

Organizing Community Participation in Themadiredolake Agrotourism Management Institutionin Empowerment (Case Study of Madiredo Village, Pujon District, Malang Regency)

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Abstract

Community organizing is a process or effort to form, manage, and organize communities or groups to achieve common goals and solve problems that exist in a particular social environment. The purpose of this research is to: 1) Knowing the role of community leaders and community institutions through the process of organizing community management of Telaga Madiredo Agrotourism 2) Knowing the form of community participation in organizing the community management of Telaga Madiredo Agrotourism. This research uses qualitative research with a case study approach, this research uses data collection techniques, through interviews, observations, and document studies. The data was analyzed narratively using the Miles, Huberman & Saldana approach with the stages of data collection, data condensation, data presentation and conclusion drawing. To get accurate data, this research uses source triangulation and technique triangulation. The results of this study include 1) The role of community leaders and community institutions in organizing the community management of Telaga Madiredo Agrotourism is carried out through community awareness, Village Deliberation (Musdes) and the formation of the Telaga Madiredo Agrotourism management group. 2) The form of community participation in the organization of community management of Madiredo Lake Agrotourism is participating in planning, the community provides suggestions and opinions related to the management of Madiredo Lake Agrotourism through Musdes and evaluation activities. In implementation, the community participates in contributions in the form of labor, funds, and promotion. Participation in the form of labor is that the community is involved in the construction of Telaga Madiredo Agrotourism infrastructure, participation in the form of community funds as investors and participation in the form of community promotion in promoting Telaga Madiredo Agrotourism on their personal social media. The form of community participation in utilizing the results is that the community participates as employees, the farming community cooperates with the manager of Telaga Madiredo Agrotourism, and the people who live around Telaga Madiredo Agrotourism sell drinks and snacks.

Keywords: community organizing, participation, role, community institution community

1. Introduction

Community empowerment can be said to run well if it is supported by several aspects, one of which is the aspect of organizing. Community organizing is an effort to build communities to identify and determine their needs to achieve a better standard of living than before. Community organizing is an effort to group people who have common goals, and to realize common goals, it is necessary to divide the duties and responsibilities of each individual (Handayani, 2020). As explained by Sharagge in (Zulkarnain & Raharjo, 2022) that community organizing is a process where people can identify their needs, and can determine the priority scale of these needs. The purpose of community organizing is to achieve various results aimed at improving the quality of life of the community through the use of local wisdom and resources around them and managed together in an organized community group. Correct and good organization will help ensure that community empowerment efforts are efficient and effective, so that the initial objectives can be better achieved.

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Community organization is a fairly important step, the community is organized to be able to realize the goals that have been mutually agreed upon and can identify needs and determine priorities with efforts in mutual cooperation. In a tourism village pilot, good management is the key to success in developing a tourism village. good management will help tourism villages compete with other tourism villages (Junaid & Muh Arfin, 2019). One of the new tourist destinations is Telaga Madiredo Agrotourism, which is located in Lebo Hamlet, Madiredo Village, Pujon District, Malang Regency, East Java Province. Madiredo Village is one of the tourist villages in Pujon sub- district, located in the highlands with hilly surface conditions. It is at an altitude of 1,000 m to 1,250 m above sea level and has an average slope of 8-15% which means it is included in the sloping area. Madiredo Village is divided into 5 hamlets, namely Bengkaras Hamlet, Lebo Hamlet, Sobo Hamlet, Delik Hamlet, and Sumbermulyo Hamlet. Under the auspices of BUMDES Madani Madiredo. Madiredo Village is a tourist village that has abundant potential and natural resources, located in a highland area which makes one of the reasons this area is used as a tourist spot because of the cool air. Agrotourism Telaga Madiredo is an irrigation-based tourist spot and has a water flow source that measures ± 200 meters and is 1.5 meters deep. This tourist destination presents a natural view of agriculture that soothes the eye. Initially, efforts to develop Agrotourism Telaga Madiredo began in 2017 and was managed by the Wringin Anom Tourism Awareness Group (Pokdarwis), but the Covid 19 pandemic that occurred made the tourism sector of Agrotista Telaga Madiredo experience a downturn plus the management and development of human resources that have not been maximized besides that the use of technology for marketing tourist attractions is also still lacking, However, considering the potential of the Telaga Madiredo Agrotourism tourist destination which allows for an increase in various activities that support the development of tourist destinations for the welfare of the community around tourist destinations, finally in October 2021 the village government through village deliberations agreed to form the Madiredo Lake Agrotourism manager consisting of local people of Madiredo Village.

