

Women's Empowerment through the Development of Tourism Villages: A Case Study of Bina Usaha Wanita Small-Medium Industry



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ABSTRACT: This research aims to analyze the forms of women's empowerment and their benefits for women and for tourist villages. This research uses qualitative methods with a case study approach in the tourist village of Tetebatu, on the island of Lombok, Indonesia. The data was obtained through observations, interviews and documentation which were then analyzed using the Miles and Huberman models.

The results of the study found that the form of women empowerment in Tetebatu village consists of three categories, namely economic empowerment where this empowerment emphasizes increasing entrepreneurship skills, increasing ability in marketing, improving trying skills and increasing employment opportunities. The second category is socio-cultural empowerment where this empowerment emphasizes increasing women's capacity including the capacity of Tetebatu village such as improving foreign language skills, communication, skills and marketing. Likewise with the increase in village capacity in the form of maintained cultural sustainability, infrastructure progress and environmental cleanliness. The latter is political empowerment where this empowerment emphasizes the ability of women in making decisions and able to mobilize aspirations related to personal and group life through deliberation or consensus.

KEYWORDS: Women's Empowerment, Economic Empowerment, Socio-Cultural Empowerment, Political Empowerment, Tourism Village

INTRODUCTION

Tetebatu is a village on the island of Lombok, Indonesia that has been crowned as a tourism village long before Indonesia's independence. In this village there are many tourism potential such as waterfalls, mongkey forest, the beauty of panoramic rice fields and mountains, maintained socio-cultural and so on.

The progress of the construction of Tetebatu village continues to be improved, ranging from infrastructure improvements, streetlights, tourist arenas and so on. All of that can not be separated from the village funds poured by the government in the hope of equitable development and realizing village independence by means of local economic empowerment, women's empowerment and the creation of transportation access (Mardikanto, 2019)

The reality of women empowerment programs through village funds is far behind compared to infrastructure development programs that are currently truly the favourable of development. This greatly affects women who are the main actors of decision-making in the family. From data on the economic condition of the community in 2020 as many as 3423 women aged 15-56 years who became housewives in non-working status.

The high unemployment rate is inseparable from the low participation of women in the productive labor force. According to ILO Indonesia (2015) the participation rate of women in the labor force is still very low. The selection of women as a target of empowerment as quoted by Rehman (2015) which asserts that by providing resources into the hands of women accompanied by efforts to encourage gender equality at the household level and in society will be able to produce a huge development impact. Expanding women's opportunities in public jobs, agriculture, finance, and other sectors will be able to accelerate economic growth, which in turn can address future economic crises.

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The same is also confirmed by the results of research conducted by the American Jewish World Service (AJWS) in 2006, mentioning that empowerment with women's goals is an effective way to fight poverty. This is because women tend to spend their income on food, health care, and education for their children.

Departing from this, various efforts have been made by various organizations, both government and non-government to encourage women's empowerment, especially in rural areas, and one of these efforts is done through women's empowerment in the field of tourism.

Tourism is an activity that directly touches and involves the community so that it has an impact on the local community. Even tourism is said to have an energy trigger that makes the local community experience metamorphose in various aspects (Mardikanto, 2019).

Rural tourism can accelerate: (a) economic growth, diversification, and stability, (b) the need for employment opportunities, (c) reduction of potential migration to cities as well as the balance of population distribution, (d) improvement and maintenance of public services and basic infrastructure, (e) revitalization of the industry of capital, tradition and cultural identity (Rusyidi & Fedryansah, 2019).

The concept provides an overview that empowerment in the context of tourism development is an effort to strengthen and increase the capacity of women's roles and initiatives as one of the stakeholders to participate both as subjects and beneficiaries in the development of tourism.

However, the condition of the field shows that the role and position of women as subjects and recipients of tourism is still not running optimally. So this research is very important to do to find out how the forms of women empowerment carried out in Tetebatu village and what benefits are obtained in the empowerment that has been done.

METHODOLOGY

This research uses a qualitative method that is descriptive that re-describes data that has been collected from research objects with a case study approach. This approach is used as an attempt to express phenomena in depth that are explored through the views and experiences of society. The advantages of this approach can get a more natural perspective of a community life and open opportunities for a more detailed deepening of the views of individuals in society (Moleong, 2007).

In this study that will be observed are women living in the village of Tetebatu who participate in empowerment. The informant in this study was the choice using purposive techniques, namely women who know the most about the problem to be studied.

