



DEVELOPMENT OF TOURISM VILLAGE THROUGH COMMUNITY-BASED TOURISM (CBT) CONCEPT APPROACH IN BRANJANG VILLAGE

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ABSTRACT

This service activity aims to understand the development of tourist villages and awareness of village community participation. The service method used is socialization and training. The target audience for the service activities is the village government and POKDARWIS Branjangan Village. Activities are packaged in the form of webinars and discussions using zoom meetings. The results show that the village government, POKDARWIS managers, and the community can understand the concept of developing a tourist village and its mapping for community welfare. Branjangan Village has officially become a Tourism Village based on the decision of the Central Java Provincial Tourism Office. Community involvement in determining tourism potential and opportunities is the primary key to developing a tourist village. In addition, the Village's understanding of community-based tourism continues to be socialized through POKDARWIS, which is ready with its vision and mission to develop tourism in the Village. Funding and policy support continues to be carried out so that tourism in the Village can continue to exist and benefit the broader community.

Tujuan kegiatan pengabdian ini adalah pemahaman pengembangan desa wisata dan kesadaran partisipasi masyarakat desa. Metode pengabdian yang digunakan adalah sosialisasi dan pelatihan. Khalayak sasaran kegiatan pengabdian adalah pemerintah desa dan POKDARWIS Desa Branjangan. Kegiatan dikemas dalam bentuk webinar dan diskusi menggunakan zoom meeting. Hasil menunjukkan bahwa pemerintah desa, pengelola POKDARWIS, serta masyarakat dapat memahami konsep pengembangan desa wisata dan pemetaannya untuk kesejahteraan masyarakat. Saat ini Desa Branjangan telah resmi menjadi Desa Wisata berdasarkan keputusan Dinas Pariwisata Provinsi Jawa Tengah. Keterlibatan masyarakat dalam menentukan potensi wisata dan peluang wisata menjadi kunci utama keberhasilan pengembangan desa wisata. Disamping itu, pemahaman tentang pariwisata berbasis masyarakat terus disosialisasikan oleh Desa melalui POKDARWIS yang siap dengan visi misinya mengembangkan wisata yang ada di desa. Dukungan dana dan kebijakan terus dilakukan agar wisata yang ada di desa dapat terus eksis dan memberikan manfaat bagi masyarakat luas.

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INTRODUCTION

Today, many regions focus on tourism to increase people's income. Tourism is one of the driving sectors of the economy that needs to be given more attention to develop correctly. The concept of sustainable development is a topic that is widely discussed. The development of tourist areas through exploring the potential in the region is emphasized not only in economic aspects but also in environmental and social aspects (Eversole et al., 2014)(Phillipson et al., 2019). The movement of tourism development penetrates various terminologies, such as sustainable tourism development, rural tourism, and ecotourism, which is a tourism development approach that seeks to ensure that tourism can be carried out in non-urban tourist destinations(Luke & Chu, 2013)(Zakaria & Suprihardjo, 2014).

Rural tourism is a profitable development strategy for many purposes because it benefits the resulting economy and society, not only for area rural but also for purpose tours (Farmaki, 2017). *Rural tourism* delivers the chance to visitors to visit area countryside and all the potential that exists in rural areas as well as conserve culture and heritage areas, so that give benefits socio-economic for public local (Nair & Hussain, 2013). Temporary *sustainability tourism* originates from the phrase development sustainable. It is an alternative to tourist mass and an effort to increase the positive effect and reduce the negative effect on you, local society, and the environment (Ranjan, 2015). In general, appropriate tourism with sustainable development or what caused it could be called tourist sustainable.

Branjang Village is located on the northern slope of Mount Ungaran, where agricultural land, rice fields, and farming dominate the geographical conditions. Besides, there are still many people's forests that thrive. On the side, the location is also very strategic because it is in the golden triangle of Semarang Regency, which borders Semarang City and Kendal Regency. Village Banjang has a charming natural charm, views of rice fields and fields, lush forests full of fruits, such as jackfruit, mango, and durian, and cultural customs are still preserved, namely "Reog and Jaran Kepang. Branjang Village is also a religious tourism village with the tombs of influential figures, including the tombs of Ki Ageng Penjawi and Sunan Geseng on Mount Jadi, which stand towering.

Opportunity potency tour the not yet offset with source power competent human. However, there are still problems. Namely, the community has not optimized the potential of existing resources to be used for tourism potential in the Branjang Village area. It can be seen from the absence of data from the Tourism Office showing tourism activities in Branjang Village. Moreover, there are still very few tourist visitors to

Branjang Village. Visitors at this time are only local people and urban people who pass through Branjang Village. They only see the natural scenery that unfolds without knowing that they can also interact with the local community to learn about local products. In addition, the local community does not promote tourism potential in the region.

