



INITIATION OF BUMDES TOURISM VILLAGE AS A MEANS OF EQUALIZATION IN COMMUNITY LIVELIHOODS IN THE DISTRICT OF KARIMUNJAWA

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ABSTRACT

Communities in Karimunjawa Subdistrict have problems related to income inequality, most of the people there as farm laborers even though Karimunjawa is a well-known tourism area in Indonesia. This happens because the surrounding community has not been fully involved to play an active role in tourism development. The purpose of this community service activity is to increase public awareness in Karimunjawa Subdistrict on the potential of the village to be willing to develop themselves to manage and develop companion and complementary businesses as a tourist village so that livelihoods can shift from farm labor to the production of tourism products. The next goal is the initiation of the establishment of a village-owned enterprise (BUMDes) which will manage the village tourism activities. The method of implementing community service activities is through lectures, questions and answers, discussions, simulations, and assistance. The strategic steps used in this activity are (1) providing insight into the concept of tourism villages and the importance of BUMDes in improving welfare, (2) providing knowledge about the potential use of villages for tourism objects through management through BUMDes, (3) discussion and question and answer by providing opportunity to the community and village apparatus, (4) provide an overview and simulation of the initiation of the establishment of BUMDes, (5) assistance to the community and village apparatuses to prepare a village tour and initiation of the establishment of BUMDes, and (6) evaluation of the results of community service activities that have been carried out. The dedication that has been done has been able to provide views for village managers on how to do good governance. During the question and answer session, what became the focal point of the village manager was the program that had been running in relation to tourism in the village. Tourism has been running for a number of years, but has not given maximum results according to residents, even though the funds poured out are already quite a lot and other fields need to be considered as well. The results of the service that has been done are greatly appreciated by the village officials. Provision of knowledge of village officials about knowledge related to various rules that must be obeyed.

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INTRODUCTION

Jepara is one of the districts that exist in Central Java province with the name of the capital city of Jepara. The Regency is bordered by the Java Sea to the west and north, Pati Regency and Kudus Regency to the east, and Demak Regency to the south. The eastern part of the regency is a mountainous area. Jepara Regency also includes the Karimunjawa Islands, which are groups of islands in the Java Sea. The two largest islands are Karimunjawa Island and Kemujan Island. Most of the Karimunjawa area is protected in the Karimunjawa Marine Nature Reserve. Such a portrait of Jepara Regency region, makes Jepara have various tourist destinations, the main one is tourism related to nature.

Karimunjawa Subdistrict is one of the sixteen sub-districts in Jepara Regency, Central Java Province. Located in the Northwest Capital District Jepara, with upper-limit s sebelah timur, barat, utara, and south is the Java Sea. Publications subdistrict with ketinggian antara from 0 to 100 meters of permukaan laut thus has topography of coastal / waterfront. The distance from Karimunjawa District to the Capital of Jepara Regency is 90 Km. The Karimunjawa sub-district area is 71.2 Km² which is divided according to its use as paddy land 0.18 Km² and 71.02 Km² is dry land in the order of use as state forest, community forest, building, and tegal.

Karimunjawa District consists of four villages, namely Karimunjawa Village, Kemojan Village, Parang Village, Nyamuk Village. Karimunjawa Village is the largest village among the four villages with an area of 46.24 Km². Karimunjawa Village had a population of 4,810 people in 2017 and this is the largest when compared to other villages in Karimunjawa District. The biggest livelihood of the people of Karimunjawa Village is to become a farm laborer compared to other livelihoods, which is 47.37%. Karimunjawa Village has special features compared to other villages related to the more advanced tourism which is marked by 11 hotels and 73 inns. The following is the location of Karimunjawa Village in Figure 1.

Karimunjawa Tourism is one of the three mainstays of tourism in Jepara Regency. Karimunjawa in 2017 donated 122,876 visitors. In general, in 2018, the target of tourist arrivals of 2.6 million in Jepara has been reached. As many as 2.2 million tourists visit tourist attractions managed by the government, such as Kartini Beach, Tirta Samudra Beach, Patai Benteng Benteng, and Kartini Museum. The rest comes to objects managed by the public and private sector (Wawasanco, 2018). The good thing about tourism in Karimunjawa is that it is still widely supported by the Jepara government as a prime mover.

The potential of Karimunjawa natural tourism is very large, but the management and income are not evenly distributed. So far the government has only focused on developing Karimunjawa Village to sustain Karimunjawa tourism. BPS data in 2017 showed that the three other villages do not have decent accommodation for the tourists come to visit. This is evident from

the absence of hotels and inns in Nyamuk Village and very few hotels / inns in Kemojan and Parang Villages, even when compared to Karimunjawa Village the numbers are far very small. This condition must be dealt with immediately so that economic equality in the Karimunjawa District becomes more optimal.

