

Volume: 9  
Nomor : 1  
Bulan : Februari  
Tahun : 2023

E-ISSN: 2656-940X  
P-ISSN: 2442-367X  
URL: [jurnal.ideaspublishing.co.id](http://jurnal.ideaspublishing.co.id)



## Community Based Tourism in The Management of Tourism in Jati Larangan and Sengon Park

Deni Dwi Ananti  
Fitri Puji Lestari  
Hesti Purwaningrum  
Halim Ahmad

Sekolah Tinggi Pariwisata Ambarukmo, Yogyakarta

Poe-el: [denidwiananti@stipram.ac.id](mailto:denidwiananti@stipram.ac.id)

[fitripujilestari@stipram.ac.id](mailto:fitripujilestari@stipram.ac.id)

[hestipurwaningrum@stipram.ac.id](mailto:hestipurwaningrum@stipram.ac.id)

[halimahmad@stipram.ac.id](mailto:halimahmad@stipram.ac.id)

DOI: 10.32884/ideas.v9i1.1090

### Abstract

The people of Iroyudan have organized the Jati Larangan and Sengon areas so that their function is no longer limited to being an area that has cultural historical value, but also has economic value by making it a tourist attraction. This study uses descriptive research with a qualitative approach. The theoretical basis used is the ASEAN standard community-based tourism management concept. The management of tourism through two existing tourist objects, namely Jati Larangan and Taman Sengon, has shown a fairly massive community involvement starting from planning, development, to its current management. The community is also consciously willing to prioritize common interests over individual interests. Tourism activities in Iroyudan to be well organized, so that people can begin to feel the benefits of tourism activities in their hamlet.

### Keywords

Community based tourism, management of tourism, sustainable tourism

### Abstrak

Masyarakat Iroyudan menata kawasan Jati Larangan dan Sengon sehingga fungsinya tidak lagi sebatas menjadi kawasan yang memiliki nilai sejarah budaya, tetapi memiliki nilai ekonomi dengan menjadikannya sebagai objek wisata. Penelitian ini menggunakan penelitian deskriptif dengan pendekatan kualitatif. Landasan teori yang digunakan adalah konsep pengelolaan pariwisata berbasis masyarakat standard ASEAN. Pengelolaan pariwisata di Iroyudan melalui dua objek wisata yang ada, yaitu Jati Larangan dan Taman Sengon, telah menunjukkan keterlibatan masyarakat yang cukup masif mulai dari perencanaan, pengembangan, hingga pengelolaannya saat ini. Masyarakat juga secara sadar bersedia mendahulukan kepentingan bersama di atas kepentingan individu. Kegiatan pariwisata di Iroyudan dapat tertata dengan baik, sehingga masyarakat dapat mulai merasakan manfaat dari kegiatan wisata di dusunnya.

### Kata Kunci

Pariwisata berbasis komunitas, pengelolaan objek wisata, pariwisata berkelanjutan

### Introduction

People are the most important element in the success of an organization. Asset the most important organization and must be considered by management is the source of power human resources. This leads to the fact that humans are elements that always exist in every organization. Humans set the goals of innovation and achievement of organizational goals. Humans are the only resource that can make other organizational resources work and have a direct impact on the welfare of the company.

Tourism education is one of the keys in developing tourism potential (tourism areas), because this field requires skilled workers who must continuously be developed. One of the problems in developing tourism is the unavailability of sufficient facilities to support tourism education. A skilled, highly skilled workforce and dedication to their field (professional) are an absolute necessity in competing in the global market. The products of the tourism industry are services, therefore the emphasis must be on services that are tailored to the needs of

tourists In the tourism industry, service quality is the main indicator that shows the level of professionalism (Amelia & Prasetyo, 2022).

One of them hamlet Iroyudan is one of the hamlets which is administratively part of the Guwosari Village, Kapanewon Pajangan, Bantul Regency, Yogyakarta Special Region. Iroyudan Hamlet has a site that stores historical and cultural stories called Jati Larangan. The people of Iroyudan Hamlet have now begun to organize the Jati Larangan area so that its function is no longer limited to being an area that has cultural historical value, but also has economic value by making it a tourist attraction. In addition to Jati Larangan, the community also uses the Sengon garden area in Hamlet Iroyudan as a tourist attraction under the name Sengon Park (Nurma & Rachmanto, 2020).