Village Area Development tour Becomes an opportunity ample in increase the economy Public (Farmaki, 2016)(Beath et al., 2013)(Steiner & Atterton, 2015). Development village tours can be conducted with the approach of *community-based tourism* (CBT), so draft development sustainable permanent can apply. CBT is an emphasized concept that society for capable of managing and developing object tours by themselves alone. The CBT approach has excess because it puts society locally as subject to development tourism, not as an object, so that it is possible for society to develop a potency village, increase welfare, and empower the society locally (Nurhidayati, 2015).

Community-based tourism (CBT) was developed as a holistic and comprehensive approach to the development of tourist sustainability with an emphasis on participation in an inclusive society for all levels of development (Đurkin & Perić, 2017). CBT has known widely because of its ability to increase the local economy, and have introduced in many countries (Lee & Jan 2019). The community involved in the development process through CBT is next sustainable; it boils down to a welfare society. CBT as a sustainable development model, tourism could benefit local society by producing income, diversifying the economy locally, preserving culture, preserving the environment, and delivering chance education (Đurkin & Perić, 2017).

Based on the background of the problem and considering partner opportunities, this service is focused on developing the Branjang Tourism Village area through a community-based tourism (CBT) approach.

METHOD

Place and Time. Activity devotion is conducted online through the *rural entrepreneurship* webinar. Participant devotion is manager village tour Branjang a total of 8 people, and managers village tourism in Central Java, totaling 68 people. Besides that, we also invite the manager village to tour others in Central Java. Activity devotion to society was conducted online using a zoom meeting in the form of a webinar on September 30, 2021, and August 2021 from 10.00 WIB to 12.00 WIB. In chance, this team devotion explains excavation tour-based potency village and community village and development strategy.

Audience Target. The target audience for community service activities is the tourism village

managers of Branjang Village, Pekiringan Village, Bergas Kidul Village, and Balapulang Village.

Method Devotion. Devotion Method. This community service uses the Participatory Rural Appraisal (PRA) method, namely methods in counseling, mentoring, and training (Susilowati et al., 2019)(Galani-Moutafi, 2013). Method counseling is used for socialization activity devotion about provision potency and community villages.

Counseling using the lecture method. It aims to explain or socialize community service activities so that the tourism village management can prepare the completeness of the requirements for submitting a tourism village, such as ecotourism development concepts and issues, ecotourism development principles, and community involvement approach.

1. Lecture method to the community by providing material about the importance of developing a tourist village area that pays attention to aspects of sustainable development.
2. Method benchmarking, with study from experience management village other tours already walk with ok.
3. Method discussion, with a chance, asks to answer the participant's devotion about things they do not understand.
4. The mentoring program aims to help with the problems that arise moment manage village tours.
5. Follow the program further, addressed for help integrating village tours with group effort Public local.

Activity devotion Public this is implemented in various stages as follows:

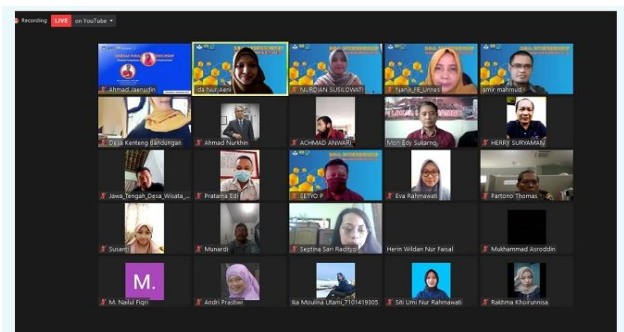
1. Stages preparation activity
Stages preparation activity conducted for adapt need partner, time implementation activity devotion, and place for carry out activity devotion. Included in it observation live related other potential _ excavated where related with a dedication program society.
2. Stages socialization
Stages this preceded with team servants preparing materials and materials needed during the activation process, among others, *PowerPoint* for presentations, *handouts* related to a fundamental understanding of development area village tourism, and necessary efforts conducted for increase income from aspect tourism.
3. Stages accompaniment
At this stage, this first conducted excavation potential in the Village Branch (starting from potency source power nature, crafts, culinary, and culture). She then conducted mapping source potency that can be integrated with the

development area village tour until with promotion Village Tour Bed.

RESULTS AND DISCUSSIONS
Understanding Rural Entrepreneurship Through Community-Based Tourism

Activity webinar conducted on Wednesday, September 2, 2021, using zoom meeting. Participants, a total of 8 managers village tour branch and 68 administrators in village tourism in Central Java. Packaged webinars in interactive form so that participants not feeling bored.

