

# **PUBLIC PARTICIPATION FOR IMPLEMENTATION OF PNPM MANDIRI PARIWISATA IN KARANG DIMA VILLAGE LABUHAN BADAS SUBDISTRICT SUMBAWA REGENCY**

**Andry Agung Dewanto<sup>1</sup>, Bintang Rizki Sakinah<sup>2</sup>**

<sup>1</sup>Civil Servant at Sumbawa Regency,

<sup>2</sup>Student at Governance Institute of Home Affairs (IPDN)

[mr.manangga@gmail.com](mailto:mr.manangga@gmail.com)

## ***Abstract***

*The implementation of PNPM Mandiri Pariwisata is a program that expected to reduce poverty through tourism by tourist growth philosophy that will affect economic growth and poverty reduction. This study aims to analyze community participation and the improvement of community participation strategy in the implementation of PNPM Mandiri Pariwisata in Karang Dima Village Labuan Badas District Sumbawa Regency. This study is a descriptive study with a qualitative approach. Where the key informants who serve as resource persons in this study were selected using purposive sampling technique. Based on the analysis of public participation in the implementation of PNPM Mandiri Pariwisata in Karang Dima Village Labuan Badas District Sumbawa Regency in general can be considered good, based on the Participation in Planning, community involvement has been seen since the beginning of the activities, and then in Participation in Implementation community directly involved to carry out activities that have been adjusted to the priorities and activities of the community, then Participation in Utilization since the beginning, the community involved as subjects of activities so they could felt the benefit of the activities directly, and the last Participation in Evaluation community involvement in terms of evaluating the activities carried out in stages ranging from monitoring, surveillance, until the evaluation. Referring to the results of the discussion, the authors suggest that to maintain public participation in PNPM Mandiri Pariwisata needed figures through tourism community such as tourism awareness group (Pokdarwis), whereas in order to enhance community participation, the pattern of development activities conducted through community-based tourism (CBT) .*

**Keywords:** public participation, community development, PNPM Mandiri Pariwisata

## **INTRODUCTION**

After now, the government has made changing to empowerment community through the National Program For Empowerment Community (PNPM). One of the function of this program is making tourism sector as tools as usually for empowerment and poverty reduction. The presence of PNPM Mandiri Pariwisata

answer tourism development paradigm shift that puts the public as an object into a society that has a role as agents of development. In this regard, the involvement and active participation of the community can be used as the basic capital and the dominant factor for the survival of an empowerment program and can also be used as a measurement

of whether the development has been executed in accordance with the needs of the community.

The implementation of PNPM Mandiri Pariwisata in Sumbawa has existed since 2013 in 2 (two) village where the beneficiaries of activities, namely the village of Karang Dima and the village of Poto, then increased in 2 (two) villages in the Year 2015 Labuhan Mapin Village and Labuhan Aji Village. The implementation of the PNPM Mandiri Pariwisata in Karang Dima Village considered successful. It can be seen from the assistance received, if the village had helped to phase 3 or the last stage, the village is considered to realize the help of PNPM Mandiri Tourism and has progress in the development of activities. Moreover, Karang Dima has a more diverse travel categories namely cultural tourism and nautical tourism so it is interesting to study the form of community participation in the activities of PNPM Mandiri Pariwisata. Therefore, this study has the objective to analyze the strategies of community participation and increasing participation in the implementation of PNPM Mandiri Pariwisata in Karang Dima Village, Labuhan Badas, District of Sumbawa .

## REVIEW OF LITERATURE

### Local Community Participation

Local Community participation can be interpreted as participation, engagement, and gathering community members in a particular activity, either directly or indirectly. It is inevitable that public participation is an indispensable and important role in throughout the implementation of rural development. Community is an important factor for development in every field, be-

cause society is at once subject and target of development in all fields, so that public participation should be increased. According to Kaho in Septiani Soemarno and Purwadio (2010) describes the forms of community participation in development occurs in four stages, namely: participation in planning, participation in the implementation, participation in the utilization of, and participation in the evaluation.

### Community Empowerment

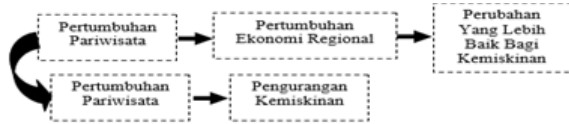
A conceptual understanding of empowerment according to Priyono and Pranarka (1996:3) contains two meanings, “give power or authority to” (means giving power or delegate authority to the community, so that people have the independence in the decision to build himself and its independent environment) and “the to give ability or enable (it means improving the ability of the community through the implementation of various development programs, so that people’s living conditions reach the level of proficiency expected).

