promotions to friends in other communities, and sales have reached cafes such as the Waruwangi cafe.

Even though Pokdarwis has a role in marketing MSME products, it has yet to be fully utilized, as evidenced by the construction of the Awi House as a center for Cikolelet souvenirs, which cannot be used due to decreased tourist visits. Each group member plays a role in implementing the group's activity plan, carried out by tour managers and coffee farmer groups. Furthermore, by utilizing assistance facilities as a support, the community is beginning to care and capitalize on the local potential in their area with this coffee production.

#### **d) Observation Process**

The monitoring process comes after the process of developing and implementing a plan. This process is carried out to observe the progress of each activity that has been carried out to determine whether or not the results are as expected.

The chairperson and a trusted member of the coffee farmer group carry out the monitoring process almost every day during the production period. This was not written down; none of the group members were aware of it directly, so it was only implied. Of course, this monitoring will impact income or profit sharing for farmer group members; only those who produce results will be hired, while those who do not produce results will be fired.

Suppose an error or problem occurs during the manufacturing process. In that case, the chairman and members of the farmer group will convene for deliberation, during which the chairman will evaluate the errors or obstacles encountered and jointly resolve the problems that arise. This monitoring is necessary to ensure that the program or activity runs smoothly and achieves the desired results.

According to the study's findings, there were differences in income for the community, particularly farmer groups, which increased, albeit marginally, but this could help their economy. In terms of the income of members of the coffee farmer group, which has 15 active members, only 11 people's data were collected by the end of the research process. The following table details the income of members of

the coffee farmer group, which includes income from sources other than coffee production.

Table: Income Data of Coffee Farmer Group Members

No	Name	Income
1	Amir	Rp. 950.000
2	Astari	Rp. 1.500.000
3	Hideng	Rp. 800.000
4	Juanda	Rp. 1.500.000
5	Kasmeri	Rp. 900.000
6	Mardi	Rp. 1.000.000
7	Masnun	Rp. 600.000
8	Rokib	Rp. 750.000
9	Samsuri	Rp. 1.200.000
10	Suparjo	Rp. 1.000.000
11	Surohman	Rp.1.500.000

According to the income data above, the average member of the coffee farmer group earns between nine hundred thousand and one million five hundred thousand rupiahs. This income is also uncertain because it is determined by the crops (harvests) that they receive. Of course, the income will rise if the harvest is plentiful; however, if there is no harvest, the income will be minimal. Furthermore, group members do not do monthly income recapitulation because their income is received daily.

Even though the income from the entire coffee production can reach three million to five million rupiahs, according to the head of the coffee group, this income is undoubtedly not net income. It must be distributed only to the coffee group.

With this nominal, and considering each member's family background, the income is still insufficient to meet his family's needs properly, or it can be said that he is still classified as a poor community. Out of 11 members, only one is yet to be married, so the burden he bears is different from that of 10 members, who already bear a significant burden in meeting the needs of their household.

Aside from that, the production team was aided by the village tourism program launched by the village government and Pokdarwis for Cikopi coffee to become more widely known. The surrounding community has also responded positively, if not enthusiastically, to the tourism village program. As a result, the community is aware of the local potential in their area. It takes advantage of it, hoping that the utilization will aid in developing tourism in the creative and culinary economy.

Both the government and farmer groups have a strategy to ensure that the programs carried out survive in the face of intense competition. Pak Juanda, the farmer group's leader, stated the following:

*"...This begins with our own capital and the awareness that we must maintain it. Furthermore, human resources must be strengthened. The coffee that is produced has a robusta flavor. So, the plan for the future is to sell not only ground coffee, but also trees (seeds); all that remains is to patent them."*

As a result, a strategy for cultivating local potential necessitates skilled human resource competence, and the development of natural resource potential must be accompanied by human resource strengthening.<sup>26</sup> Meanwhile, the village government's strategy for maintaining the village program is to continue to improve and maximize tourism governance, which a lack of visitors has harmed due to the pandemic's effects, and to think creatively and innovatively. It will then be compiled and repaired if necessary based on the results of monitoring the impacts.

