

## **THE LEVEL OF COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF KETENGER TOURISM VILLAGE, BATURRADEN DISTRICT, BANYUMAS REGENCY, CENTRAL JAVA**

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### **Abstract**

Tourism villages are a form of community development in alternative tourism activities. One key factor in the success of tourism villages is active community participation, ensuring that tourism village activities have a direct, tangible impact on the community. This study aims to analyze the level of community participation, the relationship between individual characteristics and external factors with the level of community participation, and the relationship between the level of community participation and the impact of the development of Ketenger Tourism Village. The method used in this study is a quantitative survey. This study included 50 respondents, who were tourism practitioners actively involved in the development of Ketenger Tourism Village. Respondents were selected randomly using simple random sampling. The hypotheses in this study were analyzed using Spearman's rank correlation using SPSS version 25.0. The study's results indicate that community participation in the development of Ketenger Tourism Village falls into the moderate category. There is a significant relationship between the number of family members, the potential of tourism villages, and government support, as well as the level of community participation. Additionally, a significant relationship exists between the level of community participation and the economic, social, institutional, and cultural impacts.

Keywords: alternative tourism, participation, tourism village

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### **INTRODUCTION**

Tourism is one of the key sectors driving Indonesia's economy. Indonesia's rich natural resources have great potential to be developed into a tourism sector. Law No. 10 of 2009 on tourism states that tourism is an integral part of national development, carried out in a systematic, planned, integrated, sustainable, and responsible manner, while still protecting religious values, living cultures in society, environmental preservation and quality, and national interests.

Law No. 22 of 1999 on Regional Government states that starting in 2000, development will be more focused on rural areas, resulting in a social shift from urbanization to ruralization (people from cities will enjoy or go to villages for recreation). BPS data (2018) shows that the number of independent villages increased by 2,665, underdeveloped villages decreased by 6,518, and developing villages increased by 3,853. These results prove that the government and the community are making serious efforts to develop villages.

Tourism villages are a government program in rural areas that offer the overall potential and authenticity of villages as key components of the tourism industry. The goal of developing tourism villages is to achieve the welfare of local communities around tourist areas. Tourism villages serve as an alternative for poverty alleviation in villages throughout Indonesia.

The development of tourism villages is carried out in various districts/cities throughout Indonesia, one of which is in Banyumas Regency. Banyumas Regency is one of the regencies that has made tourism an important sector in its Local Revenue. Banyumas Regency won first place in the Central Java Tourism Awards for the most popular tourism area in 2017. There are six tourism villages developed in Banyumas Regency, one of which is Ketenger Tourism Village.

Ketenger Village was designated as a tourist village through Banyumas Regent Decree No. 556/1887/2000 concerning the Designation of Ketenger Village, Baturraden District, as a Tourist Village. Ketenger Tourist Village boasts a diverse range of natural and cultural attractions that draw tourists. The development of Ketenger Tourism Village began with the local community's creative idea to build a road to the natural tourist attraction in Ketenger Village, namely Curug Bayan.

In developing tourism villages, local institutions or organizations are needed to encourage community participation through Tourism Awareness Groups (Pokdarwis). According to Hastosaptyadhan et al. (2016), Pokdarwis act as a bridge, conveying aspirations to various stakeholders to secure funding for the development of necessary tourism facilities and infrastructure, and voluntarily cooperate in managing tourist attractions to ensure visitor comfort.

In 2011, the Ketenger Village Tourism Awareness Group (Pokdarwis) was officially established by Banyumas Regency Youth, Sports, Culture, and Tourism Office Decree Number 556/013.A/I/2011, which regulates the formation of tourism awareness groups as official institutions responsible for managing tourism villages. The establishment of Pokdarwis began with raising public awareness of the potential of nature, culture, cuisine, and handicrafts. Ultimately, Pokdarwis' success in managing the tourism village has made Ketenger Village one of the best tourism villages in the Baturraden tourism area, which supports the Baturraden Regional Tourism Object (ODTW).

The involvement of Pokdarwis in the management of tourism villages is a form of community participation in village development. This is particularly important in the development of tourism villages, as local communities (Pokdarwis) have a better understanding of the local potential of each village, which is crucial for the success of tourism village development.

Local community participation can be measured by their level of involvement in each stage of tourism village development activities. According to Cohen and Uphoff (1979), participation is divided into four stages, namely (1) the decision making stage, which is manifested through community involvement in expressing opinions during tourism village development planning meetings; (2) the implementation stage, which is manifested in the form of contributing ideas, material contributions, and actions to manage the tourism village; (3) the enjoyment stage, which is realized in the form of contributions of ideas, material contributions, and actions to manage the tourism village; and (4) the evaluation stage, which is the community's ability to assess the extent of the success or progress of tourism village development.