The Jati Larangan and Sengon Park attractions are managed by Pokdarwis (*Kelompok Sadar Wisata* or Groups Aware Tourism) which already has a Regent's Decree in collaboration with the local community. The initiation of tourism development in the two objects was carried out by local residents who have a tourism-aware community RT (Neighborhood Association) 01, gives its own strength to this area. Nevertheless, the capacity of the community in tourism management as a whole still needs to be studied further.

In previous research, community empowerment can be carried out through a directive approach which is the formation of a tourism culture in society. While the nondirective approach refers to the tourism culture that has been embedded in the activities of people's lives, as well as the awareness of the community to maintain the sustainability of the surrounding natural resources. Both approaches (directive and nondirective) emphasize the full involvement of the community in the tourism development process (Rusyidi & Fedryansah, 2018) . This paper seeks to unravel community involvement through exposure to concrete evidence of tourism development activities to complement previous studies.

## Method

This study uses descriptive research with a qualitative approach with a method that provides an overview and observation results which are then strengthened by evidence and expert opinions through related information. The primary data in this study were the results of interviews with informants (Fitrah, 2018). The resource persons used in this study include the community (village chief, empowerment public village, and harmony neighbors), Pokdarwis (*Kelompok Sadar Wisata* or Groups Aware Tourism) Guwosari Village and Jati Larangan Management, the manager of a restaurant or stall, the Guwosari Village Government, and the Bantul Regency Government. Secondary data in this study are books, journals or other literature that supports this research. Data analysis was carried out qualitatively and descriptively, the collected data will be interpreted and carried out by synthesis analysis to find data relations that have been edited and reduced, which will then be constructed to build factual concepts. Through these concepts, a propositional relation process will be carried out to understand further the causal variables on the effect variables.

## Result and Discussion

On researcher this, will displayed results research in the form of existence the concept of Community Based Tourism and Community Based Tourism (CBT) standards in ASEAN. Further in the discussion, will outlined existence Jati Larangan and Sengon Park Padukuhan Iroyudan and involvement public in develop tourism in the area that.

## Result

### Community Based Tourism (CBT)

Tour Based on Community is activity owned tourism and operated by community, and managed or coordinated at the level contributing community on well-being public through support eye sustainable livelihood and protect social precious culture tradition and source power inheritance natural and culture (Mtapuri & Giampiccoli, 2016).

Community based tourism is wrong one form tourism that strives empower public for manage growth tourist and reach aspirations public related with well-being, including development economic, social, and sustainable environment (Dangi & Jamal, 2016). CBT is not only involve partnership among business tourist and community for give benefit for both, but also involve SUPPORT community (and external) for effort small tourism, which at turn committed for give support for project community that improves well-being collective. CBT empowers community local for determine and secure time front socio-economic they through existence cost for service



activities (fee for service activities) that usually presenting and celebrate tradition and style life local, preserve source power natural (Damiasih & Samudra, 2022) and culture, and interaction between tourism managers and tourists (Amerta, 2017). CBT usually serve market special like tour adventure, travel culture, ecotourism, and agribusiness or not, but utilise product and service local for spread benefit economy from involved in tourism. Based on the above understanding, then the principles of CBT are as following this (Syarifuddin, 2018) & (Rahmasari, 2021).

1. Engaging and empower public for ownership and transparent management braid partnership with holder interest related.
2. Have recognized position authority related.
3. Increase well-being social and maintenance dignity human.
4. Enter mechanism distribution fair profit and transparent.
5. Increase connection between economics local and regional.
6. Honor culture and tradition local.
7. Contribute on conservation source power natural.
8. Increase quality experience visitors with strengthen interaction among Sir house and full guest meaning (Stone & Stone, 2020).
9. Working for reach independence financially.

#### Community Based Tourism (CBT) Standard ASEAN

Destination and utility from ASEAN CBT standards are for create experience quality visitors with showing eye livelihood public and natural and asset culture with neat, safe way and interesting, and standard this will adopted by all member ASEAN countries as recommended in Plan Strategic ASEAN Tourism (ATSP) 2012-2015 (Moenir, 2017). Standard this could applied as benchmark measuring required performance for convincing visitors that visit they will fun, meaningful, and Fulfill hope, too for ensure community, and source power inheritance natural and culture they permanent protected, and income stream to public could increase welfare.

So that CBT in the ASEAN region meets condition for evaluation and certification, following is a number of things to do fulfilled (Deni & Sopian, 2017).

1. There is Elected CBT committee that can represent interest outside community community and coordinate CBT activities in community.
2. Member the CBT Committee should free from notes criminal.
3. CBT includes CBT member or sub-committee responsible member answer on product and service tourist certain.
4. CBT Committee has complete evaluation personal (self-assessment) of CBT standard performance.
5. CBT has been registered with the Authority State CBT Administration origin.
6. CBT has been registered or has operate at least during one year.
7. CBT has been supported Authority CBT administration for evaluation going to certification.