Indonesia's national development now focuses on humans as its center (Kartasasmita, 2001). Community and government move together to carry out development in an area as an implementer. Government institutions are expected to be able to provide guidance, direction, guidance, assistance, and supervision of the development. So that the level of welfare and life of a community can be increased and this shows that the community has become the subject of development and community empowerment is the key.

Pemberdayaan community is an effort to increase the capability and potential in a community in order to survive and develop themselves independently in social, economic, cultural (Widjaja, 2003). The role of community empowerment will be invaluable if it is able to directly touch the village community. The government is currently encouraging villages to be independent. Village independence is expected to improve the welfare of the community. Various methods are used by the government to spur villages to have original village income and increase it. One of the agendas for village strengthening mandated by Law no. 6 of 2014 was the emergence of a village-based economic institution that was named the Village Owned Enterprises (BUMDES). In the Village Candy No. 4 2015 stated that the purpose of the established BUMDES among others: (a) improving the economy desa; (b) optimizing asset desa to be beneficial for the welfare of desa; (c) improving the business community in the management of the economic potential of desa.

Karimunjawa Subdistrict community needs to be given a solution to overcome the imbalances that occur between villages. It is expected that every village in Karimunjawa can have the same level of welfare because they have the same topographical conditions. Empowerment of rural communities suitable to be implemented is by presenting the Village Tourism BUMDes. This will provide a clear institutional form to become a village business unit in the field of tourism services without having to wait for the government's development program. This BUMDes is also in accordance with Permen No. 5 of 2015 article 24, that one of the business units that can be managed is BUMDes Desa Wisata. A clear institutionalization through BUMDes is expected to sustain the confidence of the community to participate and give confidence to prospective tourists to visit.

Tourism in Karimunjawa is in the top three of the number of visits in Jepara Regency, with 122,876 visitors in 2017. As a popular tourist destination, Karimunjawa has a variety of tourist attractions and suitable accommodation for tourists. This good tourism sector should be able to make the community have a good standard of living and welfare, but the reality on the ground does not support this.

The people of Karimunjawa mostly work as agri-

cultural laborers. This is very contrast when looking at stretching tourism in the area. The reason for this seems to be that everything related to tourism is still centrally managed by the government and the private sector. Management that does not empower the community as a unified whole of the village community has led to the rapid advancement of Karimunjawa tourism which has not optimally improved the standard of living and welfare of the people in Karimunjawa District.

Empowerment of the village community as a whole can be achieved if the community wants to actively participate in supporting the development program launched by the village apparatus. Full participation can be achieved if there is confidence from the community that the development is professionally managed and will provide good results for them, even though the implementation of the program does not depend on the government. BUMDes can be a solution to overcome this, the community can trust the management and implementation of various village programs. Related to the potential of natural tourism in each village, a suitable form to be applied is the BUMDes Desa Wisata which will elevate the potential of local people's wisdom to become a tourism destination and with the BUMDes Desa Wisata will provide confidence to prospective tourists to visit and also become a means of publication. However, in Karimunjawa Subdistrict, BUMDes Desa Wisata doesn't exist yet.

Based on the formulation of the problem presented, it is necessary to do community service regarding the empowerment of Karimunjawa Subdistrict community in supporting tourism villages through the establishment of Village Owned Enterprises (BUMDes). Based on the identification of the formulated problem as follows.

1. How do you increase public awareness regarding the tourism village's potential?
2. How to establish BUMDes in Karimunjawa?

METHOD

Communities in Karimunjawa Subdistrict have problems related to income inequality. Most of the people there earn a living as farm laborers. Karimunjawa area is a tourism area that is already very well known in Indonesia, especially in Java Island. Tourist arrivals do not only come from local tourists, but also foreign tourists. This condition shows how extraordinary tourism in Karimunjawa. However, this condition is in sharp contrast to the conditions of most of the people, many of whom depend their lives by becoming agricultural laborers, not from the tourism sector.

The government seems to still be the main manager of all tourism in the Karimunjawa region and this activity only focuses on Karimunjawa Village. This is evident from the existing tourism accommodation that only developed in Karimunjawa Village, while Kemojan Village, Parang Village and Nyamuk Village lacked or did not even have proper accommodations to support tourism. Tourism management in Karimunjawa should involve the surrounding community as a whole so that

it will increase their understanding and desire to explore the natural potentials to support and complement tourism in Karimunjawa. The community will certainly be helped by the presence of better livelihoods from farm laborers, namely in the tourism sector.