Community participation in tourism village development is related to a person's age and length of residence in the area/village. In addition, it is also related to the potential of the tourism village area (Marysya & Amanah, 2018). Unlike the results of previous studies, community participation in tourism village development is also thought to be related to other internal factors (individual characteristics), such as education level and number of family members, as well as external factors, such as the types of tourism services offered and support from the government, NGOs, and the private sector.

The involvement of local communities in the development of tourism villages is thought to be related to the impact or results of changes that occur before and after the development of village tourism. According to Hermawan (2016), the development of tourism villages has a positive impact on economic development, and there are indications of a negative impact on the local community's economy. Kusmayadi and Fauzi (2020) define the social impact of tourism development as negative or positive impacts arising from interactions between tourists and local communities, which affect the social conditions of the local community. Referring to Sriyadi (2016), physical impacts can be seen from the tangible infrastructure built to support tourism development. Institutional impacts can be observed from the rules within institutions or community groups in tourism villages, such as Pokdarwis. According to Rahmah (2017), cultural impacts can be seen from the preservation of traditions and culture that continues to be carried out by the community in the development of tourism villages. Environmental impacts, as explained by Tangel (2017), are that the activities of local communities in managing tourism villages are expected to improve the welfare of rural communities.

Based on the background described above, this study is important to: (1) analyze the level of community participation in the development of Ketenger Tourism Village, Baturraden District, Banyumas Regency, Central Java; (2) analyze the relationship between individual characteristics and external factors with the level of community participation in the development of Ketenger Tourism Village, Baturraden District, Banyumas Regency, Central Java; (3) analyze the relationship between the level of community participation and the economic, social, physical, institutional, cultural, and environmental impacts in the development of Ketenger Tourism Village, Baturraden District, Banyumas Regency, Central Java.

## METHODS

This study used a quantitative approach in Ketenger Tourism Village, Baturraden District, Banyumas Regency, Central Java. The research location was selected purposively because Ketenger Tourism Village is one of the best tourism villages in Banyumas Regency, thereby serving as a supporting village for the Baturraden Regional Tourism Object (ODTW). In addition, Ketenger Tourism Village still has potential that can be explored, giving it a competitive advantage over other tourism villages.

The population in this study was the community involved in the development of Ketenger Tourism Village. This study had 50 respondents, distributed across three hamlets: Karangpule, Ketenger, and Kalipagu; five neighborhood associations; and 26 neighborhood groups. Respondents were selected randomly using simple random sampling techniques in Microsoft Excel 2007 software, which allowed for the use of the rand between function to access the sample frame list.

The independent variables defined in this study are ( $X_1$ ) individual characteristics consisting of age, education, number of family members, and length of stay, and ( $X_2$ ) external factors consisting of the potential of tourism villages, types of tourism services, support from the government, NGOs, and the private sector. The dependent variables defined in this study are ( $Y_1$ ) the level of community participation in the development of tourism villages and ( $Y_2$ ) the impact of tourism village development. The data scale used in this study is an ordinal scale that classifies data into three categories.

This study uses primary and secondary data. Primary data was obtained through surveys with structured interviews using questionnaires. Secondary data were obtained through direct observation, documentation, written records (village archives), books, scientific journals, and the internet to provide an overview of the village and local community. The data obtained was processed using Microsoft Excel 2007 and SPSS version 25.0. These applications were used to process quantitative data from the questionnaire results, perform cross-tabulations, and assist in statistical testing using Spearman's rank correlation test.

## RESULTS

### Development of Ketenger Tourism Village

The development of Ketenger Tourism Village began in 2000 with the management of Bayan Waterfall, Pancuran 7, and traditional arts. In the same year, creative ideas emerged from Pokdarwis members to improve the facilities and infrastructure of Ketenger Tourism Village, including the construction of a village gate, ticket booth, parking area at Bayan Waterfall, and toilet facilities. In 2017, the development of tourist attractions was expanded to Curug Jenggala and Bukit Pandang as new tourist attractions in Ketenger Tourism Village. However, in 2021, the management of Ketenger Tourism Village ceased to manage traditional arts tourism, leaving only Curug Bayan, Pancuran Pitu, Curug Jenggala, and Bukit Pandang as tourist attractions in Ketenger Village.

