

Development of a Tourism Village Based on Community Based Tourism (CBT) at Situ Tirta Marta Purbalingga from an Islamic Perspective

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Abstract

The Situ Tirta Marta Tourism Village in Karangcegak Village is one of the tourism areas formed from the utilization of local local potential. As for its development, it applies community-based tourism (CBT) to increase tourist attraction. This study discusses how the CBT-based Situ Tirta Marta development strategy has been implemented as well as the economic perspective of Islamic development related to the development of the Situ Tirta Marta Tourism Village in Karangcegak Village, Kutasari District, Purbalingga Regency.

The research method used in this study is descriptive research with a qualitative approach. The subjects in this study were all stakeholders involved, including managers, tourism awareness groups, government, community and visitors to Situ Tirta Marta.

The results of this study concluded that the CBT-based Situ Tirta Marta Tourism Village development strategy that had been implemented was categorized into 3 aspects, namely destinations, marketing as well as institutions and human resources. All of these aspects support the development of Situ Tirta Marta in a better direction. Active support and participation from all stakeholders involved in the stages of tourism development in Karangcegak Village, especially Situ Tirta Marta. The development of tourism sustainability is in accordance with the Islamic development economy which makes humans the center of development and benefit and falah as parts that cannot be ignored. For this reason, the development of Situ Tirta Marta must be directed towards environmentally-friendly development.

Keywords: *community based tourism, tourism village, tourism strategy*

A. Introduction

Tourist is one sector that provides contribution big to economy. Tourism sector become mover enhancement gross domestic product (GDP) and also mobilize rotation economy in other sectors such as transportation, tourism MSMEs and also opening opportunity big interesting power Work. So big role tourist give encouragement to government For declared tourism in various area in accordance with the potential it

has. With exists Constitution Number 10 of 2009 concerning tourist expected the more Lots appear object tour new with wisdom local.

Areas that have potency tourist tall generally is at in the area still rural. Lots land rice fields and in the area mountains. However naturally Lots challenges faced in build area tourist like exists pollution environment, located in the area seedy and also on the trail. Then chaotic traffic sometimes can damage Attractiveness of the object tour. Therefore, development area tourist must capable guard wisdom local and also sustainable environment (Soemarwoto, 2001).

Sustainable tourism development, it should be capable fulfil need tourists and the public local, capable guard sustainability existing ecosystem as well as culture local area the. One of the things the government is focusing on area with exists village tour is utilise local potential with still guard its sustainability. For moment This No relevant linear and centralized logic (top down) if applied in development area tourist. Involvement public in development should become important thing to note. Minimal involvement public in planning development tourist give rise to conflict in the development process. This matter showing that public only as object development For support government targets just. So that become important involvement public in the development process tourist.

Community Based Tourism (CBT) is tourist based community, where public which has authority and decisive in various aspect development tourist That Alone. People have rights reject If it turns out development which is conducted no in accordance with interest and needs public That Alone (Sugiarti, 2009:20). this CBT of course developed based on principle balance and harmony between interest in development tourist Good That government, private sector and also society. Involvement public in development tourist No only in stages planning just but until with the evaluation process. The community participates in a way active in the development process tourist To use increase welfare and quality life public around object tour.

CBT strategies direct the development process from by and for public especially in control and manage source Power productive. So that fulfillment need public local

fulfilled and goals from development tourism is also achieved (Soetomo, 2010:79). Approach participative in development tourist based public This will form partnership between *stakeholders*.

Purbalingga is one of districts that have destination lots of tourism visited tourists. Based on Central Java tourism statistics data for 2020, it was recorded There is 20 destinations tourism in the Regency Purbalingga with income reach 7.7 billion. This matter naturally showing exists great opportunities in the tourism sector in the Regency Purbalingga. Various the same culture and traditions, varied For every location To use jack income area through available objects. All This No free from involvement all parties, and most importantly is involvement public in frame push development, prosperity society, and reduce unemployment (Elina Elfianita, 2016).

