Community Empowerment Through the Village Innovation Incubation Program - Local Economic Development in Pejambon Village, Bojonegoro Regency

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Abstract

The purpose of this research is to see community empowerment and know the problems faced in Pejambon Village as a form of implementation of the Village Innovation Incubation Pilot Program - Local Economic Development (PIID-PEL) through Village-Owned Enterprises Pejambon tourism business unit from the Village Community Empowerment Office (DPMD) Bojonegoro. Business units in the field of pejambon village tourism were formed to reduce the number of pre-prosperous community groups. Research is conducted qualitatively descriptive where the data collected is sourced from observations, documentation, and interviews. The results showed that community empowerment through PIID-PEL in Pejambon village was able to empower the community as tourism managers. The obstacles obtained in the implementation of the program are the lack of program socialization and lack of training and not yet efficient and effective HR management in tourism management.

Keywords: Community Empowerment; Village Owned Enterprises; Village Innovation Incubation Program - Local Economic Development


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INTRODUCTION

This era makes rural areas very strategic in community empowerment and development. Empowerment and development efforts can be done by maximizing local potential. According to Nawacita Jokowi, regional development is aimed at strengthening the position of the village in a systemic, coherent, and sustainable manner by the Village Law no. 6 of 2014 (UU DESA, n.d.) This regulation requires the central government to provide a budget called the village fund. The budget is intended so that the Village can advance and develop its community to be more prosperous.

Villages are strategic areas that support Indonesia's development. In addition to human resources, villages also have abundant natural resource potential. Increasing the utilization of village potential is directly proportional to the welfare of the village community. The slow development of the village is not only a problem of the quality of human resources but also other factors, one of which is finance. The central government seeks to solve this problem by transferring capital to the village through Village-Owned Enterprises (Prasetyo, 2017).

Village-Owned Enterprises was born from a new approach as a step to improve the village economy based on the potential needs of the village where the management of Village-Owned Enterprises is completely left to the village community (Verawati, 2020; PKDSP, 2007).

Based on the village law, development and empowerment are carried out according to the nature of the problem and the needs of the community. According to PP Number 43 of 2014 empowerment of rural communities is a collective action through the management of village community institutions from the center to the regions by involving third parties. The Community Empowerment Program is a form of business that implements the policy of the Village Community Development and Empowerment Program (P3MD), especially the Regional Economic Development Innovation Pilot Incubation Program (PIIDPEL).

According to Sahyana (2017), village officials can play a role in community empowerment as program implementers and monitors. Community empowerment aims to build, motivate and develop the potential of the local community, as well as open various opportunities to strengthen the community, which is an integral part of defining community happiness. (Kartasasmita, 1996; Ministry of Social Affairs, 2017).

Pejambon Village is a village in the eastern part of Bojonegoro Regency with a potential population of 2,136 people. With a village area of 189 ha, almost half of the total population of Pejambon work as farmers. This encourages the Village Government together with Village-Owned Enterprises to run programs that can empower Village communities in addition to their main job.

The Bojonegoro Regency Village Community Empowerment Service (DPM Desa Bojongeoro) made Pejambon village a pilot tourism village. (Pejambon-bjn.desa.id, 2020). PIID-PEL aims to increase the strengthening of economic institutions, production, and economic marketing of rural communities (Blokbbojonegoro.com, 2020).

Based on the program accountability report by the village head of Pejambon, the community experienced an increase in income from work as tourism workers. There are more than 50 workers and traders who are recorded as working in this village tourism program.

Based on research conducted by Ristiana & Yusuf (2020) in the tourist village of Lerep, the driving factors for empowerment include the abundance of natural resources, government and community support, and the initiation and enthusiasm of an empowered community. Natural resources are the natural potential of the village in the form of land, natural products, agricultural products, and everything that comes from nature. The support of the government, the community, and all stakeholders is very important to foster enthusiasm and initiation in building and empowering villages. The obstacles to this process are the lack of knowledge of human resources, budget funds, and public trust in Village-Owned Enterprises (Ristiana & Yusuf, 2020).

Furthermore, research conducted by Prihasta & Suswanta (2020) in the tourist village of the skyline suggests that the development of tourist villages can be done by increasing community participation and increasing skills and knowledge in the field of technology and the principle of sustainability based on natural preservation and local traditions. Increasing community participation can be done by providing job opportunities in
tourist villages accompanied by mentoring and training for the local community.

Hastutik, et al, (2021) in their research in Ponggok village found that the development of tourist villages requires the role of many parties. This role can be sourced from the government from the center to the village. One of the roles of the village government is to activate Village-Owned Enterprises in the empowerment process. Village-Owned Enterprises play a role in the process of raising awareness, community organizing, and delivering human resources. Forms of roles that can be taken by conducting joint training from various parties.

Based on the various phenomena that occurred, the researchers tried to dig up information about the methods and barriers to community empowerment through the PIID-PEL program in Pejambon Village, Sumberrejo District, Bojonegoro Regency.