The Ketenger Village Tourism Working Group also built food stalls, with 48 stalls in 2015, 51 stalls in 2016, and 60 stalls in 2021. These food stalls are open every day, both on weekdays and weekends. In addition to building food stalls around tourist attractions, residents' houses are also rented out as homestays. There were 14 houses available in 2015 and 29 houses in 2021, ready for use by tourists, along with 1 villa in 2021 located on the banks of the Banjaran River and in front of the Curug Bayan tourist attraction. This villa was built in 2008 as private property. The villa features three distinct types of buildings, which impact the nightly rental price. For the largest building, the cost is IDR 1,000,000 per night; for the medium-sized building, IDR 800,000 per night; and for the small building, IDR 300,000 per night.

The Ketenger Tourism Village Management has received several individual and institutional capacity-building programs, including training organized by the Tourism Office, the formation of Pokdarwis, the PNPM Mandiri Tourism program in 2009 and 2010, the PNPM Urban program in 2013, and provincial government assistance for orchid farmers in 2011 and 2015. Several programs that have been implemented include comparative studies of Bandung (Saung Angklung Udjo Tourism), Kampung Cinangneng, and souvenir-making centers in Yogyakarta. Ketenger Tourism Village also participates in the Central Java Tourism Village Communication Forum (FK Deswita Jateng) and the Central Java Tourism Village Festival. In addition to the training mentioned above, Pokdarwis members also participated in training to improve their knowledge and skills in line with their roles in managing the tourism village. The Village Government and the Tourism Office provided guidance on homestay management for homestay

managers, while the Cooperative and SME Office held training on clothing screen printing for garment business managers.

Promotional efforts were also carried out by the Banyumas Regency Youth, Sports, Culture, and Tourism Office, which distributed tourist village brochures during comparative studies with other tourist villages. However, the efforts made by Pokdarwis and all elements of the Ketenger Village community, as well as the government, in developing tourist villages were no longer continued due to the inactivity of Pokdarwis as the manager of tourist villages for two years. This was because Pokdarwis members had their own activities and could not plan further development of the tourist villages, while the pandemic's impact also caused delays in the regeneration of the Pokdarwis institution.

### Individual Characteristics

Individual characteristics in this study were measured using four indicators, namely age, education level, number of family members, and length of residence. The number and percentage of respondents, categorized by individual characteristics, in the development of Ketenger Tourism Village are presented in Table 1.

Table 1. Number and percentage of individual characteristics in the development of Ketenger Tourism Village, Banyumas Regency, Central Java

Indicator	Category	Number (n)	Percentage (%)
Age Level	18–29 years	2	4
	30–50 years	31	62
	>50 years	17	34
Education Level	No schooling/Did not complete elementary school	16	32
	Elementary–Junior high school	30	60
	Senior high school–University	4	8
Number of Family Members	≤ 2 people	32	64
	3–4 people	15	30
	> 4 people	3	6
Length of Residence	≤ 10 years	2	4
	11–30 years	5	10
	> 30 years	43	86

Based on Table 1, the majority of respondents were in the adult age group, comprising 62% or 31 people. This indicates that the majority of respondents in the productive age range were involved in the development of tourism villages. Respondents of productive age will create opportunities and potential, especially in terms of human resources. This is important for the development of tourism villages because they can generate creative ideas and have high mobility, enabling optimal development.

The majority of respondents had a low level of education. Sixty percent, or 30 respondents, had completed primary and junior high school education. Respondents were unable to continue their education at a higher level because they had been married off by their parents or lacked sufficient funds, so they preferred to work to help meet their families' needs.

The majority of respondents had fewer than two dependents, accounting for 64% or 32 people. This indicates that most people in Ketenger Village follow the BKKBN's recommendation that two children are sufficient. Some respondents had more than four family members because they lived with their parents, in-laws, grandchildren, or siblings. Respondents who were heads of households with fewer than two family members lived only with their wives and children.

The majority of respondents have lived in Ketenger Village for more than 30 years, with 86% or 43 people. Respondents have lived in Ketenger Village since birth, so they are familiar with and understand the potential of village tourism, including its natural, cultural, and historical aspects.

### External Factors

External factors are factors that lie outside the individual community or the surrounding village environment. External factors in this study include the potential of the tourist village, types of tourist services, support from the government, NGOs, and the private sector. The number and percentage of respondents based on external factors in the development of Ketenger Tourist Village are shown in Table 2.