To evaluate the quality and performance of CBT, this ASEAN CBT Standard is also used as a Checklist in the ASEAN Certification process. Here are the required criteria (Giampiccoli & Saayman, 2016 & Novelli et al., 2017).

**Table 1**  
 ASEAN CBT Standard Criteria

No	Criteria	Sub- Criteria
1.	Ownership and management community	There are effective and transparent governance arrangements There is a valid acknowledgment of establishment There is an effective and transparent management There are effective partnerships
2.	Contribution to well-being Social	Human dignity that is always maintained Benefits and costs are shared equitably There is a link with the regional economy
3.	Contribution to preserve & repair environment	Cultural integrity is maintained and valued cultural traditions are enriched Natural resources are conserved There are conservation activities to improve the environment

No	Criteria	Sub- Criteria
4.	Encourage interaction between community local and visitor	There is interaction between guests and the local community There is sustainability of Community Based Tourism Products
5.	Service tour and qualified guide	Ensure the quality and expertise of local guides Tours and activities are managed to ensure quality
6.	Service quality food & drink	Ensuring the quality of food and beverage service providers Managed food and beverage service to ensure quality
7.	Quality accommodation	Ensuring the quality of accommodation service providers The accommodation is managed to ensure quality Commitment to the ideals of CBT
8.	Friendly CBT Tour Operator Performance	Contribution to community and nature protection Support for the local economy Promotion of the joy of discovery, knowledge, and respect Satisfactory and safe experience for tourists and society

Source: (Giampiccoli & Saayman, 2016) & (Novelli et al., 2017).

## Discussion

### *Jatilarangan and Sengon Park Padukuhan Iroyudan*

The name Padukuhan Iroyudan is taken from the name of a local community leader, Ki Ageng Wiroyudho. Ki Ageng Wiroyudho was a senior cleric at that time and played a role in building the strength of the troops from the south side in helping Prince Mangkubumi's war against the Dutch troops to establish the Yogyakarta Sultanate. According to the story, Ki Ageng Wiroyudho then had a grandson who was later married by the 1st Sultan Hamengkubuwono.

Iroyudan Hamlet is one of the hamlets in the Guwosari Village which is starting to preen in its tourism activities. Tourism development in Hamlet Iroyudan was initiated by the local community. The residents' initiatives emerged as a result of the development of tourism activities in the surrounding areas such as Slarong Cave and Krebet. The initial pioneering of tourism activities in Hamlet Iroyudan has the theme of culinary and religious tourism because there is the Tomb of Ki Ageng (Demang) Wiroyudo which is the forerunner of Iroyudan Hamlet.

Over time, the community began to expand the tourist market segmentation by involving the natural attractions around the hamlet. This is based on the interesting landscape conditions in Iroyudan Hamlet, namely the slopes of the layered limestone mountains and the view towards the center of the capital city of Bantul Regency from an altitude of about 25-120 meters above sea level. The Jatilarangan tourist area and Sengon Park are currently located on land with the status of a certificate of private ownership in the RT 01 Padukuhan Iroyudan area. This tourist attraction is also in line with the big theme of the Mataraman area, which is being developed in Kaluraha Guwosari, namely tourism with the concept of historical tourism (special interest tourism) which builds a narrative of the footsteps of Prince Diponegoro's struggle against Dutch colonialism. Inside the Jatilarangan tourist attraction and Sengon Park, there is the tomb of Prince Diponegoro's comrade in arms, namely Mbah Wiroyudho.

Tourism activities in Iroyudan Hamlet have been opened and introduced since March 15, 2020. This Jati Larangan Park tourism area is opened and with open spaces it is quite attractive to many people, especially during the emergency response period of the Covid-19 pandemic. There are several events to attract visitors, including culinary shows, performances music, mass gymnastics, and even community gatherings. Public facilities that have been provided by the manager are parking lots, toilets, and places of worship are being built (Purwaningrum & Ahmad, 2021).

### *Community Engagement*

Community participation in tourism activities is measured in five parameters, namely institutions, local leadership, local donations, community commitment, and community cooperation (Giampiccoli & Saayman, 2016 & Isaac et al., 2022). As for those who have done on location study this is.