The focus of this research is to examine the role of community leaders and institutions in organizing the community management of Telaga Madiredo Agrotourism and community participation in organizing the community management of Telaga Madiredo Agrotourism. The reason for choosing the object of research at Telaga Madiredo Agrotourism is that there are activities related to community empowerment, where the local community is always involved in the development and management of Telaga Madiredo Agrotourism.

The researcher's interest is also focused on the management group which consists of a combination of several members of existing institutions in the community, this shows the importance of collaboration and synergy between various institutions in achieving goals and

enabling more optimal utilization of resources, both in terms of financial, material and human resources. So the researcher conducted a study with the title "Organizing Community Participation in the Madiredo Lake Agrotourism Management Institution in Empowerment".

2. Method

This study adopts an inductive approach, where the researcher first collects data and then makes observations and conclusions based on the findings. This allows the researcher to understand the participants' experiences and perspectives, leading to deeper interpretations of the research topic. Thematic analysis is applied in this study to identify patterns or themes emerging from the data, enabling the researcher to uncover meanings within the collected data in the context of institutional organization at the "Kampung Semai" Agricultural Education Tourism Village.

Thematic analysis helps the researcher identify key factors involved in the institutional organization process at the "Kampung Semai" Agricultural Education Tourism Village. This study emphasizes the role of youth in building and organizing institutions within the village, aiding the researcher in understanding the experiences and background of the institution in interpreting the data.

Data sources in data collection are divided into two, namely primary data sources, namely data obtained directly from interviews conducted to the Agrowth Management Group, interviews conducted with the Telaga Madiredo Agrotourism management group, community leaders, and the local community of Madiredo Village. Then secondary data sources, which are obtained from documents or archives owned by the Madiredo Lake Agrotourism management group.

Data collection technique is the most important step in research. Because the main purpose of research is to get data (Sugiyono, 2016). In this study, there are several data collection techniques, namely (1) observation, (2) interview, (3) document study. A study needs to check the validity of the research, so that the research can be accounted for. Test the validity of the data in this study using triangulation techniques. Triangulation is a technique used in research to increase data validity by utilizing something else to check, verify, or compare the data obtained (Moleong, 2021). In this study using source triangulation and technical triangulation.

3. Results and Discussion

1) The Role of Community Leaders and Institutions in the Process of Organizing Community Management of Madiredo Lake Agrotourism

The pioneering of Telaga Madiredo Agrotourism has been carried out since 2017 by Pokdarwis (Tourism Awareness Group), but due to the impact of covid in 2019, Telaga Madiredo Agrotourism was finally closed. and in 2021 at the initiative of the youth together with the Village Government, finally Telaga Madiredo Agrotourism was managed again and for its management it was under the auspices of BUMDes. BUMDes plays a role in providing capital as an effort to develop Telaga Madiredo Agrotourism in the form of allocating funds for infrastructure and initial operations. This is in line with what was said by (Nugroho, 2022) BUMDes has a strategic role in improving the village economy. Through a significant allocation of village funds from the government, BUMDes can function as the main driver in accelerating village economic development and improving community welfare.

In an effort to increase the management capacity of Telaga Madiredo Agrotourism, both the capacity of the community and its management institutions, of course, cannot be separated

from the process of community association. Community organizing is a very important strategic step in making changes to solve problems or improve conditions that cannot be done individually (Rahmi, 2019). Community organizing in the management of Telaga Madiredo Agrotourism is carried out by BUMDes, and collaborates with Pokdarwis Institutions, Youth Organization and community leaders by working together and mutual cooperation to achieve common goals in solving problems and improving conditions together. The role of community leaders and institutions involved can be seen from the process of organizing the community managing Telaga Madiredo Agrotourism. The community organizing process includes several stages. Based on Sasongko & Wirawan in (Zulkarnain & Raharjo, 2022) regarding the stages of community organizing, which include (1) Social Preparation, carried out with a community introduction process, efforts to introduce problems and community awareness. (2) Implementation (3) Evaluation and finally (4) Expansion.