Table 2. Number and percentage of external factors in the development of Ketenger Tourism Village, Banyumas Regency, Central Java

Indicator	Category	Number (n)	Percentage (%)
Tourism Village Potential	Low	0	0
	Medium	12	24
	High	38	76
Types of Tourism Services	Low	1	2
	Medium	10	20
	High	39	78
Government Support	Low	20	40
	Medium	24	48
	High	6	12
NGO Support	Low	11	22
	Medium	23	46
	High	16	32
Private Sector Support	Low	22	44
	Medium	17	34
	High	11	22

Based on Table 2, the majority of respondents, comprising 76% or 38 respondents, already know and understand the potential of Ketenger Village. The potential known by respondents includes natural potential, cultural and historical potential, traditional craft potential, and culinary potential. The natural potential in Ketenger Village includes Curug Bayan, Curug Jenggala, Pancuran Pitu, and Bukit Pandang. The cultural and historical potential in Ketenger Village includes gamelan art, kuda lumping or ebeg, calung, kentongan, lengger, and various rituals such as merti bumi. The craft potential developed by respondents includes souvenirs, such as pearl bracelets, kitchen utensils made from coconut shells, rattan beads, clothing, and screen printing.

The majority of respondents, comprising 78% or 39 people, possess sufficient knowledge about the types of tourism services available in Ketenger Village. Respondents are aware of the various forms and types of tourism services offered and managed in Ketenger Tourism Village. Various forms and types of tourism services have developed alongside the growth of the tourism village, including food stalls, souvenir shops, motorcycle taxis, and lodgings. The availability of tourism services helps increase tourist appeal. Tourists also feel comfortable and assisted by the various forms and types of tourism services offered by tourism operators in the Ketenger Tourism Village area.

Respondents with a percentage of 48% (24 people) stated that the village government participated in the development of tourism villages. The support provided took the form of socialization and training for the community, such as training in tour guiding and tourism ethics. However, the intensity of the training organized by the government was still relatively low, only 1-2 times a year. Additionally, the village government rarely provided guidance or solutions to problems arising from the implementation of tourism village development.

The number and percentage of respondents who received NGO support were 46% or 23 people. This indicates that NGO support for the development of Ketenger Tourism Village falls into the moderate category, with a high and generally good level of support. NGOs are involved in providing assistance and supporting existing community institutions, such as Pokdarwis and LMDH, although NGO activities are not fully implemented on a regular basis during the development of tourism villages.

The number and percentage of respondents who received private sector support were 44% or 22 people. Most respondents were unaware that the private sector or investors were involved in supporting the development of tourism villages. The support provided by the private sector includes the construction of new tourist attractions, assistance in partnerships, sharing of information, knowledge, and technology, as well as conducting training and socialization for the community in Ketenger Tourism Village. Respondents were only aware that the private sector provided financial assistance for the construction and renovation of tourist attractions.

### Level of Community Participation in the Development of Tourism Villages

Community participation in the development of Ketenger Tourism Village was measured based on the level of participation defined by Cohen and Uphoff (1979), specifically the involvement of respondents in the stages of decision-making, implementation, enjoying the results, and evaluation. Table 3 shows the number and percentage of respondents by level of participation in the development of the tourism village.

Table 3. Number and percentage of respondents' level of participation in the development of Ketenger Tourism Village, Banyumas Regency, Central Java, (2021).

Indicator	Category	Number (n)	Percentage (%)
Decision-Making Stage	Low	22	44
	Medium	10	20
	High	18	36
Implementation Stage	Low	16	32
	Medium	27	54
	High	7	14
Stage of Enjoying the Results	Low	6	12
	Medium	18	36
	High	26	52
Evaluation Stage	Low	13	26
	Medium	20	40
	High	17	34

The level of respondent participation based on the decision-making stage was 44% or 22 people. This indicates that community participation in the decision-making stage is low to moderate, or can be described as poor. Ketenger Pokdarwis Tourism Village only held 1-2 meetings per year. Pokdarwis members and administrators consistently attend scheduled meetings; however, most members are reluctant to propose ideas for activities to be carried out during the development of the tourism village. This is because members believe that core administrators have a greater role in the group and are entitled to provide advice and participate in decision-making.

The level of respondent participation, by implementation stage, was 54% (27 people). This indicates that community participation in the implementation stage fell into the moderate-to-low range but can still be considered quite good. Respondents were quite active in management, training, and production and processing activities. People who were not involved in supporting the implementation of tourism village development activities had jobs outside the tourism sector, such as in agriculture, forestry, or as civil servants.

