

COMMUNITY EMPOWERMENT OF MUARAREJA'S VULNERABILITY IN IMPLEMENTATION OF PKK TOURISM TOWN OF TEGAL CITY

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Abstract. The study was examined about community empowerment in the implementation of PKK activity programs in Muarareja Village, Tegal City. The research objective is to see how far the implementation of community empowerment in PKK activities is carrying out development. PKK activities as well as how people overcome poverty and unemployment problems through the PKK Kota Wisata activity program. The study was carried out in the Muarareja village of Tegal City. Research data on observation, interview and documentation techniques. Qualitative approach The results of the study: (1) Community empowerment in the village of Muarareja Tegal City involves all citizens, (2) Actual efforts to increase carrying capacity to promote potential and (3) Community empowerment contributes to improving economic prosperity.

1. Introduction

The condition of society is indeed heterogeneous, the construction of complex problems. Complexity is for example from the management side means necessary planning, implementation, monitoring and evaluation. From the side of the field that must be built also has a very wide life aspect. Aspects of life that includes political, economic, social and cultural life and defense and security. In a centralized authoritarian government management, in reality society is more positioned as the object of development. When the democratic government is to be developed, there is a change in the position of society which was originally more positioned as the object of development to be the subject of development [1].

Community participation in PKK activities and community leaders, both formal and informal, is very important, especially in influencing, giving examples, and mobilizing the involvement of all citizens and the environment in order to support the success of the PKK program.

The world of tourism now there is a tendency to cultivate the potential of the region, especially the city is the strategy of community empowerment. For

regional tourism development policies should be based on a growing paradigm in the region [7]. So it is logical if there is such a desire to place a potential city and have a source of production as a strategic foundation, as well as empowering the community.

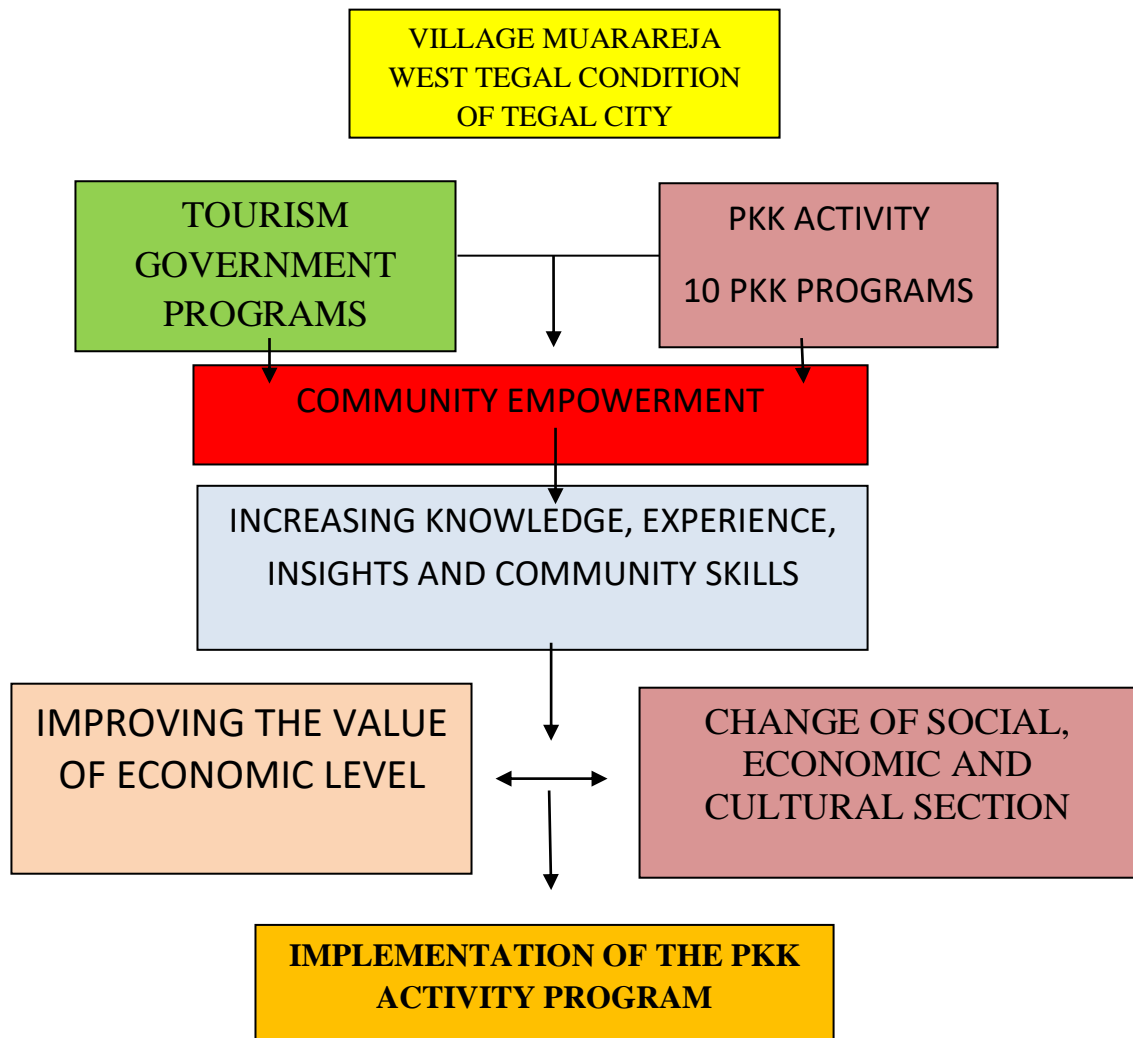
Community empowerment nowadays in Tegal City there are only some urban villages that have organized tourism program, with only 5,100 visitors (Tourism Office of Tegal City, 2017). Of course the sustainability of the city tourism program and its operations can not be separated from the full support through the empowerment of urban or urban communities. Therefore, in this research design would like to study "Muarareja Urban Village Community Empowerment in the implementation of PKK Tourism Program of Tegal City" with formulated the problem as follows. formulation of the problem : (1) How has the existing PKK activities changed in the community with tourism? (2) What are the constraining and supporting factors that influence the course of tourism development as an effort in community empowerment? The objectives of this research are: (1) To describe the form of empowerment and changes that exist in the community with the activity of PKK Wisata in Muarareja urban of Tegal City, (2) , (2) Describes the inhibiting and supporting factors that influence the course of tourism development as an effort in community empowerment..