Referring to this theory, the community organization of Telaga Madiredo Agrotourism management is carried out with the first stage, namely, social preparation. At this stage, it begins with the initiative of the youth of Madiredo Village who want to develop the potential in their village, then the youth convey their initiative to the community leader as the Head of Lebo Hamlet, who then conveys the community leader to the Madiredo Village government. this is in line with what is said by (Porawouw, 2016) that community leaders also play an important role as a connector of tongues between citizens and parties who have greater power or influence. In this context, the party with power is the Madiredo Village government, which then begins the introduction of the community and the introduction of problems through Musdes (Village Deliberation). This step was taken as a deliberation effort related to the management of Telaga Madiredo. Agrotourism that had been planned previously. The people involved in the Musdes were Pokdarwis, Youth Organization, community leaders from each hamlet, namely Lebo Hamlet, Bengkaras Hamlet, Sobo Hamlet, Delik Hamlet, Sumbermulyo Hamlet. In the Musdes, it was decided that the management of Telaga Madiredo Agrotourism is under the auspices of the BUMDes "Madani Madiredo", and the management group is required to be local people of Madiredo Village. After the Musdes activity was completed, those present agreed to collaborate to raise awareness to the people of Madiredo Village.

The first community awareness effort was carried out by Pokdarwis together with community leaders, by inviting the community to clean up in the Madiredo Lake area, on the sidelines of the activity they conveyed to the community that Madiredo Lake has the potential to be a tourist spot. From these activities, many people finally knew that Madiredo Lake would become a tourist destination. This is in line with what was conveyed (Widiana, et al 2024) Pokdarwis plays an important role in spurring community participation in developing tourism potential, Pokdarwis contributes to sustainable economic development. By encouraging community participation, the community's response varies from acceptance to rejection of the use of Telaga Madiredo as a tourist attraction, but this was overcome by the efforts of BUMDes together with the village government, they held socialization activities for the people of Madiredo Village, what was conveyed at the socialization was that the development of Telaga Madiredo which would be used as a tourist attraction could have an impact on improving the economy of the surrounding community, because with the tourist attractions it could create many jobs, besides that many farmers would be invited to work together and in the socialization it was also explained that there would be a lot of land around Telaga Madiredo that would be rented. By providing this real action, the community was finally interested and willing to be involved in the development of Telaga Madiredo Agrotourism.

The next stage in organizing the community to manage Madiredo Lake Agrotourism is the formation of the Madiredo Lake Agrotourism management group. Candidate members of the management group were taken from the youth of Madiredo Village. The role of youth in developing tourism progress is very important, especially in the context of connecting local wisdom with the needs of tourists (Putu & Prabawati, 2019). In addition to the village youth, the management group of Telaga Madiredo Agrotourism also involved several members from Pokdarwis. Most of the potential youth selected came from members of the Madiredo Village Youth Organization "Panji Laras". Karang Taruna acts as a forum for the guidance and development of the younger generation, this organization grows on the basis of awareness and a sense of social from the community, especially the younger generation in the village (Arif, Adi, & Remaja, 2014). In the process of selecting and inaugurating the management group of Telaga Madiredo Agrotourism, it was carried out through Musdes (Village Deliberation) by involving various stakeholders, namely from BUMDes, Pokdarwis, youth leaders, community leaders, religious leaders, BPD, the village government, and several Madiredo Village communities. Decision-making at the village level that prioritizes a consensus process is very important. By prioritizing a discussion process that involves all elements of the community, it is hoped that the decisions taken can reflect the common interests and encourage active community participation. as stated (Lainsamputty & Picauly, 2021) Village Deliberation is a very important forum in the decision-making process at the village level. As a strategic forum for village development, the Village Consultative Meeting stage cannot be ignored. The management group of Telaga Madiredo Agrotourism is 13 people consisting of director, secretary, administrative staff, secretary, treasurer, financial staff, HRD, marketing, development, operations, security, public relations, market division, parking division and the supervisor is the Director of Bumdes together with the Head of Madiredo Village.