The level of respondent participation based on the stage of enjoying the results was 52% or 26 people. This indicates that community participation at the stage of enjoying the results fell into the high-to-moderate range and can be considered good. The community gained benefits, including increased knowledge and understanding, skills, and other positive impacts. These benefits were achieved by the community through participation in socialization and training programs organized by various parties in the development of tourism villages.

The level of respondent participation, based on the evaluation stage, was 40% (20 people). This shows that community participation in the evaluation stage was moderate and can be considered quite good. Respondents regularly attended evaluation meetings, assessed the success of activities, and provided suggestions for developing the tourism village. Pokdarwis holds evaluation meetings once or twice a year as a forum to listen to community aspirations for improvement and as a basis for consideration in the tourism village development process. In addition to Pokdakwis, LMDH holds monthly evaluation meetings to assess performance. However, some respondents remain reluctant to provide assessments during the tourism village development process.

### Impact of Ketenger Tourism Village Development

The impact of tourism village development can be observed through changes that occurred before the tourism village development (in 2000) and continued through this study. The impact of tourism village development can be economic, social, physical, institutional, cultural, and environmental. Table 4 shows the number and percentage of respondents based on the impact of tourism village development.

Table 4. Number and percentage of respondents based on the impacts of Ketenger Tourism Village, Banyumas Regency, Central Java, 2021

Indicator	Category	Number (n)	Percentage (%)
Economic Impact	Low	1	2
	Medium	24	48
	High	25	50
Social Impact	Low	0	0
	Medium	3	6
	High	47	94
Physical Impact	Low	1	2
	Medium	33	66
	High	16	32
Institutional Impact	Low	2	4
	Medium	28	56
	High	20	40
Cultural Impact	Low	6	12
	Medium	24	48
	High	20	40
Environmental Impact	Low	0	0
	Medium	5	10
	High	45	90

The results of the study show that the economic impact of 50% or 25 people is in the high category and can be considered good. This indicates that the development of tourism villages has had a positive impact on the production, distribution, and consumption of goods and services, as well as on the circulation of money in Ketenger Tourism Village. The community has increased income by becoming tourism managers and taking on opportunities to manage various forms of tourism services, including culinary businesses, homestays, souvenirs, motorcycle taxi services, parking, photography, mat rental, and sulfur scrub massage services.

The study's results indicate that the social impact, at 94% (47 people), falls into the high category and can be considered very good. This indicates a high intensity of social relationships and communication among community members in their daily lives. Community members collaborate to develop the tourist village. Forms of cooperation include maintaining environmental cleanliness and developing and managing tourist attractions.

The study's results indicate that the physical impact, at 66% (33 people), falls into the moderate to high category and can be considered quite positive. This is demonstrated by a significant increase in the development of public facilities to support tourist activities in the tourist village. Various facilities have been built and improved, including homestays, villas, restaurants, parking areas, toilets, places of worship, clean water supply, and health facilities. However, road access still needs improvement, as it typically lasts only 2 to 3 years.

The study's results indicate that the institutional impact, at 56% (28 people), falls into the moderate to high category and can be considered quite positive. This is demonstrated by the cooperative relationships among the tourism awareness group, the LMDH, and the village government. Local institutional strengthening continues to be carried out through participation in training programs aligned with the development of tourism villages.

The study's results indicate that the cultural impact, at 48% (24 people), falls into the medium to high category and can be considered quite positive. Most of the Ketenger Village community is actively involved in preserving traditional cultural arts, such as participating in sedekah bumi, ruwat, ngupati, mitoni, and iringan sunatan activities. In addition, the community can also participate in playing gamelan, calung, ebeg, genjring, kenthongan, karawitan, and hadroh, or simply support these arts.

The results of the study indicate that the environmental impact, at 90% or 45 people, falls into the high category and can be considered very good. This is reflected in the high level of community awareness regarding environmental cleanliness and the protection and preservation of the environment in the tourist village area. The majority of respondents stated that the environmental conditions in the area after the development of the tourist village became cleaner and better maintained than before.

### Factors Related to Community Participation Levels

Decisions regarding a variable are based on the Sig. of other variables. value. If Sig (2-tailed) or p-value is less than the significance level = 0.10, then  $H_0$  is accepted, which means that there is a significant relationship between the variables being tested. Factors related to community participation levels in the development of tourism villages are shown in Table 5.