Villages according to Law No. 6 of 2014 are expected to be a life buffer so they are required to be independent in various matters such as social, cultural, and economic. Under this law, villages have autonomy and authority in planning, finance, and public services so that villages no longer have to wait for instructions from the sub-district, district, province, or center in carrying out their activities. As a result, the wheels of village development will spin faster and more precisely. The villages in Karimunjawa Subdistrict now have the right to carry out their activities autonomously, so they do not have to wait for the government above to develop development. The concept of a village with entrepreneurship has been widely discussed and has come to the attention of many parties including other countries, countries such as Japan and Thailand and even carrying out a strategy for each village to produce one product (Kusuma & Purnamasari, 2016).

Entrepreneurial villages are very interesting to be developed in Indonesia. Indonesia's vast territory and has diversity in a variety of interesting ways, such as culture and natural conditions to be further developed. The village in Karimunjawa Subdistrict has the same topography as the island in the middle of the sea so it has a very good natural potential for tourist destinations. Karimunjawa is located in the north sea of Java, which has interesting morphological conditions that make the waves relatively calm. In addition, the Java Sea is predicted BMG does not have the potential for a tsunami because it is not on the earthquake path (Tempo.co, 2006), so this has become the marine tourism force of Karimunjawa. Thus, the concept of the right entrepreneurial village for Karimunjawa Subdistrict is related to tourism by raising the concept of a tourist village.

The developed tourism village will raise the potential of the village in the form of natural beauty and local wisdom of the life of the local community. The development of this tourism village is to complement the tourism package currently being managed by the Jepara Government, so that the community can play an active role in the tourism sector. So that tourism management can run optimally and have a higher chance of obtaining various resources, the management of tourism villages will be shaded by a BUMDes which will be called BUMDes Desa Wisata. The initiation of the establishment of BUMDes is important because with the presence of BUMDes will provide confidence to the community that the management of tourism villages will be done professionally. In addition, external parties (potential tourists, the government, and other stakeholders) will have confidence in the tourist village. This is also in line with Article 24 Permen No 5 of 2015, that one of the business units that can be done or managed by BUMDES is Tourism Village. The problem solving framework is explained in Figure 2.

Community service is aimed at the community, village officials, and sub-districts in Karimunjawa, Jepara Regency. The problem solving model used by the service team is assistance through discussion, outreach, and training. Communities in Karimunjawa are expected to be able to optimize the potential of their villages and village officials are able to facilitate the establishment of BUMDes Desa Wisata. The service team carried out activities at the service center three times with the following details:

1. The initial coordination was carried out in April 2019. In this activity the community service team coordinated with the Jepara district government for the tourism section, the Karimunjawa District government regarding exploring the potential of the village as a tourist village with a management mechanism through the BUMDes.

2. Implementation of community service, the community service team will come to Karimunjawa Subdistrict to conduct socialization, mentoring, and training to increase community awareness of the potential of the village they have and about the initiation of the establishment of a BUMDes.

3. Periodic monitoring and assistance. This activity is carried out after the activity is completed. This is done to provide assistance if the people in Karimunjawa Subdistrict face difficulties in applying the results of the dedication and initiation of the establishment of BUMDes.

Realization of the implementation of the service model is to provide materials related to the management of a tourism village with a combination of BUMDes in managing the tourism village. This is done because seeing the general conditions at the location, the people of Karimunjawa have an imbalance in livelihoods even though their area is a well-known tourist destination in Indonesia. It is hoped that with this dedication, the people of Karimunjawa can have an improved standard of living and welfare and contribute to the advancement of tourism in Jepara Regency.

Community service activities will be carried out using lecture, question and answer, discussion, simulation, and assistance methods. The steps to be taken by the service team can be seen in Figure 2

DISCUSSION

Before carrying out the dedication, the dedication team coordinated with the village head of Karimunjawa to map out the problems faced by the people in Karimunjawa in relation to daily livelihoods. On the day of the implementation there was a presence on the village officials as well as the person in charge of the activity, to take part in the overall training activities so that the participants were able to understand "Initiation of Village Tourism Bumdes as a Means of Equalization of Community Livelihoods in Karimunjawa District."



Figure 4. Participants present an overview of BUMDes management related to family income

The dedication was carried out on Friday, August 30, 2019 at Karimunjawa Village Hall, Karimunjawa District, Jepara Regency. This activity was attended by the Karimunjawa village apparatus in full with the union of village village wives and community representatives. Dedication in the context of socializing regulations related to BUMDes governance and sharing about the real experiences of village officials in managing BUMDes to be as expected by the government. The service is very good, as evidenced by the presence of all Karimunjawa

village officials and various questions related to BUMDes governance in preparation for the incorporation of the BUMDes Tourism Village, the thing that most concerns the village apparatus is about the scale of priorities they must make related to the allocation of funds for business units from the BUMDes. Figures 4 and 5 photograph the course of service carried out.