Based on many visitors object tourism in the Regency Purbalingga from 2019 to 2021 there quite a decline significant. The number recorded in 2019 traveler reached 3,279,292, in 2020 it fell to 1,387,862 and in 2022 it will decrease Again up to 1,068,495 tourists (BPS Purbalingga, 2021). There are many causal factors down amount traveler object tourism in the Regency Purbalingga. One of the cause is that in 2020 to 2021, Central Java was also affected impact with the existence of the Covid 19 pandemic. Where at the time pandemic happen mobility limited with exists rule Large -Scale Social Restrictions (PSBB) for minimize spread of covid 19. Tourism sector is one of the sectors most affected with the Covid 19 pandemic. In fact Lots object rolling tourism mat consequence No capable finance operational object tour Because No exists tourists who come.

One of supporter operational object tour is adequate facilities and infrastructure. Minimal facilities and infrastructure object tour will limit operational tourist. And will hinder development object tour. Whereas supporting facilities and infrastructure capable increase Power pull traveler For come. So, paradigm development sustainable need applied in development tourism which is involvement public become priority For reach welfare (Nasikun, 2001: 56).

Marpaung state that necessary thing noticed in development something Power pull potential tourism must done research, inventory and evaluation before facility

tour developed. This matter important for development existing tourist attractions _ can in accordance with potential market desires and for determine appropriate and appropriate development (Suryo, 2012).

Government Purbalingga naturally must capable developing tourism. Potency village tourism in the area Regency Purbalingga need support from all *stakeholders*. Development tourist expected capable give contribution to enhancement well-being society and reduce number unemployment in the District Purbalingga. Because the tourism sector also has opportunity absorption power a lot of work.

In 2015, the government Regency Purbalingga has allocate budget amounting to IDR 305,000,000 for development in the tourism sector. These funds To use For facilitate activity coaching pokdarwis and villages tourism, facilitation community Wisbangga, appreciation and convention Pokdarwis coaching as well as attractions art For tourism and assistance mortar for village tour. (<https://ppid.purbalinggakab.go.id>, 2017).

One of effort For move tourist area is with build village tour. Where is the potential and local wisdom in the region rural That still very awake. And p this is also one of them Power pull tourists. Tourism Village is embodiment from peculiarity area rural areas that have social, economic, cultural life, custom unique and interesting customs and spatial structures _ so that potency This can developed various component tourism for example attractions, accommodation, food, drinks and necessities tour others (Artika, 2021).

Karangcegak Village is one of villages in the Regency Purbalingga owns it Power pull tourism which if developed and managed with Good will capable increase well-being public around. One of the famous tourist attractions in Karangcegak Village that is bath experience from 7 sources managed Situ Tirta spring directly by the Karangcegak Village Pokdarwis. Aware group tourism (pokdarwis) is group self-subsistent conscious society will potency tourism and parts from institution society. Pokdarwis as spear the success of Situ Tirta Marta as one of them object tour nature in Karangcegak Village.

This group capable increase Power withdraw the former Situ Tirta Marta only A pool bath experience become object tour with adequate facilities and infrastructure even Already There is facility *outbound, underwater spots* and also spiritual tourism at night day. Increasing Power Attract Situ Tirta Marta naturally impact on improvement amount tourists who come. Based on Pokdarwis data object Situ Tirta Marta tourism, in 2019 the number traveler reached 88,169 people, however in 2020 and 2021 decreased Because the presence of a pandemic, namely 18,271 and 20,823. However increase return in 2022 amount traveler increase until reached 68,525 people. This matter shows that Situ Tirta Marta was also affected with the Covid 19 pandemic. However gradually improved post covid 19.