Indicator	Correlation Coefficient	Sig. (2-tailed)	Description
Age	-0.080	0.550	Not related
Level of education	-0.019	0.893	Not related
Number of family members	-0.277	0.052	Related
Length of residence	0.221	0.122	Not related
Potential for tourism	0.269	0.050	Related
Types of tourism services	0.231	0.107	Not related
Government support	0.299	0.035	Related
NGO support	-0.063	0.662	Not related
Private sector support	0.173	0.230	Not related

The analysis results show that age is not significantly related to the level of community participation. This means that age cannot determine the level of community participation in the development of tourism villages. There is no significant correlation between education level and community participation. This means that educational level cannot determine community participation in the development of tourism villages.

The number of family members has a clear relationship with the level of community participation. This means that an increase in the number of family members will lead to a higher level of community participation in the development of tourism villages. The length of residence has no significant relationship with the level of community participation. This means that the length of residence cannot determine the level of community participation in the development of tourism villages.

The analysis results indicate that the potential of tourism villages is significantly related to the level of community participation. This means that the more knowledge there is about the potential of tourism villages, the higher the level of community participation in the development of tourism villages will be. The type of tourism service has no real connection with the level of community participation. This means that the type of tourism service cannot determine the level of community participation in the development of a tourism village.

Government support has a clear correlation with community participation levels. This means that increased government support will lead to higher levels of community participation in the development of tourism villages. NGO support has no real connection with the level of community participation. This means that NGO support cannot determine the level of community participation in the development of tourism villages. Private sector support has no real connection with the level of community participation. This means that private sector support cannot determine the level of community participation in the development of tourism villages.

### Relationship between Community Participation Levels and the Impact of Tourism Village Development

The correlation coefficient and sig (2-tailed) values that describe the relationship between community participation levels and the impact of tourism village development are shown in Table 6.

Table 6. Correlation coefficient and sig. (2-tailed) for each indicator variable of the impact of tourism village development

Indicator	Correlation Coefficient	Sig. (2-tailed)	Conclusion
Economic impact	0.261	0.067	Insignificant
Social impact	0.384	0.006	Significant
Physical impact	0.232	0.105	Insignificant
Institutional impact	0.452	0.001	Significant
Cultural impact	0.340	0.016	Significant
Environmental impact	-0.207	0.150	Insignificant



The level of community participation has a clear correlation with economic impact. This means that an increase in community participation will enhance the economic impact of developing tourism villages. The level of community participation has a clear relationship with social impact. This means that the higher the level of community participation, the greater the social impact on the development of tourism villages. The level of community participation has no real connection with the physical impact. This means that the level of community participation cannot be used to determine the physical impact on the development of tourism villages.

The level of community participation has a clear relationship with institutional impact. This means that an increase in community participation will enhance the institutional impact on the development of tourism villages. The level of community participation has a clear relationship with cultural impact. This means that the greater the increase in community participation, the greater the cultural impact on the development of tourism villages. The level of community participation has no significant correlation with environmental impact. This means that the level of community participation cannot determine the environmental impact of tourism village development.

## DISCUSSION

### **Level of Community Participation in the Development of Tourism Villages**

Based on the study's results, the level of community participation in the development of Ketenger Tourism Village is moderate and can be considered quite satisfactory. Respondents were actively involved and supported the development of tourism village activities. The community participating in the development of Ketenger Tourism Village is an active member of the tourism awareness group (pokdarwis) and/or the community-based forest management group (LMDH).

The results of this study are closely related to the theory of participation proposed by Cohen and Uphoff (1979), which categorizes community participation into four stages: decision-making, implementation, enjoying the results, and evaluation. Community participation in Ketenger Tourism Village appears to be more dominant in the implementation stage, whereas in the decision-making and evaluation stages, it remains suboptimal. This reflects a general trend in community-based development, where participation is often limited to involvement in technical activities rather than strategic decision-making. This is because many community members are hesitant to express their opinions and act as decision-makers.

### **Factors Related to Community Participation Levels**

The results of the analysis of the relationship between individual characteristics and the level of community participation in the development of tourism villages show that age and education have no significant or direct relationship with the level of community participation. This indicates that neither age nor education is a dominant factor in influencing community participation in the development of tourism villages. This finding differs from the theory of participation proposed by Cohen and Uphoff (1979), which suggests that individual social characteristics, including age and educational level, can influence motivation and the ability to participate in development.

The only variable that showed a significant relationship was the number of family members. Although this relationship was significant, the direction of the correlation was negative, which means that the more family members there are, the lower the level of participation tends to be. This finding contradicts the results of Nugroho's (2018) study, which indicate that large families have a higher tendency to participate due to their greater human resources. In addition, the length of residence variable shows a unidirectional but insignificant relationship, indicating that emotional closeness or attachment to the village is not strong enough to encourage participation if it is not accompanied by external encouragement.