Therefore, empowerment is a tool of the entire development community and a movement to gather strength and ability of the community and their environment (Prasojo, 2004: 71). Therefore, efforts to empower communities by Kartasasmita (1996:159) must be carried out through three channels, namely: Create an atmosphere or climate that allows the potential for developing societies (enabling), Strengthening the potential power of the communities (empowering), and Empower also contain meaning protecting.

### PNPM Mandiri Pariwisata

PNPM Mandiri Pariwisata is actuating of PNPM Mandiri with other programs like development and community capacity

building and supporting infrastructure for developing economic activities of the community while reducing poverty through tourism sector. Based on Michael (2007:10) can be seen in the figure below:

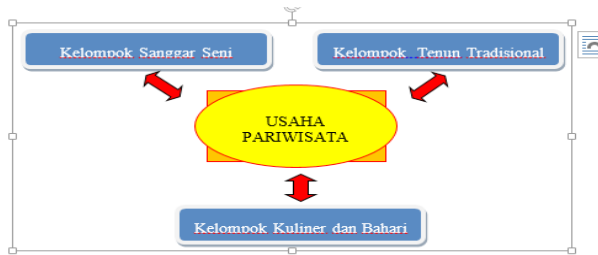


**Picture 1.** Tourism Development Philosophy and Poverty Reduction (Source: Michael,2007:10)

PNPM Mandiri Pariwisata activities focused on development of target areas that linked function and impact with elements of tourist attraction like nature resources, culture, and the result of man-made as well as the facilities of tourism business and creative industries.

### Strategies for Community Empowerment in PNPM Mandiri Pariwisata

The strategy used in this program are focused on empowerment cluster for certain tourism. Approach cluster describes the geographic concentration and functional integration of the components interlinked businesses in a particular field of development. The main aspects of the development concept based cluster is the geographical proximity of fields related business that synergistically work together in improving the competitiveness of products and businesses. In the context of tourism development, concept development based cluster can be adopted to support and enhance the competitiveness and the distribution of the benefits of the development of a tourist attraction or bags of tourism on the relevant area or its buffer. Therefore the model cluster (cluster) used can be seen in the figure below:



**Picture 2.** Cluster Model Tourism Industry – Karang Dima Village (Source: Karang Dima Tourism Village Profile, 2016 (processed))

## RESEARCH METHODS

The methods used is descriptive method with qualitative approach. The analysis unit or units observation in this study is the community groups PNPM Mandiri Pariwisata in Karang Dima Vllage, Labuhan Badas District of Sumbawa. While the determination of key informants as a resource in this study were selected intentionally or by using sampling techniques that aim (purposive) that consists of the Village Head, District Technical Team of PNPM Mandiri Pariwisata, Village Facilitators, Chairman of the Institute for Self-Reliance Society, Chairman of the Group of Governmental, Village Head Pamulung, and Head of Tanjung Pengamas. Data collection is in-depth interviews, study the documentation, and observation. Data analysis method used was data reduction, a data display (presentation of data), and conclusion drawing (picture conclusions). While the analysis used to reach the goal are as follows:

- Community participation role in PNPM Mandiri Tourism is the participation of people actively involved in every process of the activities performed in PNPM Mandiri Tourism;

- b. Public participation can be seen through several stages, namely:
  1. Participation in decision-making (planning), the participation of people to take part in determining what will be done;
  2. Participation in the implementation, the role of the community to participate for contributing to tangible effort, money, material goods, or information that is useful for implementation of the program;
  3. Participation in the use, benefit socially acceptable that material benefits, benefits, social and personal benefits;
  4. Participation in the evaluation, as well as the role of the public to judge for themselves the results that have been implemented.
- c. The strategy for improving participation in PNPM Mandiri Tourism is the steps taken to encourage public awareness in order to play an active role in the activities of PNPM Mandiri Tourism through community empowerment.

## RESULT AND DISCUSSION

### Participation of Civil Society in the Implementation of the PNPM Mandiri Pariwisata in Karang Dima Village District Labuhan Badas

#### a. Participation in planning

The existence of PNPM Mandiri Tourism Karang Dima Village got positive response by all levels of community. This is evident with the passage of the various programs that have been implemented since 2013 until 2015. Of course, this fact reflects an increase in the development process-

oriented society participation, especially in the planning of the program involve them at every conference/meeting to discuss the program.

Community involvement can already be seen from the initial cycle activities PNPM Mandiri Pariwisata like socialization. In the stages of socialization to the village where the recipient PNPM Mandiri Tourism, is given a detailed description of the program in question. Through this socialization is expected that every actor involved the activities of PNPM Mandiri Tourism, stakeholders, and the public support for the tourist village gain knowledge and information in accordance with the general guidelines of PNPM Mandiri Tourism through the Tourism Village and Operational Technical Guidelines Help Tourism Village.