Data analysis is done through observation by looking at the location of empowerment, forms of empowerment and anyone who participates in empowerment. Then conduct interviews with informants to find out more about the issues to be investigated and the last is to do documentation by recording, photographing women's empowerment activities and equipped with data obtained from the village office and various sources that are in accordance with what is studied.

RESULTS AND DISCUSSIONS

Empowerment of women through tourism activities in Tetebatu Village occurs in three categories, namely economic, socio-cultural and political empowerment.

Economic Empowerment

Empowerment of women through the economic sector results in increased entrepreneurial ability, increased growth in marketing, increased employment opportunities and business skills.

1. Increased entrepreneurial ability

The tourism industry with various economic activities has encouraged an increase in entrepreneurial ability. Where the previous community business only provides the fulfillment of the basic needs of the local community (local), providing products that are common in the market in the sense of basic needs such as sembako, school supplies and so on, without designing what products will be provided to meet the needs of tourists who show the characteristics of Tetebatu village.

Small and Medium Industries (IKM) built by Women's Business which was inaugurated on January 6, 2020 when the covid 19 pandemic was sweeping the world followed by the declining economic condition of the community became one of the new spirits for

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the village of Tetebatu. It is in this place that women are accompanied and taught how to process natural products such as making coconut oil, making coffee, processing garbage, becoming tour guides, processing restaurants, serving guests and given directions related to tourism both by tourism conscious groups (*Pokdarwis*), LHK offices, Industrial services and so on sent by the government to succeed potential tourism villages. With the expectation of meeting the needs of tourists and to create an expansion of jobs.

From the increase in the ability to try women show the magnitude of women's enthusiasm to be involved in tourism and in increasing income. This affects the power of women as the results of research conducted by Karwati, (2017) women can be empowered through entrepreneurial training that provides knowledge, attitudes, skills that are able to make them independent and can improve their quality of life. In line with the results of research conducted by Nazar (2020) Empowerment of women through the Independent Business Literacy program in the process of learning activities emphasizes on the education of skills that have the opportunity to become a business field that is in accordance with the interests and potentials possessed by women.

So that empowerment is a container that is used as an effort to provide a vehicle for women to meet the educational needs in the form of knowledge and skills that are in accordance with the potential of natural resources and women's expertise. So that women will be better prepared to face competition in the era of globalization that demands the quality of human resources that can ultimately improve the quality of life of women by developing aspects of skills skills to encourage the development of tourist villages that lead to increasing women's incomes.

2. Marketing

Marketing is the most important thing in building a business. Without marketing a production would never work. Considering one form of women empowerment in the economic field, namely more to home *industries* such as coconut oil manufacturing, coffee making, fiber utilization, waste management requires extra marketing to maintain the rate of production.

In fact, the villagers of Tetebatu experienced obstacles in marketing. The main obstacles experienced by women who pursue the *home industry* sector such as the manufacture of coconut oil, coffee making in marketing that cannot compete with other products. Other obstacles also hamper the development of the business, such as the absence of business partners who can be invited to cooperate well that can help market the product. In addition, the lack of government intervention and products that do not have a brand, so it is not yet known by the public.

This factor then caused *the home industry* products of Tetebatu village to be unable to get out into the global market and only remain local. So, it can not grow and is not able to compete in the market. In the end, the economic fulfillment of the community, especially the women of Tetebatu village, has not been resolved properly because the profit obtained is also not large.

In addition, raw materials that are not difficult to obtain, sufficient production, a lot of labor, but what is the capacity of the container to market the product only in that place and make the business that has been pioneered for many years less known by the market. In addition, there are certain groups that only attach importance to a handful of groups.

3. Trying Skills

The role played by empowerment is essentially to strengthen the power (ability) so that women are able to maintain a bargaining position in themselves (Mardikanto, Totok, Soebiato, 2019). In accordance with the results of the study, empowerment makes women more skilled in applying the empowerment results obtained from the IKM Bina Usaha Perempuan group. Such as the involvement of women in managing fibers, where women can take advantage of the remaining fibers from the manufacture of coconut oil to be used as plant containers or pots that can be sold directly either through the *marketplace* or from the mouth of the mouth.

The role of empowerment for women is very influential on increasing human resources in terms of increasing women's creativity. To be able to present skilled women who are ready to peddle their creativity well through the local market maupaun universally. If this continues to be honed it is not impossible that the creation of new products that reflect the characteristics of the village can soon be presented in the midst of tourism of Tetebatu village which is global so that there is no need to bring products outside the region previously marketed in Tetebatu village.