2. Methods

The type of research used in this study is the type of qualitative research with descriptive approach. According to [8] qualitative research is a research method based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experiments) where researchers are as a key instrument, data collection techniques are done by triangulation (joint) data are inductive / qualitative, and qualitative research results emphasize the meaning of generalization.

The focus in this research is: The form of empowerment and change that exist in society with the activity of PKK Tour in Muarareja Urban of Tegal City, (2) Inhibiting factor and supporter that influence the development of tourism object as effort in community empowerment. Source of data obtained from primary data and secondary data. Data collection techniques are done through interviews, observation and documentation. Research instruments have their own investigators, interview guides and field notes. Data analysis using Interactive Model according to Miles and Hubberman translated by [3]. This interactive model analysis is done by data collection, data reduction, data presentation, and conclusion.

3. Results And Discussion



3.1 Forms of empowerment and changes that exist in the community with the activities PKK Tourism in Muarareja Urban City Tegal

Implementation of the program as a whole both the objectives, methods and processes involved the participation of the community and community leaders in the target area so as to encourage and raise public awareness to engage in the management activities of the tourism conscious group. The program aims to 1) improve the performance of tourism conscious groups, 2) equip knowledge to the learning community in managing an organization, 3) equip citizens with organizational skills, 4) and cultivate leadership spirit.

The organization's management training program has the expected outcomes / outputs of the program including:

- a) The learned citizen has a sense of responsibility towards his organization.
- b) Locals learn to have knowledge about managing an organization

- c) Increased promotion in the field of tourism
- d) Learned citizens have a high sense of independence.
- e) Citizens learn to have a leadership soul.
- f) Learners have knowledge about leading an organization
- g) Improving cooperation among administrators
- h) Enhance the care of administrators and members of the community in the survival of the organization.

Implementation of the program as a whole both the objectives, methods and processes involve the participation of the community both bersarak and directly involved in tourism activities and surrounding communities, as well as representatives of local community leaders. This program has the goal to equip the community as a community that live in the tourist area with the ability to position and put themselves to start the activity of the tourist area, to keep the visitor comfort.

Implementation of this program as a whole both the objectives, methods and processes involved the participation of people who are members of the tourism conscious group. This training program aims to meet the demands of work as a community living tourist area.

3.2 Inhibiting factors and supporters that influence the course of development of tourism as an effort in community empowerment

Based on the fact that there are support factors as follows: have awareness empathy, have concept, skill in a PKK activity. So it is often assisted on how to design an activity in accordance with the capabilities it has, how to imply the design and how to build a strategy to obtain the internal resources needed to obtain optimal results. In other words, the principle put forward the empowerment process gives people the opportunity to decide what is desired in accordance with the ability of science and its own ability.

The existence of the government's seriousness in supporting the work program of PKK namely the existence of funding from the government coming from APBD, and working capital aid. While other supporting factors in PKK activities include 1) The existence of general management support factors, such as data compilation, evaluation and monitoring system. 2) The existence of implementation instructions and technical guidance. 3) The existence of community support. 4) The existence of community participation in every development.

While the inhibiting factors in a PKK activity are as follows: Very traditional societal attitudes, lack of human resources, lack of community relations, strongly planted interests, fear, customs or habits, busy members of the community to do routine activities work as fishermen, traders, farmers, keterbatasnya costs, communication less smoothly, so to play an active role in an activity in the PKK program is very less support. The decreasing volunteer / PKK cadres in the sub-districts and some communities with the livelihood of fishermen and farmers, the level of education is still low.

Other inhibiting factors are as follows: 1) Understanding the program is still lacking. 2) Lack of human resources there who do not know the program 3) Program execution time is very short. 4) There are still poor people. 5. There are

still kelurahan left behind that require facilities and infrastructure. 6) There is still a lack of institutional capacity and the role of society in development. 7) There is still unfairness and 8) lack of communication, between communities and local government is very limited.

4. Conclusion

Based on the description of the results of research and discussion that has been done, the researchers can draw conclusions, including:

One of the organizations that already exist and recognized the benefits for the community, especially in an effort to improve the family's empowerment and welfare is the Family Empowerment and Welfare Movement (PKK). The role of PKK can inspire people to be motivated to always be dynamic, can change the situation towards the more advanced and the benefits have been widely felt by the community. With the empowerment of PKK can increase the role of women in development towards the Development Goals must be achieved, among others, is gender equality / Gender Mainstreaming (PUG) and women empowerment.

Contribution of PKK Muarareja Urban Village in developing tourism object as effort of society empowerment in various fields that is, the birth of a thought, so that emerge some program that support development of tourism object by involving local community. In terms of financial, with the group sadara Muarareja urban tourism city of Tegal will contribute in the form of changes in urban village Muarareja Tegal, such as improved access roads, and adequate public facilities adequate standard for tourist areas.

Suggestion

Some form of tourism group involvement in tourism development as community empowerment effort, in the form of providing accommodation facility / homestay by using citizen's house, providing guide service by using local people, and providing tourist consumption by giving the opportunity of citizen to trade tourism location.

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