According to (Mulya Putri, et al 2022) in organizing it is necessary to group tasks and divide tasks in work. This means that in organizing the community management of Telaga Madiredo Agrotourism, there is a determination of the main tasks for the implementation of its management. In the implementation of the management of Telaga Madiredo Agrotourism, the management group has their respective duties and authorities. The division of tasks is based on the abilities and experience of each member, because from the beginning the members of the Telaga Madiredo Agrotourism management group came from various organizations so they certainly have experience that can be applied in carrying out their duties. After the Telaga Madiredo Agrotourism management group was formalized, it was then given a decree in the form of a CV, this was done with the aim of providing legality, authority and official responsibility to the Telaga Madiredo Agrotourism management group in carrying out its duties.

The Telaga Madiredo Agrotourism management group has an agricultural educational tourism program. The management of Telaga Madiredo Agrotourism collaborates with farmers to create the program. The concept of this educational tour is that tourists who come are allowed to pick their own crops in the form of celery vegetables and apples, thus providing an educational and interactive tourism experience to tourists. This agricultural education program provides benefits for farmers, low distribution costs without any marketing costs then for the price sold is definitely higher than sold to the market or middlemen. Thus the level of the farming community can increase and prosper. This is in accordance with what was conveyed by (Ismail, 2022) in community organizing is not just coordinating the community for a particular group interest, but aims to build a strong relationship between the manager and the community group and encourage the community to actively participate in better changes.

The next stage in the process of organizing the community management of Telaga Madiredo Agrotourism is evaluation. Evaluation is an important activity to assess the success of a program that has been implemented. Evaluation not only serves to measure results, but also to plan follow-up steps based on the evaluation conducted (Nadiazari & Nurhadi, 2019). At the evaluation stage there are several evaluation activities, the first is a monthly evaluation between the management group, especially the operational manager and financial staff with employees of Telaga Madiredo Agrotourism, in this evaluation an employee performance assessment is carried out regularly. This can help in identifying the weaknesses and strengths of each employee, so that corrective action can be taken quickly. Monthly evaluations also serve as the basis for employee development planning, by knowing the need for training or development, the manager of Agrotourism Telaga Madiredo can design appropriate programs to improve employee skills. For the manager's evaluation, it is scheduled every 3 months with the BUMDes and the government, in this evaluation a progress report on the programs that have been planned whether they are running according to plan or not, reports related to budgeting and reports related to development and income.

The last stage in organizing the community management of Telaga Madiredo Agrotourism is expansion. At this stage, quantitative expansion and qualitative expansion are carried out. The Telaga Madiredo Agrotourism management group in carrying out quantitative expansion by adding activities or programs tailored to the needs. As for the qualitative expansion, the Telaga Madiredo Agrotourism management group will determine an action plan to continue to improve the quality of services and facilities and infrastructure. The expansion effort depends on the results of the evaluation that has been carried out.

2) Community Participation in Organizing Community Management of Madiredo Lake Agrotourism

The local community of Madiredo Village is always involved in decision-making and various activities in the management of Madiredo Lake Agrotourism. In addition, the managers and Agrotourism Telaga Madiredo are taken from the local community. This is in line with the opinion of (Wibowo & Belia, 2023) involving local communities in the planning stage of sustainable tourism development, being one of the factors that cannot be missed. There are forms of community participation. Based on (Nasution, 2009) there are 3 levels in community participation, namely 1) Participation in the process of planning and deciding, 2) Participation in implementation, 3) Participation in utilizing the results.

Referring to this theory, the form of participation of the Madiredo Village community in the process of planning and deciding is that the community is involved in decision-making in the Musdes, the community is given the opportunity to convey their suggestions and opinions regarding the management of Telaga Madiredo Agrotourism, besides that the community is also involved in evaluation activities where the community is allowed to convey suggestions or criticism. However, the decisions made in the Musdes must be in accordance with the agreement of all stakeholders and the community present.

