

# Understanding Community Service Methodology for Community Empowerment in Tourist Villages

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## ABSTRACT

The growth of tourist villages in Indonesia has increased significantly. This increase is a form of government and academics collaboration that focuses on the field of community service. The university academics community actively contributes to the development of tourist villages through community service programs. The academics community can understand the conditions of tourist villages by using community service methodology. This article discusses community service methodologies, namely Participatory Action Research (PAR), Community Based Research (CBR), Service Learning (SL), and ABCD (Asset Based Community Development). This community service methodology can be used to identify problems, develop and carrying out community service programs, especially in tourist villages. The output of this community service activity is in the form of research articles in the field of community service. It is hoped that community service research articles can provide lessons for the development of tourist villages.

**Keywords:** *Participatory Action Research (PAR), Community Based Research (CBR), Service Learning (SL), and ABCD (Asset Based Community Development).*

## 1. INTRODUCTION

The growth of tourist villages in Indonesia has increased significantly from year to year. Based on data from the Ministry of Tourism and Creative Economy, in 2022 there were 3,613 tourist villages and this will increase to 4,714 in 2023 (Nugraheni, 2023). This states that the government is committed to encouraging the growth of villages to become tourist villages and become iconic tourist destinations in Indonesia. The growth of this tourist village is in line with the growth of tourists visiting tourist villages, increasing to 50% in 2022 (Itsnaini and Prasetya, 2022). Tourist visits to this tourist village certainly have an impact on improving the welfare of the tourist village from an economic, social and cultural perspective.

One of the government's efforts to develop tourist villages is through the community service grant program. The government invites academics and researchers to contribute to developing tourist villages. The role of academics and researchers is to help villages identify problems, recognize potential and help develop village development programs as tourist villages. This article is intended for academics and researchers to develop a methodology for running community service programs. The aim of this article is to present various community service methodologies that can be used to empower communities related to the development of tourist villages. The community service methodologies discussed are Participatory Action Research (PAR), Community Based Research (CBR), Service Learning (SL), and ABCD (Asset Based Community Development).

## 2. DISCUSSION

### 2.1. Participatory Action Research (PAR) Methodology

This method is often used by community empowerment researchers to solve problems in the context of social change processes. The social change in question is to realize commitment to society, create local leaders in society and form new organizations in society that are built based on needs. The subjects of PAR are local leaders and the community who play a key role and have relevant information about the social system or community. They participate in defining the problem, designing and implementing these activities (Rahmat and Mirawati, 2020). The role of academics and research is to invite the public to study problems rationally/scientifically in order to assist and evaluate their decisions and actions.

The application of the PAR method in developing tourist villages can usually be done at the beginning of assistance in community empowerment programs. Academics or researchers discuss with local leader (Kades-Kepala Desa) and communities such as BUMDes (Badan Usaha Milik Desa), PKK (Pendidikan Kesejahteraan Keluarga) etc. to identify problems and discuss solutions that can be applied for developing tourist villages.

## **2.2. Community Based Research (CBR) Methodology**

This research has a collaborative principle between academics/researchers and all other stakeholders (from the community) in a balanced manner throughout the entire process. Collaboration from community participation as working partners is highly expected in terms of contribution, support, commitment, cooperation and expertise from each member of the research team or academics. The CBR method can be assumed to be a catalyst for innovation purposes to solve complex societal problems such as environmental damage, inequality in economic growth, unmet basic needs of society (especially children and vulnerable groups) such as education, health, crime, legal justice, housing and employment. According to Susilawaty et al. (2016) in the CBR method the role of the community is to define research questions (problem formulation) and be involved in an intensive communication process with researchers to find out about research developments, but the community is not involved in analysis and preparation of reports.

Partnership has principles in its implementation. Wibisono (2007) formulated three important principles in partnerships, namely: 1) Equality or balance; researchers and communities who respect, respect and trust each other so that a bond of mutual need is formed. 2) Transparency; Transparency is needed to avoid mutual suspicion between work partners. Includes transparency in information management and transparency in financial management. 3) Mutual benefit; The partnership built must bring benefits to all parties involved. Therefore, the issues studied are factual issues that require answers and solutions both from a scientific and action perspective. CBR research reflects a fairly long continuum and offers a wider variety.