Aware group Situ Tirta Marta tourism (Pokdarwis) begins For develop potency tourism in Karangcegak Village. Previously only Situ Tirta Marta tour bath simple addition with facility parking area and basecamp from Pokdarwis. In the beginning the operation of Situ Tirta Marta every time month only obtain income amounting to IDR 1,500,000. With income small monthly naturally For fulfil means infrastructure development object tour No can done. So in 2016 and 2017, the government area give financial assistance of IDR 300,000,000. From these funds used For develop village Situ Tirta Marta tour from year to year and up to walk until moment This. Success management object tourism is also needed support government. Currently, Situ Tirta Marta has provide other spots pool bath with 7 natural water sources among them *underwater spots, outbound*, and tourism Evening kliwon. Even 7 sources the water made as PDAM and irrigation land rice fields.

Community Based Tourism has implemented by Pokdarwis in development tourist but of course Not yet fully involvement public in whole stages development. This matter naturally hampering the development process of Situ Tirta Marta. Even though this is CBT the priority is involvement public in every stages development object tour. Under construction sustainable its orientation is optimization role public as object and subject development.

B. Literature Review

In research written by Dino Gustav Leonandry and Maskarto Lucky Nara Rosmadi in 2018 entitled " *The Role of Regional Government in the Development of Tourism Villages in the Bandung Area* ", there are difference opinion about existence village tourism, from motivation build village tourism, image village tourism, influence to tourists and culture village tourism, where? integration culture is factor the most important influence Power pull tourist.

Then, in 2019, Dewi Citra Larasati and Ya'taufiq Kurrahman write study entitled " *The Role of Village Government in Managing Pine Forest Tourism to Increase Village Original Income* " (Study in Bedongsari Village, District Pujon, Regency Malang Administration). In results research, objectives main development village is public. Second, society is an integral part of village That Alone. Third, society become witness history village, therefore public understand right with weaknesses and opportunities village. Based on understanding the can said that public own role main in development tour based society, success development village tour lies in participation and contribution public in whole stages development tourist.

Additionally, in Rimas Martiarini's research (2017) entitled " *Tourism Village Development Strategy Through Ketenger Village Community Empowerment Baturaden* " explained readiness government and formation tourist village pokdarwis Ketenger in increase capacity management tourist. Training For enhancement capacity Tourism Village management Ketenger become movement beginning awaken Spirit For Empower going to more life prosperous. And this is also the case effort increase awareness community for involvement in the development process tourism in Ketenger Village true, true bring benefit and join guard sustainability object tour. Creation economy creative and presentation culinary. Products and services tour in the Tourism Village Ketenger Not yet focuses on perspective Islamic economics however from facet products, services, objects and goals tourism in general No contradictory with Islamic values and ethics.

Furthermore is study from Dhanik Nor Palupi Rorah (2012), entitled "*Management Tourist Community Based Tourism in tourist villages Kebonagung Subdistrict Imogiri*". Although study This conclude that public local manage Kebonagung Village tour in a way direct through Pokdarwis, however public not enough involved in development of tourist villages Kebonagung. At stage evaluation form participation public form only form criticism and suggestions. Participation public showed in form guard sustainability object tour.

C. Research Methods

Research methods used is method descriptive qualitative. According to Sugiyono, method research basically is method scientific For get data with purpose and objectives certain. Sugiyono explain that method study qualitative lately This increasingly popular and mentioned as method new, or also called as method *post-positivist* Because based on philosophy *post-positivist*. This method also called method artistic because of the research process more less formal, and methodical interpretive because of research data more near with interpretation of data found in the field. Research methods qualitative often called as method naturalistic research because do study in natural environment (*natural environment*) (Sugiyono, 2016).

D. Result and Discussion

1. Tourism Village Development Strategy

Community Based Tourism (CBT) is tourist based community, where public which has authority and decisive in various aspect development tourist That Alone. People have rights reject If it turns out development which is conducted no in accordance with interest and needs public That Alone (Sugiarti, 2009:20). this CBT of course developed based on principle balance and harmony between interest in development tourist Good That government, private sector and also society. Involvement public in development tourist No only in stages planning just but until with the evaluation process. The community participates in a way active in the development process tourist To use increase welfare and quality life public around object tour.