Next is the participation of the Madiredo Village community in implementation. The community participates in supporting the implementation and development of Madiredo Lake Agrotourism, the first of which is participation in the implementation of the construction of facilities and infrastructure, then plays a role in maintaining cleanliness and caring for parks and plants in Madiredo Lake. This form of community participation is labor participation, which is non-material participation. With this participation, the community directly involved in the

maintenance of Madiredo Lake Agrotourism tends to be more concerned about preserving and maintaining the beauty and sustainability of tourist destinations.

In addition to community participation in the form of labor, community participation in the management of Madiredo Lake Agrotourism is in the form of money or material. Participation is done by becoming an investor, as a community investor contributes by providing funds for various development and maintenance of Madiredo Lake Agrotourism. Funds from investors are used to improve facilities, improve accessibility and support existing programs at Madiredo Lake Agrotourism. By becoming an investor, the community will feel part of it, thus increasing their sense of responsibility for the sustainability and success of Telaga Madiredo Agrotourism.

Community participation in tourism promotion. Local people are involved in the promotional activities of Telaga Madiredo Agrotourism, they promote these tourist destinations on personal social media, with the aim that Telaga Madiredo Agrotourism can be known to the wider community in various regions. Local people also promote information on planting shares in Telaga Madiredo Agrotourism until there are people from Papua who plant shares in Telaga Madiredo Agrotourism.

Next is the form of community participation in utilizing the results. Community participation in utilizing the results in the management of Telaga Madiredo Agrotourism is the key to ensuring the sustainability and long-term success of the development of Telaga Madiredo Agrotourism. The first utilization of the results of the development and management of Telaga Madiredo Agrotourism is by local people becoming employees, employees who work will get feedback in the form of a salary once a month, with the existence of Telaga Madiredo Agrotourism bringing new jobs so that it can improve the economy of the local community. Then the management also cooperates with farmers. Farmers who have land around Telaga Madiredo and are not being cultivated, will be rented by the manager of Telaga Madiredo Agrotourism, but for farmers who have land and do not want to be rented out, the agrotourism manager provides opportunities for farmers to utilize land and agricultural products, such as one farmer who utilizes these conditions by selling his agricultural products using the concept of "pick yourself". Tourists who come are allowed to pick their own agricultural products on the land that has been provided. This activity certainly brings benefits to farmers who own land around Madiredo Lake Agrotourism, so that the existence of Madiredo Lake Agrotourism brings many benefits. People who live around Madiredo Lake Agrotourism also take advantage by opening shops and selling drinks or snacks for tourists who come. Community participation in utilizing the results of the business they do must be felt directly and it is hoped that the development of Madiredo Lake Agrotourism can run more effectively, sustainably, and provide wider benefits for all parties involved.

The existence of community participation aims to build and empower the community so that the community participates in every process of management and development of Telaga Madiredo Agrotourism.

4. Conclusion

Research on "Community Organizing at the Telaga Madiredo Agrotourism Management Institution in Empowerment" revealed several important findings. The first is the role of community leaders and BUMDes, Pokdarwis, and Youth Organization institutions is crucial, because it functions as the main pillar in organizing and developing existing tourism potential. They work together in the development and management of Telaga Madiredo Agrotourism.

There are several stages in organizing the community management of Telaga Madiredo Agrotourism, namely the social preparation stage carried out by Musdes and community awareness, the implementation stage carried out by forming a management group, the evaluation stage which is carried out regularly every 1 month and 3 months, and the expansion stage by determining an action plan to continue to improve service quality and facilities and infrastructure. In the development and management of Agrotourism Telaga Madiredo, the management group always involves the participation of the local community of Madiredo Village. Community participation is the main key in sustainable tourism development. By involving local communities from the beginning, starting from the planning process, management, to monitoring and evaluation, they not only become more understanding of the program, but also develop a sense of ownership. This is important because the active participation of local communities can ensure that tourism development is not only environmentally sustainable, but also socially and economically beneficial for local communities.

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