1. Institutional

There are Tourism Awareness Groups (Pokdarwis) in the Jatilarangan and Sengon areas, which are tourism-based, namely Pokdarwis Pokdarwis Kalurahan Guwosari. In addition to Pokdarwis, the Unit Managers of Taman Jati Larangan and Taman Sengon are also involved.

2. Local Leadership

Tourism activities in Jatilarangan and Sengon Park as a whole are initiated by the local community. All decisions regarding the management of the area are also discussed together.

3. Local Endowment (Local Ownership)

The tourist assets in the Jatilarangan and Sengon areas are community property rights such as village treasury land, 11 private land rights with an area of  $\pm 6,135 \text{ m}^2$ , mini zoo, Sultan Ground (Iroyudho's Tomb), and village infrastructure such as children's playgrounds, stage performances, gazebos, prayer rooms, meeting halls, road pavements, selling stalls. All attractions and activities are also managed by the community through Pokdarwis.

4. Community Commitment

The community's commitment to supporting tourism activities in this area is an agreement between the owners of the land used as Taman Jati Larangan and Taman Sengon, and the mainstreaming of hamlet development programs in Taman Jati Larangan and Taman Sengon.

5. Community Cooperation

Community collaboration with outside parties has also taken place in the Jati Larangan and Sengon Park areas. With special interest community activities such as off-road motorbikes, bird chirping competitions, gymnastics, pilgrimage to the tomb of Demang Wiroyudo, pet lovers, live music is expected to increase tourist visits to Taman Jati Larangan and Taman Sengon.

**Table 2**  
 Community Engagement Indicators

Parameter	Condition
Institutional	Pokdarwis Kalurahan Guwosari (Kep. Lurah Guwosari 68/2017) Unit Manager for Taman Jati Larangan and Taman Sengon (2020/2023 Period)
Local Leadership	There is a local champion in the destination Village Land (location of development- Guwosari Village Regulation 7/2019)
Local Endowment (Local ownership)	Tanah Putih/Sultan Ground (Wiroyudho's Tomb) Private land 11 SHM with an area of $\pm 6,135 \text{ m}^2$ (existing) Village infrastructure (children's playground, 1 open stage, 6 huts, 1 prayer room, 2 toilets, 3 pavilions, road pavement, 4 selling stalls, mini zoo, and other assets)
Community Commitment	Letter of Agreement between the owners of the land used by Taman Jati Larangan Mainstreaming the hamlet development program in Taman Jati Larangan and Taman Sengon
Community Cooperation	Special interest communities (off-road motorcycles, birdsong competition, gymnastics, pilgrimage to the tomb of Demang Wiroyudo, pet lovers, live music, community gatherings, etc.)

Source: Results of Data Processing and Research Analysis



**Figure 1.** The Process of Building a Pavilion in Taman Jati Larangan Carried Out by The Local Community



**Figure 2.** The Process of Building a Pavilion in Taman Jati Larangan Carried Out by The Local Community



**Figure 3.** The Construction Process of the Taman Teak Larangan Open Stage

**Table 3**  
 Parameters of Community Involvement Conformity Index

Component	Weight	Criteria	Point	Score
Tourism Activities, Community Involvement, and Its Impact on the Tourism Village Environment	4	Village communities are only as labor when there are tourism activities in their village. The management of the visit is regulated, directed by a separate management (either from outside the village, or from a travel agency).	1	
		Village communities are only involved in some activities, such as providing food and drink services and homestays. Meanwhile, the activities are centered on one area owned by the manager (private).	2	√



	There is already a division of labor before the tourism activities in the village take place. Each administrator and some residents are given a role and have understood what must be done. As for income and expenses, it is clearly reported to residents who are involved in tourism activities.	3	
	Economic business in tourist villages has been felt directly only for managers/owners of certain businesses in tourist villages.	1	
3	The economic business in the tourist village has not been directly felt by community members. It is still felt only in a few hamlets.	2	√
	The economic business in the tourism village has been felt in almost all hamlets and some of the residents have been involved in the tourism economy business.	3	

Source: Results of Data Processing and Research Analysis

### Conclusion

The community is a vital component in the development and management of tourism, especially tourism activities held in rural areas. The concept of community-based tourism emphasizes the importance of the community to be involved, so that every development effort does not uproot the community from the root of its identity, both social identity and socio-cultural identity. In addition, the active involvement of the community in tourism activities can also ensure that the benefits of the activity will be truly felt by the community. Tourism management in Iroyudan Hamlet through two existing tourist attractions, namely Jati Larangan and Sengon Park, has shown a fairly massive community involvement starting from planning, development, to its current management. The community is also consciously willing to prioritize common interests over individual interests. Tourism management is in accordance with ASEAN CBT (Community Based Tourism) standards. This causes tourism activities in Iroyudan Hamlet to be well organized and there is relatively minimal conflict. So that people can begin to feel the benefits of tourism activities in their hamlet. However, the benefits that exist are still not widely distributed, and are still centralized in the center of tourism activities.