After going through the socialization, further community involvement in PNPM Mandiri Tourism can be seen from its participation in the discussion. The next, the District Technical Team and Village Facilitators determine the medium-term program is planned to develop the receiving country PNPM Mandiri Tourism. In the discussion, there are some things produced include:

1. The establishment of an MFI which is expected to be the driving force of community participation in supporting activities that are part of the implementation of the PNPM Mandiri Tourism;
2. Reviewing RPJMDes, because Karang Dima as a recipient PNPM Mandiri Tourism has had RPJMDes but have not loaded the tourism program. Therefore, in the activities of discussion, the

addition of the tourism program in the existing RPJMDes;

3. Determination of priority activities undertaken by the community based on the results of meetings/rembug with RPJMDes based and is outlined in the Proposed Activities (RUK) group as in the table 1:
4. The establishment of beneficiaries by the community in accordance with the results of consultation/deliberation residents and is known by the competent authority in this regard by the village chief to accept and carry out the activities.

**b. Participation in the implementation carried out by the beneficiary communities**

PNPM Mandiri Tourism according to RUK (Rencana Usaha Kegiatan / Activities Business Plan).

**c. Participation in utilization**

It was shown that the use of BDW in Karang Dima Village used for the improvement of society, the provision of facilities and infrastructure to support tourism, a growing appreciation of traditional cultural arts, and Operating Costs Program (BOP).

**d. Participation in the evaluation**

The public is given the opportunity to judge for themselves the results already obtained in the activities of PNPM Mandiri Pariwisata. The participation of evaluation for knowing that action of PNPM Mandiri Pariwisata as run as well based on the mechanism, procedur and planning. The evaluation in PNPM Mandiri Pariwisata is doing from the under level until the high level, started from communities until Ministry of Tourism an Creative Economy. Participation model on evaluation have start from monitoring, supervision and evaluation.

**Strategy of Increased Community Participation in the Implementation of the PNPM Mandiri Pariwisata in Karang Dima Village, Labuhan Badas District of Sumbawa**

**a. Create atmosphere or climate That Allow Potential Development (Enabling)**

The pattern of development activities of PNPM Mandiri Tourism which was held in the village of Karang Dima District of Labuhan Badas done by providing assistance to community groups as the embryo of tourism development. So that in the future each

**Table 1** Activities Priority of PNPM Mandiri Pariwisata 2015

No.	Name of Group	Activities	Proposed Budget PNPM Mandiri Pariwisata	Communities Budget
1	Gita Samawa	Sanggar seni	Rp 20.000.000,-	Rp 1.000.000
2	Saling Sayang	Sanggar seni	Rp 11.000.000,-	Rp 1.500.000
3	Goa Jaya	Culinary	Rp 35.000.000,-	Rp 5.000.000
4	Maris Gama	Traditional Tenun	Rp 10.000.000,-	Rp 1.000.000
Jumlah			Rp 76.000.000,-	Rp 8.500.000

Source: Karang Dima Tourism Village Profile, 2015 (processed)



of these embryos will be integrated together in shaping and creating a tourist attraction through activities that are tailored to local community activities as well as based on the potential and uniqueness locations owned (either cultural tourism or maritime travel).

Therefore, since the beginning of the community serve as subjects not become the object. Community involvement can be seen through their active participation in implementing the PNPM Mandiri Tourism activity cycle from planning, managing, and employ yourself. With the hope that the implementation of these activities are done from the community, by the community, and to society. So that people can feel the direct benefits from these activities, even allowing for creating new jobs for the poor. As an example of some of the weaving industry and handicrafts, they need workers to assist in operational activities. While other examples are the activities of art galleries which receive assistance art equipment and custom clothing (costume perform) so that they can be free to perform and more productive in generating new works. In addition, other benefits earned by poor people who have the potential in the field of tourism, they can employ themselves more viable when it has received aid as well as having alternative livelihoods that support the promotion of their welfare.

**b. Strengthen Potential Or Southwestern Owned Communities (Empowering)**

The strategy used is through the access opening (link) into various opportunities (opportunities) that will make people become more and more powerless.

Access opening is not only limited in terms of marketing the products of the activities, publications, as well as the promotion of tourist attraction through the involvement of business actors of tourism, but also has partnerships established with key stakeholders who have contributed to the development of tourism activities such as government central and local stimulant that funding from other sources may go into the village so that it can be used for coaching, training, and development activities that already exist.

In addition, no less important is how to improve the quality of human resources so as to competitiveness. One step is to develop its productive capacity through various training activities and debriefing, especially for groups engaged in activities of a dance studio and manufacture of traditional weaving. The activities training and development intended, in addition to increasing the capacity of human resources but also to regenerate as well as the recruitment of new personnel prepared for the sustainability of the activities carried out in the future.