In general, these findings confirm that individual characteristics are not the only or even the main factor in determining the level of community participation in the development of tourism villages. This finding aligns with Mulyadi's (2016) research, which suggests that participation is more influenced by institutional structures, local leadership, and government support than by the personal attributes of the community.

The potential of tourism villages is evident in a clear and direct relationship with the level of community participation. Knowledge of tourism potential can lead to increased active community participation, in terms of time, energy, and other resources. These findings reinforce Nugroho's (2018) research, which found that the potential of tourism villages is a major factor in attracting community interest in contributing to local tourism activities. The research by Sidabutar et al. (2017) also notes that the natural

and cultural potential of a village is the primary attraction that can enhance community participation in the management of tourism villages.

Conversely, the type of tourism services did not show a significant relationship with the level of community participation. This indicates that although the tourism services provided in the village have the potential to encourage participation, in reality, this factor is not strong enough to be the main driver. This finding aligns with the research of Nabila and Yuniningsih (2016), who revealed that the diversity of tourism services needs to be increased to attract more community participation, particularly in areas related to local culture and more in-depth attractions.

Government support shows a clear and direct relationship with the level of community participation. This finding supports the theory that the government's role in providing facilities, policies, and assistance is crucial in encouraging the community to become more involved in community-based tourism development (Wardani & Wijaya, 2019). Budiyah (2020) also states that strong local government support can accelerate community empowerment in the management of tourism villages. Furthermore, this factor aligns with the concept of empowerment proposed by Cohen and Uphoff (1979), which suggests that government involvement can enhance the community's capacity to participate.

However, findings regarding support from NGOs and the private sector show no significant relationship with the level of community participation. This suggests that the presence of NGOs and the private sector does not have a significant direct impact on the community's motivation to participate. This finding aligns with Mulyadi's (2016) assertion that, although private sector support in tourism development is important, the sustainability of community participation is more influenced by the presence of policies and institutional structures that prioritize empowering local communities.

#### **Relationship between Community Participation Levels and the Impact of Tourism Village Development**

The level of community participation has a significant and direct relationship with economic impact. This finding confirms the theory that community participation in local tourism development can enhance economic welfare through job creation, increased income, and improvements in other economic facilities (Putnam, 2000). Community participation in this process strengthens the local economy because they can directly feel the benefits of tourism, as found in Mulyadi's (2016) study, which shows that communities that are more involved tend to enjoy direct improvements in economic welfare. Therefore, the higher the level of community participation, the greater the positive impact on the economy of tourism villages.

Additionally, the level of community participation has a significant and direct relationship with social impact. According to Sidabutar et al. (2017), community participation in the management of tourist villages can strengthen social relationships between residents, increase a sense of ownership of tourist destinations, and strengthen social solidarity. In the context of Ketenger Tourism Village, higher community participation has the potential to create better social solidarity, improve relationships between residents, and form a more cooperative community.

However, the physical impact of tourism village development does not show a significant relationship with the level of community participation. This indicates that although there is the potential for improvements in physical facilities as a result of tourism development, the level of community participation is not strong enough to directly influence the physical impact. These findings are in line with the research by Nabila and Yuniningsih (2016), which states that even though the community is involved in management, physical impacts such as infrastructure development are more influenced by government and private sector policies, not solely by community participation.

The results of the analysis show that the level of community participation has a significant relationship with institutional strengthening. This indicates that active participation in the development of tourism villages can strengthen local institutional structures. As explained by Cohen and Uphoff (1979), community participation can increase institutional capacity in designing and implementing policies that are more responsive to the needs of local communities.

Cultural impact has a significant relationship with the level of community participation. Although there is a relationship, cultural impact cannot be driven solely by increasing community participation, given that external factors such as the flow of globalization or dependence on foreign tourists also influence local culture. Budiyah (2020) research states that although tourism can provide opportunities for cultural preservation, global influences and modernization often pose challenges in maintaining traditional values.

The relationship between the level of community participation and environmental impact does not show a significant correlation. This indicates that the level of community participation does not directly affect environmental impact. This is in line with the findings of Mulyadi (2016), which show that although community participation can encourage more sustainable management, external factors such as government policy and waste management or environmental conservation infrastructure are more dominant in influencing environmental impact.