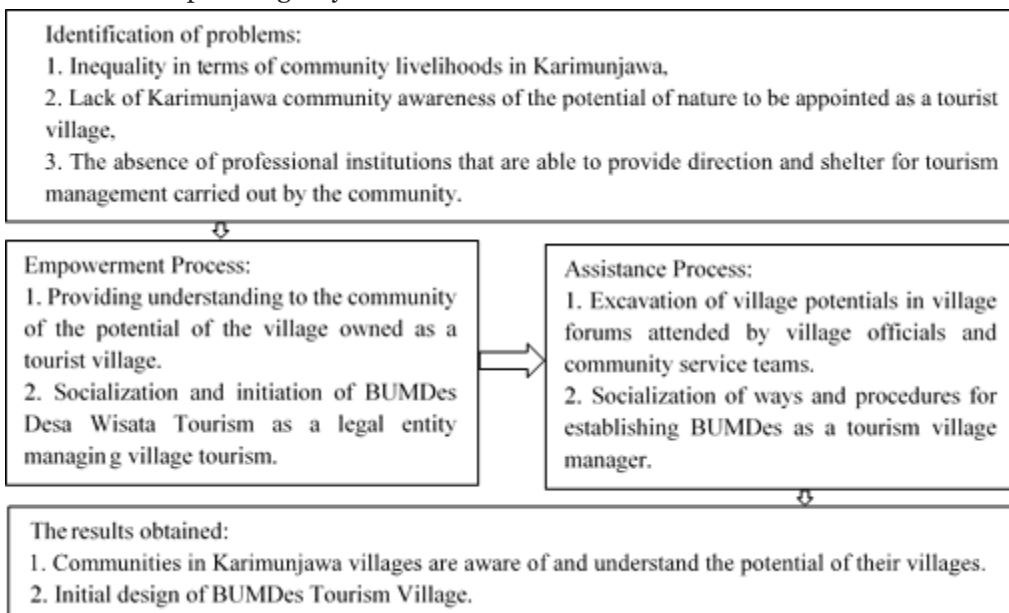


Figure 2. Framework for solving problems

CONCLUSION

Preparatory training for entering the workforce is one way to equip

and instill soft skills combined with actual facts with college alumni. With this training, college alumni do not feel a dilemma and confusion when entering the workforce. Embedding soft skills in preparation for entering the workforce will help higher education alumni become competent individuals in their careers . In connection with following up on preparatory training to enter the workforce for the next service, it should focus on the stage of answering tests and interview techniques.

Table 1 is a breakdown of the changes in the conditions of the community service partners, namely village officials and after the community service program conducted by the Community Service Team for the UNNES FE Community. Table 1 . Changes to conditions before and after the service program

No	Element	Pre-service	Post-service
1	Public awareness about the potential of the village as an archipelago bordering the sea	Awareness of the potential of villages from the archipelago is inadequate, this can be seen from the livelihood of the community is as a farm laborer.	People feel they better understand the natural potential they have and want to process these natural potential better.
2	The existence of BUMDes Tourism Village	There is no BUMDes Desa Wisata that oversees the management of tourist areas by the community in Karimunjawa District.	There is a desire and initiation of the establishment of BUMDes Tourism Village in Karimunjawa District.
3	The practice of doing BUMDES Governance based on strategic planning, implementation, control and accountability	Activity partners experience problems regarding BUMDES Governance based on strategic planning, implementation, control and accountability	Activity partners understand how to implement BUMDES Governance based on strategic planning, implementation, control and accountability

Participants of community service activities admitted that they were greatly helped and were open-minded about the importance of BUMDES governance and BUMDes Tourism Village initiation in Karimunjawa Subdistrict after participating in service activities organized by the FE UNNES devotion team. Thus, the purpose of this activity has been achieved, which is able to provide an understanding of BUMDES governance and provide enthusiasm for initiation as an effort to equalize people’s livelihoods by running BUMDes Tourism Village at Karimunjawa District level.

CONCLUSION

Based on the evaluation results of community service activities, it can be concluded that the community service activities are able to provide understanding to the village officials of Karimunjawa, Karimunjawa District, Jepara Regency regarding the spirit of BUMDes Tourism Village initiation expected by the community. This dedication activity is able to provide thought assistance to the village officials of Karimunjawa, Karimunjawa District, Jepara Regency in managing the BUMDes in all business units in general and specifically in the coastal tourism business unit.

Based on the results of evaluations of community service activities, the advice that can be given is to provide periodic assistance to BUMDES administrators and village officials on the governance of BUMDes Desa Wisata. Further service is performed with the use of the application so that the BUMDes work process is much

easier

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