RESEARCH METHODS

The research was conducted at the Pejambon Village Government Office with descriptive qualitative research methods. This type of research tries to explain, describe, and answer in detail and as much as possible the object of research. This study is described in the form of a descriptive statement regarding the details of the problem or phenomenon found by the researcher. Primary data can be defined as data directly obtained from sources to researchers (Sugiyono, 2016). Primary data sources were taken from observations through the researcher's interview process with resource persons including the Village Head, Village Secretary, Head of Village-Owned Enterprises, coordinator manager of Village-Owned Enterprises, and tourism managers and traders around Pejambon village tourism. Secondary data is data obtained from other people or researchers or documents, videos, and other recordings (Sugiyono, 2016). Secondary data was obtained from data and documents on the results of community empowerment through the PIID-PEL program in Pejambon Village, Sumberrejo District, Bojonegoro Regency.

RESULT AND DISCUSSION

Community Empowerment in Pejambon Village

The implementation and realization of program empowerment through PIID-PEL aims to overcome the problems of a large number of underprivileged community groups by increasing empowerment activities for the community through educational tours in Pejambon Village in collaboration with Village-Owned Enterprises. Community empowerment is regulated in the decision of the Pejambon Village Head Number 38 of 2018, article 5 which supports and empowers the community to improve the economy of rural communities. The following is data on the pre-prosperous community in Pejambon Village:

<table>
<thead>
<tr>
<th>No.</th>
<th>Year</th>
<th>Village</th>
<th>Each Village (person)</th>
<th>Total (person)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>2018</td>
<td>Village Jambon</td>
<td>359</td>
<td>505</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Village Tanggungan</td>
<td>146</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>2019</td>
<td>Village Jambon</td>
<td>278</td>
<td>401</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Village Tanggungan</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>2020</td>
<td>Village Jambon</td>
<td>275</td>
<td>390</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Village Tanggungan</td>
<td>115</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>2021</td>
<td>Village Jambon</td>
<td>270</td>
<td>384</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Village Tanggungan</td>
<td>114</td>
<td></td>
</tr>
</tbody>
</table>

Source: (Pejambon Village Government, 2021)

Based on the data from table 1, the number of underprivileged community groups from 2018 to 2021 the number of pre-prosperous community groups have relatively decreased, due to empowered underprivileged people who are considered capable or prosperous. 2018 was the beginning of the development of the empowerment of the Pejambon educational tourism community, with the hope that this community empowerment would be able to reduce the pre-prosperous community groups to become prosperous community groups in Pejambon Village. Therefore, as a focus of research,
Researchers focus more on one area, namely in the field of tourism business units, namely educational tourism where in this field the Village Government together with Village-Owned Enterprises empowers underprivileged communities as managers of Pejambon educational tours.

**Stages of Community Empowerment through Village-Owned Enterprises Pejambon**

The stages of community empowerment carried out by the Pejambon Village Government through Village-Owned Enterprises Pejambon according to Kartasasmita’s theory (1995) are Enabling (creating a business climate that supports development), Empowering (strengthening the potential possessed), Protecting (protection as a guarantee) can be described as following:

**Village Innovation Incubation Pilot Program-Local Economic Development (PIID-PEL).** This program was initiated by the Bojonegoro DPMD as an extension of the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (PDTT) programs. This program is intended to develop regions and villages in the context of tourism. PIID-PEL is a program regulated by the Ministry of Villages which is regulated in the Regulation of the Minister of Villages PDTT Number 16 of 2018 concerning the priority use of the 2019 Village Fund.

Pejambon Village is one of the villages that received appreciation or rewards through PIID-PEL in the form of grant funds sourced from the World Bank and according to operational technical guidelines where the grant funds were used for educational tourism development by the Pejambon Village Government together with Village-Owned Enterprises "Means Independent" Pejambon. Based on the decision of the Village Minister PDTT 48 of 2018 concerning PIID-PEL that Pejambon Village is entitled to receive financial assistance of Rp. 1,345,000,000.00 as a form of appreciation for its achievements as an informative village in public services.

The duties and roles of the Bojonegoro DPMD are as a policy setting for PIID-PEL in Pejambon Village and as an evaluation of the community empowerment development program through the PIID-PEL program for tourism managers in which the objectives and principles of community empowerment development through the PIID-PEL program refer to the welfare of the community. pre-prosperity for educational tourism managers. DPMD Bojonegoro, which provided an evaluation in reporting the PIID-PEL program submitted by the Head of Pejambon Village, Mr. Abd. Rokhman on December 30, 2020, that proportionally the received budget of 1.3 billion is used for the benefit of facilities and infrastructure, incubator facilities for the Partnership Activity Management Team (TPKK), and operations required by the TPKK. The evaluation of PIID-PEL through the empowerment of the educational tourism community in Pejambon Village was directly evaluated by the Head of the East Java Provincial DPMD accompanied by Mr. which in the evaluation of the PIID-PEL program aims to see the results of the Pejambon Village Ministry of PDTT assistance program which received assistance from the PIID-PEL program in 2019. The evaluation was carried out on September 21, 2020, with the results of the evaluation in the PIID-PEL program of Pejambon Village according to the Head of DPMD Bojonegoro can be said to be successful in the development stage, must be maintained and cared for. And suggestions for Village-Owned Enterprises to add maintenance and additional infrastructure to attract visitors who come to Pejambon educational tours. (pejambon-bjn. desa accessed on 31 December 2021).