Figure 1.
webinar activities



Six participants gave responses and questions in the webinar, so the discussion walks with fun. Next, four questioners best get current interest from the committee. Next, the following is the attendance list of webinar participants we took from google form when implementing webinars

Figure 2.
Attendance List Webinar Participants

No	Time	Nama Lengkap (Berserta Foto)	Email	No HP (Akan WhatsApp)	Status	Instansi	Isi Jawaban
1	8/26/2021 11:28:57	Tusiana	tusiana101@gmail.com	085687388771	Pengurus BUMDES	BUMDES	Saran kegiatan pengabdian di akhir tahun pendahuluan
2	8/26/2021 11:30:44	Nisa Yusni Pratiwi, S.Pd	nisa180@gmail.com	08213141421	Dosen	UNH	Pada saat ini saya sedang mempersiapkan proposal untuk kegiatan di desa
3	8/26/2021 12:18:59	Pratiwi, S.Pd	pratiwi102@gmail.com	08520219641	Pemerintah Desa	Pemerintah Desa	Pengabdian di desa
4	8/26/2021 13:30:17	Sugiono	gugun00@gmail.com	08272947178	Pengurus BUMDES	Bumdes	Pengabdian di desa
5	8/26/2021 20:12:12	Rahmat, S.Pd	rahmat10@gmail.com	082135482319	Pengurus BUMDES	BM MUSHABANDIYAH	Di Padalarang saya sedang mempersiapkan proposal untuk kegiatan di desa
6	8/26/2021 1:27:52	HERY BURYAMAN	heryanjaya@gmail.com	08130248412	Pengurus BUMDES	TIPK	Di Padalarang saya sedang mempersiapkan proposal untuk kegiatan di desa
7	8/26/2021 5:57:27	Akhani Mubarak	akhani224@gmail.com	08584089177	Lainnya	Tengah Peningkatan Pro	Menyusun proposal untuk kegiatan di desa
8	8/26/2021 8:45:37	Nisa Nur Pratiwi, S.Pd	nisa180@gmail.com	08213141421	Dosen	UNH	Saya sedang mempersiapkan proposal untuk kegiatan di desa
9	8/26/2021 8:45:38	Amal Fauzi	amalfauzi@gmail.com	08570076908	Pengurus BUMDES	Bumdes	Saya sedang mempersiapkan proposal untuk kegiatan di desa
10	8/26/2021 10:18:09	Amal Thyas S.H	karyaman@gmail.com	08570076908	Pengurus BUMDES	BUMDES	Blaka saya sedang mempersiapkan proposal untuk kegiatan di desa
11	8/26/2021 20:18:57	Priyanti S.M. Susanto	priyanti10@gmail.com	08564105890	Lainnya	Pemerintah Desa	Saya sedang mempersiapkan proposal untuk kegiatan di desa
12	8/26/2021 20:48:16	Siti Murni	siti.murni@gmail.com	0817739941	Mahasiswa	UNNES	Belum ada
13	8/26/2021 20:48:48	Akhani Mubarak	akhani224@gmail.com	08584089177	Mahasiswa	UNNES	Melakukan penelitian di desa
14	8/26/2021 20:48:43	Utami	utami10@gmail.com	08212530048	Mahasiswa	UNNES	Penelitian di desa
15	8/26/2021 20:50:24	Shea Ineska Pratiwi, S.Pd	shea10@gmail.com	08148311888	Mahasiswa	UNNES	menyusun proposal untuk kegiatan di desa
16	8/26/2021 20:50:38	Jawahirul Murti	jawahirulmurti@gmail.com	08210576430	Mahasiswa	UNNES	Pengabdian di desa
17	8/26/2021 20:57:48	Jawahirul Murti	jawahirulmurti@gmail.com	08210576430	Mahasiswa	UNNES	Pengabdian di desa
18	8/26/2021 21:04:41	Akhani Mubarak	akhani224@gmail.com	08584089177	Mahasiswa	UNNES	Penelitian di desa

Mapping Potency Tour Village Bed

Branjang Village has an excellent opportunity to develop religious tourism and ecotourism in the West Ungaran region. However, this has not been a concern for society. It requires socialization about tourism awareness and a touch from the District and Provincial Governments to explore the various potentials of Branjang Village. With the growing awareness of becoming a tourist village, it is hoped that there will also be growing awareness of healthy living behavior and environmental and religious care. Following is an analysis of Potency Tourism in the Village Bed.