This study makes an important contribution to the development of theories related to community participation in the management of tourism villages, particularly in the context of tourism villages in Indonesia. Theoretically, this study enriches our understanding of the factors that influence community participation in community-based tourism development. This study contributes to the theory of community participation development by showing that the potential of tourism villages, government support, and local policies can encourage active participation in tourism destination management. In addition, the results of this study provide a new perspective on the influence of external factors such as private sector and NGO support on community participation, which has rarely been discussed in previous literature. This study also contributes to the development of tourism impact theory, which encompasses economic, social, physical, institutional, cultural, and environmental dimensions. Specifically, the findings on the relationship between the level of community participation and economic and social impacts provide new insights into how community participation can affect the sustainability of tourism villages.

This study has several implications that can be applied to manage and develop tourism villages, especially those in rural areas, namely (1) strengthening institutions and community participation: increasing the institutional capacity of tourism villages needs to be strengthened to ensure more active and sustainable community participation in the management of tourist destinations. This may involve strengthening more inclusive and empowering community-based institutions; (2) government support policies: it is important for local governments to create policies that support community involvement in the development of tourism villages. Programs such as village funds for tourism, training in tourism village management, and technical assistance can help strengthen community capacity and encourage their active participation; (3) diversification of tourism services: tourism village managers need to consider diversifying tourism services, such as developing culture-based, nature-based, and ecotourism attractions that can attract more participation from the local community. (4) Collaboration between the government, private sector, and NGOs: More structured collaboration between the government, private sector, and NGOs can strengthen the sustainable management of tourism villages.

This study has several limitations that need to be considered for further research, including (1) limitations in generalizing the findings: this study was conducted in Ketenger Tourism Village, which has specific social, cultural, and economic characteristics. Therefore, the results of this study may not be directly generalized to other tourism villages with different contexts and characteristics; (2) external factors that were not fully identified: other factors such as the influence of outside cultures, climate change, and global market dynamics that may affect community participation in tourism village management were not discussed in depth. Further research that considers other external factors could provide broader insights; (3) time constraints of the study: to obtain more accurate results regarding the impact of community participation, a longitudinal study that follows the long-term development of Ketenger Tourism Village would be very useful.

## CONCLUSION AND SUGGESTION

### Conclusion

The level of community participation in the development of Ketenger Tourism Village, Baturraden District, Banyumas Regency, Central Java falls into the medium category, meaning that participation can be considered moderately active. Participation in the stage of enjoying the results was high, tending toward medium, and thus can be considered good. Participation in the evaluation stage was medium, and in the implementation stage was medium tending toward low, meaning that both can be considered fairly good. Participation in decision-making was low tending toward medium, meaning that involvement in this stage was relatively less active. Overall, this shows that the entire sequence of participation stages, from decision-making to evaluation, has not been fully implemented in tourism village development.

Regarding individual characteristics, family size showed a significant relationship with participation, while age, education, and length of residence did not. For external factors, tourism village potential and government support showed significant relationships with participation, while types of tourism services,

NGO support, and private sector support did not. This means that larger family size, higher tourism village potential, and stronger government support correspond to higher community participation.

Economic, social, and environmental impacts of tourism village development were found to be in the high category. Physical, institutional, and cultural impacts were in the medium-to-high category. This indicates that the impacts of development have not been evenly distributed, as disparities remain between conditions before and after the establishment of the tourism village across economic, social, physical, institutional, cultural, and environmental aspects.

The relationship between community participation and impacts was significant for economic, social, institutional, and cultural impacts, while it was not significant for physical and environmental impacts. This suggests that higher community participation enhances economic, social, institutional, and cultural outcomes in tourism village development.

### **Suggestion**

At the community participation level, it is necessary to involve all levels of society, especially those involved in tourism, in every meeting or planning and evaluation meeting, as well as in socialization and training conducted by the Banyumas Regency Office and outside Ketenger Tourism Village. It is also hoped that members of the LMDH and Pokdarwis management of Ketenger Tourism Village will increase their activity in providing suggestions and decision-making in gatherings or planning and evaluation meetings for the development of Ketenger Tourism Village.

Regarding external factors, the private sector needs to increase the development of tourism villages by getting involved in supporting the development of tourism villages, such as assisting in the construction of new tourist attractions and providing assistance in the form of partnerships, information, knowledge, and technology, or conducting training and socialization for the Ketenger Tourism Village community and The Ketenger Tourism Village Community Development Group should regenerate its management after a period of inactivity so that the continuity of the community development group continues to exist, thereby enabling better tourism village development activities.

The development of tourism villages has had an impact on the environment, even though the cleanliness and preservation of the environment has been good. However, it is hoped that the people of Ketenger Tourism Village will continue to maintain their awareness of environmental preservation and continue to adhere to health protocols amidst the pandemic during the implementation of tourism village activities.

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