CBT strategies direct the development process from by and for public especially in control and manage source Power productive. So that fulfillment need public local fulfilled and goals from development tourism is also achieved (Soetomo, 2010:79). Approach participative in development tourist based public This will form partnership between *stakeholders*. Development area tourist must accepted and supported by society local order not give rise to conflict with public local. Tourist attraction Already duly based on principle sustainability environmental and ecological, sensitive to tradition cultural, social and norms that apply in society local as well as can give benefit For public around object tour.

In making it happen development sustainable tourism, Situ Tirta Marta Tourism Village must do innovation products that can increase Power pull object tour. There are several development strategies that have been implemented carried out by the management of the Situ Tirta Marta Tourism Village, among others create a program or package tourism, increase abilities and skills and competencies manager object tourism, promoting object tourism, add facilities and infrastructure and improve access road Head to Situ Tirta Marta Guna Tourism Village give comfort to visiting tourists. Situ Tirta Tourism Village can also do it offer package education For schools that have *outing class* programs. This also becomes opportunity For development of the Situ Tirta Marta Tourism Village. The more Lots possible innovation offered to tourists can also afford it increase Power pull object tour. And of course must balanced with enhancement the quality of human resources managing the Situ Tirta Marta Tourism Village and also the facilities adequate infrastructure. _

Apart from support from the internal management of the Situ Tirta Marta Tourism Village is also necessary supported by the government village local and also the Karangcegak Village Tourism Awareness Group to increase it develop. Good government villages and Pokdarwis give opportunity Work For public around like provision *tour guide* who is none other than public local. Even moment This has There is facility *homestay* with utilise houses resident around object tour. From the side availability For consumption For tourists, space is also provided For selling for public around the location tour. From the description This so development of the Situ Tirta

Marta Tourism Village has been contribute big to well-being public around location tour.

Situ Tirta Marta Tourism Village based tourist nature and culture naturally need participation active public in effort its development. Awareness public For together be a good host for tourists who come, come along contribute supervise and look after beauty, cleanliness environment around object tourism and wisdom local in Karangcegak Village become One unity in frame development object tour. In every aspect development object tour involvement public become important element. This is also appropriate with draft empowerment public Where public true, true obtain great benefits in development object tour. Change something village become object tourist no change order as well as existing norms formed in society but more to effort revitalize potency village that has exist and develop it so that capable interesting traveler For come visit to object tour local.

Tourist as phenomenon economy can increase income and create field work for the community around _ object tour. Tourist CBT- based is something activities that are direct touching and involving public so that bring various impact positive to public.

So big role community, managers and also groups aware tour in development tourism in Karangcegak Village is also necessary supported with enhancement ability from facet technology and social media. Because when This Lots very popping up object tour new offer tour nature and culture like Situ Tirta Marta. Therefore tired technology community, managers and also Pokdarwis this also became element important in development tourist. Mastery of social media is also an issue profit separately as receptacle For promote Situ Tirta Marta to all over archipelago even abroad.

The strategy for developing the Situ Tirta Marta Tourism Village can be categorized as become a number of aspect namely (1) aspect destination, (2) aspect marketing, and (3) aspects institutional and human resources. From aspect destination so need comparing destination Situ Tirta Marta tourism, improvements access to location travel, create typical environment will wisdom local, friendly and clean For

interesting traveler come. From aspect marketing, fine manager nor pokdarwis need offer variety product or package tour. Which isn't lost important in the development strategy for the Situ Tirta Marta Tourism Village are aspect institutions and human resources where governance institutional, improvement security based village tourism, increasing human resources in the field tourism and mastery technology as well as enhancement awareness public to aware tourism and sapta charm become mover main development of the Situ Tirta Marta Tourism Village.