Table 1.
Analysis Potency of Brajang Village Tourism

No	hamlet	Potency Tour
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1	Branjang Hamlet	Branjang Hamlet has tourism potential in the form of Mount Jadi religious tourism. Besides, there are crops such as rice, cassava, peanuts, and corn. From the side, culture exists Reog and braid horse and tambourine. Besides that, there are product craft hands made by the residents of Branjang Hamlet in the form of Bonsai Coconut (Bonkla) etc.
2	Truko hamlet	Dusun Truko has started building a wine village. Grapes have been planted along Jalan Darussalam Truko, and grape vines are being built. Grapes have also been planted in every resident's house. Every season durians are often hunted by agricultural extension workers and durian enthusiasts from outside the Village.
3	Dusun Cemangah Lor	Many potential young people have networks selling online, chipmakers, and residents with primary expertise in electricity or electronics. There are even new tourist destinations, namely the Manggah Valley and Sendang Sirothol Mustaqim. Besides that, there is craft handmade by the residents of Cemangah Lor Hamlet, such as Handy Craft Resin in the form of necklaces, bracelets, pendants lock, table resin, etc.
4	Dusun Cemangah South	A road is being built to the tourist destination of the waterfall, and there is already a Garbage Bank. There are UMKM makers of tempeh, artisans of various chips, and sellers of fruits and agricultural products. Besides that, there is product craft made by residents of Cemangah Hamlet South from aquarium decorations, statues, wood, etc.
5	Dersuni hamlet	Famous for its natural scenery that can be used as an out bond place along the river, education for plowing fields, and flower gardens. Existing crops, among them palm sugar and fro. Besides that, product craft neither did the hands produced by the residents of Dersuni Hamlet lose quality as Broom fibers Dersuni, Gedeg bamboo, etc.

Village fund support was used to build the Gunung Jadi tomb facility and the Branjang village landmark around the Branjang reform field. What is planned is to fix the area around the field and build a jogging track, gazebo, culinary stalls, and a village park. It will make the face of the Village more beautiful, calm, and enchanting so that it will attract residents/tourists to visit it, which will later drive the village economy. Following picture Jalan Kastono Branjang. Gymnastics places, selfie spots, and culinary stalls.

Picture 3.

Jalan Kastono Branjang, four gymnastics, selfie spots, and culinary stalls



Figure 4.

Tomb of Mount Jadi Branjang (Ki Ageng Penjawi and Sunan Geseng)



The concept of innovation in developing religious tourism and ecotourism will involve elements of youth, Bumdes, the Government Village, the Government Semarang Regency (Tourism Office), and the village community. Through an innovation program, religious tourism, and ecotourism village tour Branjang expected could reach out and connect Bumdes managers, PKK, health cadres, waste banks, environmental activists, young revolutionaries, MSME practitioners, farmers, cultural leaders and preservers, caretakers of the Gunung Jadi Cemetery and their congregations, members of religious organizations such as Ansor, Banser, Muslimat and Fatayat and other community leaders.

Thus, developing religious villages and ecotourism will also be supported by quality human resources that will help attract many tourists to Brajan Village. Furthermore, it will impact the community's economy, especially for MSME actors, art groups, and village youth involved in ecotourism activities, such as

tour guides, photographers, parking area managers, homestays, souvenirs, and so on.

As a projection initial, the concept of religious tourism village and ecotourism in village Branjang this potentially significant for development so that will could absorb much compelling work, especially clan young in the village Bed. For example, power work from clan young is needed for being a tour guide, photographer, managing land parking, package outbound training activities, bicycle rental, and traditional (culinary) snacks village Bed. As a simulation, the projection income village to be obtained from the development tour village is as follows

Table 3.
Projection Package Tour

No.	Nama Kegiatan	Proveksi pendapatan /paket				Proveksi pendapatan perbulan	
		Harga	Vol	Sat	Total	Kunjungan	Total
1	Paket Edukasi Kerajinan Tangan & Budaya (kelompok)	40,000	30	Org	1,200,000	2	1,200,000
Total Proveksi penghasilan							1,200,000
Penehasilan dari Tiket							7,000,000

CONCLUSION

Government villages, POKDARWIS managers, and society could understand draft development village travel and mapping for the well-being of society. The moment this Village Branjang has officially Become a Village Tour based on the decision of the Department of Tourism Province Central Java. Involvement of the society in determining potency tours and opportunities tour Becomes essential main success development village tour. Besides that, understanding of tourist-based Public Keep going disseminated by the Village through the ready POKDARWIS with vision mission develop tours in the Village. Funding and policy support Keep going so that tourism in the Village can Keep going and benefit society broadly.

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