**c. Empower in Meaning Protect (Protecting)**

The success in increasing revenue will be affected by business activities that can be developed and market conditions that support it. One step taken today is by cooperating with the local government to jointly introduce the products of activities to include the activities of festivals and fairs. In addition, the continued sustainability of the activities that already exist can be supported by the fulfillment of the availability of raw materials and

ancillary equipment, with the hope when help is not there then the public will still be able to continue activities already underway before. Top of Form

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

Based on the analysis of community participation as well as strategies for improving public participation in PNPM Mandiri Tourism above it can be concluded, as follows:

a) Public participation in the implementation of PNPM Mandiri Tourism in the village of Karang Dima Labuhan Badas District of Sumbawa. Public participation in general can be considered good, in which:

- Participation in Planning, community involvement has seen since the beginning, starting from socialization activities, discussion/deliberation residents, prioritization of activities, even to the formation of groups of beneficiaries PNPM Mandiri Tourism so that in the end people took part in determining what will be done;
- Participation in Implementing, people directly involved to carry out activities that are tailored to community activities and in accordance with the priority activities both in the form of physical activity and non-physical. The form of physical activity such as procurement of equipment arts, procurement of equipment and materials weaving, as well as equipment procurement grilled fish, while the non-physical forms of activities are training and debriefing;

- Participation In use, since the beginning of the community involved as subjects of activities so that people can feel the immediate benefit of PNPM Mandiri Tourism both economic benefits from additional sources of income, benefits productive with their new jobs, as well as personal benefits with an increased ability to source human resources;

- Participation in evaluation, community involvement in the evaluation carried out in stages from monitoring to see the extent of activity, continues with supervision to determine the use of the budget and prevent the occurrence of irregularities, and the final evaluation to assess performance of the implementation of activities;

b) The strategy for improving public participation in the implementation of PNPM Mandiri Tourism in the village of Karang Dima Labuhan Badas District of Sumbawa done with the following steps:

- Create an atmosphere or climate which allows the potential for developing (Enabling), through a pattern of development activities that are tailored to the activity of local communities and based on the potential and uniqueness of the location of either cultural tourism or maritime culture, as well as community involvement as a subject in a cycle of activities that could provide benefits directly to the public;
- Strengthening the potential of power or the communities (Empowering), through the access opening marketing, publicity and promotion by involving the actors of tourism businesses and establish partnerships with key stakeholders

such as central and local government to get funding other stimulants. Besides that, an additional step is to improve the quality of human resources as well as the process of regeneration through training and development activities.

- Empower in the sense of protecting (Protecting), through participation in the activities of festivals and fairs, as well as to the sustainability of existing activities can be supported by fulfillment of the availability of raw materials and supporting equipment.

### Suggestions

Departing from the above conclusion, the authors propose some suggestions in research related to public participation in the implementation of PNPM Mandiri Tourism as follows:

- a. Successful implementation of PNPM Mandiri Tourism can not be separated from the involvement and participation of the community as
- b. In order to increase the degree of public participation, the pattern of development of strategies that can be used in the future is through a group of local people engaged in the tourism or the so-called community-based tourism (CBT).

the subject of activity. Therefore, to maintain the conditions that have been created now required driving character. This driving character has a very big role in mobilizing public participation in the tourism community such example is aware group travel (Pokdarwis). Figures mover will invite the public to the field of tourism because it has a very high proximity with the public so that it can easily map the following tourism potential problems that may arise. Figures movers also be representative of the wider community to outsiders especially important stakeholders such as the tourism business actors that will be used as working partners, local authorities and central government.

### BIBLIOGRAPHY

- Hall, Michael. 2007. *Pro-poor Tourism: Who Benefits? Perspectives on Tourism and Poverty Reduction*. Canada: Channel View Publications.
- Kartasasmita, Ginandjar. 1996. *Pembangunan Untuk Rakyat: Memadukan Pertumbuhan dan Pemerataan*. Jakarta: PT. Pustaka Cidesindo.
- Onny, S Priyono, dan AMW Pranarka. 1996. *Pemberdayaan; Konsep, Kebijakan dan Implementasi*. Jakarta: Centre for Strategic and Interenasional Studies.
- Prasojo, Eko. 2004. *People and Society Empowerment. Perspektif Membangun Partisipasi Publik*. Malang: Jurnal Ilmiah Administrasi Publik FIA Brawijaya.
- Profil Desa Wisata Desa Karang Dima Tahun 2013.
- Septiani, Melly., Soemarno, Ispurwono., & Purwadio, Heru. 2010. *Peningkatan Partisipasi Masyarakat Dalam Pelaksanaan Program Nasional Pemberdayaan Masyarakat (PNPM) Mandiri Perkotaan (Studi Kasus Kelurahan Tlogomas Kecamatan Lowokwaru Kota Malang)*, Makalah yang disajikan pada Seminar Nasional Perumahan Pemukiman dalam Pembangunan Kota 2010. Surabaya: Institut Teknologi Sepuluh Nopember.