### References

- Amelia, V., & Prasetyo, D. (2022). Sertifikasi CHSE (Cleanliness, Health, Safety, & Environment) terhadap Objek Wisata sebagai Wujud Pemenuhan Hak Wisatawan. *Jurnal Manajemen Perhotelan dan Pariwisata*, 5(2), 92–99.
- Amerta, I. M. S. (2017). Community Based Tourism Development. *International Journal of Social Sciences and Humanities*, 1(3), 97–107.
- Damiasih, D., & Samudra, B. T. (2022). Peluang dan Tantangan Pengembangan Curug Gemawang sebagai Destinasi Ekowisata. *Ideas: Jurnal Pendidikan, Sosial, dan Budaya*, 8(1), 285–294. <https://doi.org/10.32884/ideas.v8i1.688>
- Dangi, T. B., & Jamal, T. (2016). An Integrated Approach to Sustainable Community-Based Tourism. *Sustainability*, 8(5), 475.
- Deni, F., & Sopian, P. (2017). Peran Asean Tourism Forum dalam Meningkatkan Pariwisata Indonesia Periode 2011-2015. *Journal International & Diplomacy*, 2(2), 279–307.
- Fitrah, M. (2018). *Metodologi Penelitian: Penelitian kualitatif, Tindakan Kelas & Studi Kasus*. CV Jejak (Jejak Publisher).
- Giampiccoli, A., & Saayman, M. (2016). Community-Based Tourism: From A Local to A Global Push. *Acta Commercii*, 16(1), 1–10.
- Ishak, N. M., Milwan, M., & Riswanda, R. (2022). Tourism Potential Development Strategy in the Malinau Regency Through Community-Based Tourism Approach. *Ideas: Jurnal Pendidikan, Sosial, dan Budaya*, 8(2), 381–390.
- Moenir, H. D. (2017). Implementasi ASEAN Tourism Strategic Plan 2011-2015 dalam Kebijakan Pariwisata Indonesia di masa Pemerintahan Jokowi. *Andalas Journal of International Studies (AJIS)*, 6(1), 57–78.



E-ISSN: 2656-940X

P-ISSN: 2442-367X

URL: [jurnal.ideaspublishing.co.id](http://jurnal.ideaspublishing.co.id)

Volume: 9

Nomor : 1

Bulan : Februari

Tahun : 2023

- Mtapuri, O., & Giampiccoli, A. (2016). Towards A Comprehensive Model of Community-Based Tourism Development. *South African Geographical Journal= Suid-Afrikaanse Geografiese Tydskrif*, 98(1), 154–168.
- Novelli, M., Klatte, N., & Dolezal, C. (2017). The ASEAN Community-Based Tourism Standards: Looking Beyond Certification. *Tourism Planning & Development*, 14(2), 260–281.
- Nurma, & Rachmanto. (2020). *Taman Jati Larangan, Destinasi Wisata Baru di Kabupaten Bantul*. <https://bantulkab.go.id/berita/detail/4306/taman-jati-larangan---destinasi-wisata-baru-di-kabupaten-bantul.html>
- Purwaningrum, H., & Ahmad, H. (2021). Evaluasi Pengelolaan Wisata Jati Larangan dan Taman Sengon Melalui Indikator 5A di Dusun Iroyudan. *Kepariwisata: Jurnal Ilmiah*, 15(2), 107–129.
- Rahmasari, R. (2021). *Penerapan Prinsip-Prinsip Community Based Tourism dalam Pengelolaan Pasar Gemblung*. Universitas Gadjah Mada.
- Rusyidi, B., & Fedryansah, M. (2018). Pengembangan Pariwisata Berbasis Masyarakat. *Focus: Jurnal Pekerjaan Sosial*, 1(3), 155–165.
- Stone, M. T., & Stone, L. S. (2020). Challenges of Community-Based Tourism in Botswana: A review of literature. *Transactions of the Royal Society of South Africa*, 75(2), 181–193.
- Syarifuddin, S. (2018). The Implementation of Community Based Tourism Concept in The Management of Natural Tourism in Kampong Karts Rammang-Rammang Maros Regency. *UNM Geographic Journal*, 2(1), 74–83.