Cooperation between all cuttingholders became the determining factor in realizing a successful Tetebatu village. In the sense of successfully prospering his people want to succeed in bringing Tetebatu village into a village that is always missed by tourists.

4. Job Opportunities

Tourism acts as an effective tool for regional development, equitable development, related business drivers, community empowerment and poverty reduction. Tourism industry activities can leverage and move business sectors. The tourism sector has a huge ability to create economic impacts including employment for people living in destinations (Sunaryo 2013).

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The results of research conducted by (Syafuruddin et al., 2020) pariwisata industry has encouraged the creation of new types of jobs. In the aspect of job mobility there has been a change in the status of contract / freelance work. Meanwhile, according to Suardana, (2012) female workers are more filling employment opportunities in kiosk business types (14.3%), while men (9.2%). In the service sector women workers are concentrated in restaurant and souvenir businesses (36.6%) and food stalls (6.3%).

Female workers are more involved in the informal sector because these types of jobs relatively do not require special skills. For women in poor working households is not an offer, but a strategy to sustain the family economy to be stronger. With the development of the tourism industry in the village of Tetebatu began to show rapid results. This encourages women who were originally just housewives to take part in the tourism sector.

The existence of tourist villages is very grateful by the local community especially women because of business opportunities and new jobs that continue to grow as more tourists come to Tetebatu village.

Likewise, the type of community business that is increasingly varied ranging from accommodation providers, culinary and other local products because tourists who come to Tetebatu village every year continue to increase so that the community continues to improve themselves to provide tourist attractions and improve the quality of service and complement village facilities.

Economically women benefit from the existence of tourism destinations in the village of Tetebatu. Such as the expansion of employment opportunities where it affects women's income even though only as additional income in the family. But it is very influential on the power of women who are often in rural patriarchal culture is still thick. So that even women in getting their own wealth makes them have added value (addedvalue)in society more and morefamily. This makes them feel valued rather than just being ordinary housewives or being women who don't work.

Socio-Cultural Empowerment

In addition to empowerment through women's economy is also empowered through socio-culture in the hope of creating social and cultural resilience such as the results of research conducted by Lestari, (2016) the parameters of socio-cultural resilience success in The Village of Pentingsari Tourism can be observed from the formation of community welfare. This well-being is measured from the increasing economic power and skills as a quality of life for the community. Another parameter of increasing socio-cultural resilience is the power of society.

When viewed from the socio-cultural resilience of Tetebatu village through the tourism sector itself produces several things, namely increasing women's capacity including increasing the capacity of Tetebatu village.

1. Increase in women's capacity

Efforts to empower women through the development of tourist villages in Tetebatu village are carried out by increasing capacity such as improving foreign language skills. This is in accordance with the condition of Tetebatu village which is a tourist village with most foreign tourists. Where the community must certainly be able to use foreign languages to create harmonious circumstances so that the culture of *hospitality (hospitality)* of the community to tourists can be maintained properly.

The facilitator team in this case cooperates with the tourism conscious group accommodates all masyarakat including women to learn English directly accompanied by a tour conscious group at no charge.

In addition, to support the development of tourism and increase human resources, the East Lombok Regency government continues to work with various strategies such as requiring each village to send village daughters to be given training in BLK in the hope of more skilled people.

This is one of the efforts in supporting the development of tourism with the hope that more workers can be absorbed in the tourism sector to minimize the unemployment rate.

That way the increase in community resources will be able to bring change for itself in utilizing opportunities that are in accordance with its potential. As well as being able to be *an agent of change* for his own village, where the community can introduce the state of the village to tourists so that this will also have an impact on the development of Tetebatu village.

In line with the results of research conducted by Galela, (2014) The function of language in the tourism sector is to facilitate communication, avoid misunderstandings, further strengthen relationships and can create a familial atmosphere between foreign tourists and people related to tourists themselves.

The emphasis on the language skills of women involved in tourism has an impact in maintaining *hospitality* which is one of the hallmarks of the tourist village of Tetebatu.

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In addition to hospitality, women's ability to explain and promote culture certainly requires reciprocity with tourists so that harmony is established, to be able to maintain and increase the number of tourist visits that will lead to providing economic benefits to villages and local communities.

Tourists who visit Tetebatu are dominated by foreign tourists so that language skills are certainly a supporting factor in developing tourist villages. The efforts that have been made by the facilitator team have paid off, with the involvement of women as guides, *hiking*, home *stay* waiters, restaurant waiters and so on. In line with the results of research conducted by Suardana,(2012) from the aspect of negotiating the role of women is higher than men. From the results of the study 76% of the negotiation process of tourism business was completed by women while 24% was carried out directly by men. Public communication skills and beauty maturity are the main reasons for women's success in tourism.