## **2. The impact of the Cikolelet Village Government's activities and the benefits obtained by the community**

The impacts or benefits provided by the Cikolelet Village Government through the tourism village program have two types of effects: direct and indirect. However, many people, particularly in Cikolelet Village, believe the impact must be tangible and visible to the

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<sup>26</sup>Noval Fahrizal Afif dan Muhtadi, *Peran Kelompok Sadar Wisata (Pokdarwis) dalam Memanfaatkan Potensi Lokal (Studi Kasus Pokdarwis Situ Pengasinan, Kelurahan Pengasinan, Kecamatan Sawangan, Kota Depok)* Jurnal At-Taghyir 4, no. 1 (2021), h. 93–116



naked eye. Every program, activity, or policy must have an impact in terms of impact indicators, which include the following:

**a) Environmental Impact**

According to the study's findings, a tourism village program can raise people's awareness of the environment in which they live. It is clear from the physical environment that it is much cleaner and neatly arranged because the physical environment is the first important factor for a tourist village and the first impression of tourists. Darsono defines the environment as a place where all human conditions and activities, as well as the objects contained within them, exist. The positive influence created will positively impact the survival of people in their environment and vice versa.<sup>27</sup>

**b) Social Impact**

The social impact of the community influences it as well as the environmental impact so that if researchers observe the social environment, the community is well established. The community is compact and harmonious with one another, as evidenced by cooperation to build road access to tourist attractions. Aside from that, the community can eliminate prejudice against certain ethnicities, establish good communication, introduce customs, culture, and so on, and serve as a venue for promoting that area's culture. This is consistent with Marc Iver's assertion that social change can be defined as such if there is interaction and balance in social interaction.<sup>28</sup>

**c) Economic Impact**

The community can feel the economic impact directly or indirectly, with the direct impact being increased net income for the surrounding community and the creation of new jobs. Meanwhile, indirect effects, such as a local community's economic activity as a result of a business unit expenditure.<sup>29</sup>

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<sup>27</sup>Desi Elviani, *Dampak Sosial Program Campus Social Responsibility di Kecamatan Semampir Kota Surabaya* (Universitas Airlangga: 2017). h. 48

<sup>28</sup>*Ibid.*

<sup>29</sup>*Ibid.*

According to the village government, the results of community empowerment through the tourism village program include an increase in income, knowledge, and community skills, and tourism villages becoming famous, among other things. These changes, however, will only occur in people who actively participate in developing tourist villages.

Another impact was felt because the tourist village became well-known, and many wanted to visit. However, there are some limitations, one of which is the Covid-19 pandemic. All of this occurred due to the Minister of Tourism and Creative Economy Sandiaga Uno's visit to Cikolelet Village, which increased awareness of the tourism village outside the region. Meanwhile, the impact felt by the surrounding community is nearly identical to what has been described above, namely that the field farmers/artisans in Cikolelet Village are helped through the produce/crafts they make, which are distinguished by the price offered, which is significantly higher than before the tourism village's existence. However, the economic impact on the village's original income from tourism villages has yet to be seen because the government is more concerned with empowering tourism-aware groups and the surrounding community first.

The living space is vibrant, clean, and well-organized. Similarly, Pokdarwis, the mover, agrees that the benefits are felt not only for the institution but also for oneself, such as having new activities, being more productive, and learning various positive things. Similarly, farmer groups benefit in terms of increased income (albeit not significantly), products that are more widely known in the community, the creation of motivation and optimism for each individual, skills in processing Cikopi coffee, or even the government became concern and concerned so that they receive equipment assistance for coffee production.

The most important aspect of any empowerment is community participation; community participation is necessary for the program to work, and the benefits will be felt. Even though the tourism village program is still in operation and farmer groups have achieved independence, the overall results of the Cikolelet Tourism Village have yet to meet expectations. According to Kak Asep Supriadi, a Pokdarwis member:

*“...in my personal opinion, the programs implemented have not been optimal enough, and there is still much to be improved in all sectors, both the main and supporting sectors.”*

Aside from that, the village has weak institutions in charge of governance, so there is a need to improve the program so that it is in line with the institution's vision and mission.

#### **D. Conclusion**

Based on the description of the research findings in the process of community empowerment via the tourism village program, it is possible to conclude that the tourism village program as a whole has not been optimally implemented, such as nature, culture, arts, or creative economy tourism, which has not been fully empowered and has not achieved the desired results. Meanwhile, it has been carried out well based on community participation or contribution, even receiving a warm and enthusiastic welcome from the surrounding community.

Tourism destinations must be supported and promoted to strengthen the attractiveness of tourist villages so that the emergence of artisans, homestay owners, MSME business owners, and others provides high value for tourism worth a visit. In this case, the tourism-supporting sector, specifically coffee production under the Cikopi brand, has achieved independence and is no longer reliant on the tourism village program.

The tourism village program has had the following effects on the community: the emergence of awareness in the community to always protect the environment and take advantage of the region's potential, motivating the community always to be consistent in growing coffee plants, caring for them, and producing them; there is an increase in people's income following the village tourism program; tourist villages and Cikolelet products such as Cikopi are increasingly being sold.

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