2. Orientation of Tourism Village Development in Islam

Orientation development village tour need directed at development In Islam it has 3 goals main, namely : 1) *People Oriented*, 2) *Maslahah Oriented*, and 3) *Falah Oriented*. Each direction the explained as following :

1) *People-oriented (people-centred)*

Economic development Islam interests oriented human (people oriented). Where are the humans No only made as object but also the subject development. Ibn Khaldun explained that center analyst development is man. Quality source Power man determine progress and setbacks civilization. In the development model with principle The maqashid of Sharia is clear emphasizes goals from development Islam human - centered which leads to *human well-being*. In the development based on principle *maqashid sharia* No only centered on needs on material aspects only but also spiritual and relational between family and society. Draft Maqashid sharia is very related tightly with man as subject and object development.

2) *Maslahah Oriented*

Deep development Islam ensure that man oriented as center development. Not until there just usefulness from development is also happening element important. Development does not can only enjoyed by only a few people but also for well-being general (benefits) and avoidance prosperity for some others. Prioritize benefit and avoidance harm is problem - oriented development. Benefit is For goodness and interests general. Orientation this is also encouraging system

economy Islamic development prioritizes alleviation poverty moreover formerly before do development in aspects other.

3. *Falah-oriented*

Orientation previously emphasizes humans as center development and benefit For interest general. Whereas *falah* in economy development Islam interpreted as victory. Orientation development No can simply usefulness for man but must in accordance with rule Sharia. *Falah's* orientation encourages a supportive development process principle *sustainable development and environmentally friendly development*. Basically in Islam, rules development No only about continuity development in context worldly, but also context ukhrawi. Formed ethics in the development process No ethics universal goodness alone but also ethics in religious values. (Jajang et al, 2021)

Development village tour needs to be directed towards development in perspective Islam. Where deep its development emphasizes involvement public in the development process. So that public own role as object at a time subject development. In development village tourism, no should its benefits only felt by incoming tourists just but also society around object tourism also feels the benefits. Mainly in the development process tourist in perspective Islam emphasizes principles friendly development environment. It means with exists object tourism that was built, maintained sustainability from wisdom There are also local ones part from support to development sustainable. So that sustainability ecosystem and wisdom local still awake.

Development strategy tourist should get support from all stakeholders to be able impact positive to tourists and also the public around as well as naturally can bring more changes Good. Development sustainable tourism must true, true notice sustainability ecosystem and wisdom local area local in period long. Awareness society and also the government For still guard continuity development tourism in the area Good socially, culturally, economically and the norms that apply within public must obeyed.

In the Qur'an, Surah Al- A'raf verse 56 already explained How Allah has provide source Power such nature big so that management and utilization No can

arbitrary. Exploitation source Power nature has Allah provide is greed humans who don't own awareness For conserve natural creation Allah. Creation source Power existing nature No For damaged but maintained and utilized with Good simply For increase well-being creatures on earth.

E. Conclusion

From research This can concluded that :

1. Development strategy object Situ Tirta Marta tourism involves government village local and group aware tour in matter enhancement means prasana object increasing tourism adequate and program or packages offered For add Power pull. Promotion and innovation are also important in development object tour. Situ Tirta Marta is deep effort increase Power don't pull it either can give rise to damage nature. Because Situ Tirta Marta is object tourism that takes advantage potency nature and culture in Karangcegak Village so become important For still guard sustainability nature. This is for sustainability development tourism in Karangcegak Village. CBT applied as a development strategy for Situ Tirta Marta walk with Good. But Still need There is enhancement in facet ability public nor pokdarwis for management object tour the more Good. Element proficiency technology and social media are also becoming important in management of Situ Tirta Marta. Because so many popping up village tourism in the area On the other hand, social media can made as receptacle For promote tourist especially Situ Turta Marta.
2. Development of the Situ Tirta Marta Tourism Village is necessary directed at orientation development perspective Islam. Where on the side development of the Situ Tirta Marta Tourism Village can be achieved optimizing involvement public around, so usefulness with exists object tour the No only felt by tourists just but also society around. This is also purposeful For avoid exists conflict with public around. And what not lost important development of the Situ Tirta Marta Tourism Village is also necessary emphasizes friendly development environment. So that sustainability ecosystem and also wisdom local still awake.

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