## **2.3. Service Learning (SL) Methodology**

The service learning method is usually used as a teaching method to help students understand learning material by incorporating it into students' lives. This method is very effective for clarifying the gap between theory and practice (Rimmerman, 2009). Service learning is a form of learning process that helps students to reflect on the richness of learning experiences and builds a sense of responsibility by providing services to the community. (Walukow & Prijanto, 2021). Deal et al. (2020) stated that the professional learning system is suitable for using this SL method. Professional learning aims to shape students' abilities to be active in the community or society. The function of implementing service learning is to encourage academics and students to create activities through community service activities aimed at building interpersonal and intrapersonal commitment. Service Learning is also said to be a form of social work (Aguiniga & Bowers, 2019)

This method can be applied effectively in community empowerment programs. In this program, academics can invite students to practice material that has been taught in class, then teach it to the public or community. This material is certainly useful for society and can be practiced in everyday life. In the context of developing tourist villages, this can be done by providing village communities with learning materials that can be directly put into practice, such as tourism management materials, financial management, sales and marketing management materials, etc. Students are also asked to accompany village communities to practice the material. This activity builds interpersonal commitment, giving students experience to apply concepts, theories and skills directly (Bukidz, 2022).

## **2.4. ABCD (Asset Based Community Development) Methodology**

The ABCD concept is an alternative for community empowerment using assets. Assets are defined as potential or wealth owned by the community itself which can be used as the ultimate weapon to carry out empowerment programs. The potential or wealth possessed within oneself (intelligence, caring, mutual cooperation, togetherness, etc.) or the availability of Natural Resources (SDA) are also assets in the ABCD context.

There are 4 (four) types of ABCD concepts, namely; Problem Based Approach, Need Based Approach, Right Based Approach, Asset Based Approach. Problem Based Approach is an approach to problems that society has. The existence of problems in each person or group makes them aware of making a change or trying to solve the problem (Widjajanti, 2011). In this Need Based Approach, the assets referred to are a person's own needs. Needs that must be met in life such as shelter, clothing, food and shelter (basic needs). These indicators are used to provoke someone to make changes within themselves.

The Right Based Approach is a wealth asset for the development of society itself. For example, providing capital to someone to support activities in the empowerment process. The advantages in this case can be included in various aspects, sometimes the material (money) provided can also be used for treatment in urgent cases, so it does not rule out the possibility of benefits in the Right Based Approach concept. The final variety is the Asset Based Approach which uses the basic potential possessed by the community itself. Potential such as intelligence, caring, participation, mutual cooperation, etc. This potential is a great asset in empowering the community. Through a sense of togetherness, harmony and solidarity within society, it is hoped that intelligence and social sensitivity will emerge, so that people can easily recognize problems and be able to solve them.

Another aspect of asset-based community empowerment is natural resources (SDA). Natural wealth is the greatest aspect given by God to be preserved. Some of the natural resources used include agriculture, plantations, shady natural conditions, fertile trees, beautiful oceans, and so on. Community empowerment using the Asset Based Community Development (ABCD) method is a comprehensive approach. Academics/researchers are required to be able to see the potential of the community itself and its natural resources in order to empower and prosper the community (Maulana, 2019). This method is suitable for developing tourist villages by empowering village communities. Empowerment of village communities can be carried out completely from the individual level to the community level and its natural potential. Efforts to implement this method are able to form community independence thereby increasing income and welfare (Isnaini, 2016).

### 3. CONCLUSION

Academics/researchers can contribute to community empowerment grant programs funded by the government. Academics/researchers can share experiences and knowledge related to community empowerment to recognize and develop the potential of villages to become tourist villages. This article provides insight that there is a community service methodology that can also be used to empower communities in developing tourist villages. There are four types of community service methodology, namely Participatory Action Research (PAR), Community Based Research (CBR), Service Learning (SL), and ABCD (Asset Based Community Development). The government highly hopes for the contribution of universities in developing tourist villages, in addition to sharing/transferring science also supports villages to become independent villages.

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