**Management and Improvement of Community-Based Pejambon Educational Tourism.** Management of Pejambon educational tourism through the PIID-PEL program by Village-Owned Enterprises "Sarana Mandiri" by the objectives of Village-Owned Enterprises, namely improving the village economy, increasing community efforts in managing the economic potential of the village. With the empowerment of the Pejambon educational tourism community, there is an opportunity for underprivileged community groups to manage educational tourism as an effort to be independent of the underprivileged community. 41 educational tourism managers are unemployed and in the pre-prosperous level who are empowered in Pejambon educational tours. As managers of the Pejambon educational tour, there are 28 people with positions as operators in each tour and 13 people as traders in the Pejambon educational
tourism area. There are 5 (five) rides on Pejambon educational tours, including; Bestari Park, Cultural Preservation Tour, Replica of Mojopahit's house, Agricultural Museum, and a tour of the middle of the rice fields.

In improving community-based Pejambon educational tourism, training is given to the community as a guide on how to process tourism management sustainably. There are 4 (four) types of socialization training to support the empowerment of the Pejambon education tourism community, namely the first is the tourist destination management training which is fostered by one of the UNESA students, and the second is tourism financial management training which is fostered by Mr. Alvin as the village secretary, the third is the outbound tourism training. Pejambon education, fourth is culinary management & PIRT training which is fostered by the Bojonegoro food security department in the field of consumption and food diversification.

**Health Card Guarantee Protection is given to Pejambon Educational Tourism Managers.** The protection in question is to protect underprivileged communities as educational tourism managers by providing health insurance provided by the Pejambon Village Government to tourism managers who can be categorized as pre-prosperous communities. 15 educational tourism managers receive health insurance to maintain their standard of living so they do not return to their pre-prosperous status. To protect underprivileged communities as managers of Pejambon educational tourism, in increasing the standard of living that is more prosperous, therefore it is necessary to have protection by educational tourism managers to meet their basic needs such as health insurance. 15 people receive health insurance, which are educational tourism managers who come out as manager positions by providing a form of guarantee in the form of health insurance through a healthy Indonesia card given by the Pejambon Village Government for special protection so that life is guaranteed, as well as providing space for them to be able to trade around tourism. Pejambon education.

**Barriers to Community Empowerment in Pejambon Village.**

Based on the results of the study, the strengthening of the HR management system in community empowerment through PIID-PEL by Village-Owned Enterprises Pejambon lacks socialization of the underprivileged communities in Pejambon Village. Thus giving birth to pre-prosperous people who are less productive in volunteering, especially as managers of educational tourism. This needs an increase by Village-Owned Enterprises and the Pejambon Village Government to provide training to underprivileged communities in Pejambon Village to reduce the poverty rate in Pejambon Village. Based on observations from researchers, the lack of socialization in underprivileged communities is caused by a lack of adequate quality human resources to be able to provide socialization or training to underprivileged communities. In addition, the obstacle faced in socialization and training in the community is the lack of funds for the implementation of the training. In addition to the lack of socialization or training for underprivileged communities in Pejambon Village, there are also obstacles which in the arrangement of HR management in community empowerment through the PIID-PEL program in Pejambon Village there is no planned change of manager and the time limit for managing Pejambon educational tourism. This causes each manager to be less developed and become a small scope in developing Pejambon educational tourism.

The business field in Pejambon educational tourism is expected to be able to empower underprivileged community groups as managers of educational tours in Pejambon Village who are insightful and can develop Pejambon educational tours sustainable in the future. This is a big task for the Village Government and Pejambon Village-Owned Enterprises "Sarana Mandiri" to limit working time by tourism managers, and also to provide a management change system in the hope of advancing the underprivileged community in Pejambon Village into a society that includes a prosperous level.

From the impact of the human resource management plan that is not comprehensive and sustainable in Pejambon educational tourism, it becomes the input for Village-Owned Enterprises "Sarana Mandiri" as the Coordination of Pejambon educational tourism business is more innovative and there are
always modifications in developing educational tourism which is with growing interests. In sustainable. From the Village Government and Village-Owned Enterprises, they try to provide good things in community empowerment through the PIID-PEL program in Pejambon Village in the achievement of reducing underprivileged community groups in Pejambon Village. Uphold the name of Pejambon Village as a progressive tourist village. So that with the problem of HR management plans for Pejambon educational tourism managers, the impact of the lack of evaluation for the Village Government, Village-Owned Enterprises “Sarana Mandiri” Pejambon on communities empowered in Pejambon educational tours. Which makes this educational tourism community empowerment a village innovation that realizes community welfare.

CONCLUSION

From the results of the research conducted, it can be concluded that the underprivileged communities in Pejambon village are empowered as managers of Pejambon educational tours through the Village Innovation Incubation Program - Local Economic Development (PIID-PEL). The village government also provides health insurance for educational tourism managers to ensure their basic needs. Barriers experienced in empowerment are the lack of socialization and training programs as well as human resource management for tourism managers who have not been effective and efficient.

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