Although the involvement of Tetebatu village women as tour guides today is still fairly lacking due to various societal stereotypes such as the assumption of women who become guides assumed to be prostitutes, unruly, free women and various kinds of negative assumptions. So that the understanding of tourism to the community must continue to be improved to be more *openminded*.

In addition to various classical assumptions, the lack of involvement of women as tour guides is also due to language factors that are only partially in the category of being able. If reviewed from the average level of education of women who participate in empowerment through IKM Bina Usaha Perempuan is the End of Elementary School, of course, this is a challenge that must be faced together to be able to get out of the HR crisis and find effective solutions in supporting the development of tourism in the future by continuing to strive and provide the right state.

In addition to training in foreign languages women are also required to have skills in communicating, where communication is a contributing factor that is no less important to attract the interest of visitors in introducing Tetebatu village either in introducing tourist products, culture or customs of Tetebatu village.

In addition, empowerment also makes women skilled in processing natural resources such as processing coconut into oil, processing yams into chips, processing serbut into pots and processing waste into corse and tables. Women also could develop potential tourist attractions such as preserving the fried culture of coffee (*siong kupa*) using traditional tools shown to tourists.

2. Capacity Building of Tetebatu village

Empowerment also has an impact on the village of Tetebatu because with the power of the people who live in the village of Tetebatu of course this will affect the existence of Tetebatu village, which is increasingly considered, starting from the preservation of cultural / customs.

Of course, this will be an added value and attraction for tourists who want to get to know more about the socio-cultural life of the people of Tetebatu village. The best impression given by the community to tourists will affect tourist visits so that it will also have an impact on other sectors related to the socio-cultural sector of the community.

The maintenance of socio-cultural, adequate infrastructure and maintained environmental cleanliness shows the increase in the capacity of Tetebatu village as well as the benefits of tourism are not only felt by Tetebatu village women but also affect the village of Tetebatu which continues to show changes.

Political Empowerment

The involvement of women in politics in the village of Tetebatu is still relatively still a little because the patriarchal culture that has long been attached to society has built various stigmas (stereotypes) that harm women to jump in and active career in the political sphere and become leaders. Various assumptions that often sound like the expression of women are not suitable to be leaders for religious reasons prohibit, women are more emotional and various negative stigmas, although the struggle for gender equality has long been bridged but women as leaders still reap a lot of criticism, especially at the village level.

The development of the role of women in politics in the village of Tetebatu so far is still lacking due to various factors but the involvement of women in deliberation or consensus gets the widest space. Women's empowerment through politics in general access and control of women in institutions and organizations both formal and informal, only limited to institutions that are closely related to gender equality. For example, in pkk organizations, arisan, studies and so on. There is even a tendency that organizations formed and introduced by the government can only be reached by households capable or in the category of close relatives. Because according to the findings when on the ground often find answers that do not match the expectations of many who do not know at all what programs are run by the government to empower women let alone get involved in politics, it's just that the full involvement of women

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is limited as election participants.

CONCLUSION

The form of women empowerment in tourism in Tetebatu village is carried out through three categories, namely economic, socio-cultural, and political empowerment. Economic empowerment emphasizes on improving women's ability to entrepreneurship producing natural products in the village of Tetebatu. The second emphasizes the ability of women in marketing the results of production through the utilization of social networks and women's social capital. The third is the improvement of trying skills such as waste processing, fiber, coconut, coffee and others and the latter emphasizes on increasing women's employment opportunities in the tourism sector both as tourist guides, accommodation providers, service offerings and the formation of SMEs. Socio-cultural empowerment emphasizes the improvement of women's capacity through foreign language skills, communication skills, and increasing the capacity of Tetebatu village with maintained cultural sustainability, infrastructure progress, and environmental cleanliness. Meanwhile, political empowerment emphasizes the ability of women to make decisions and be able to mobilize aspirations related to personal and group life through deliberation or consensus.

The benefits of women empowerment include for Tetebatu village, namely: The increasing role of women who initially only as housewives, as workers, as TKW, now women are more skilled in creating their own businesses both in the field of food and beverage, waste management and as tour guides. While the benefits of empowerment for Tetebatu village are increasing village income, infrastructure is increasingly organized, the more known Tetebatu village and the creation of a beautiful environment.

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