

## Building Sustainable Villages: The Kembang Desa Approach to BKP-MBKM Implementation

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### ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan implementasi 'Kembang Desa' sebagai model pengembangan desa wisata. Penelitian ini menggunakan metode deskriptif kualitatif. Hasil penelitian adalah pembangunan desa perlu dipercepat dengan meningkatkan pemanfaatan potensi alam, potensi masyarakat, potensi kelembagaan sosial dan potensi ekonomi lokal dan budaya lokal, serta potensi aparatur pemerintah untuk mendukung pengembangan desa wisata. Kearifan lokal masyarakat dapat menjadi modal sosial bagi pengembangan desa wisata. Potensi besar tersebut perlu dikembangkan melalui penyalarsan kebijakan pemerintah yang inovatif dengan mengembangkan kerja sama dengan berbagai pihak, termasuk perguruan tinggi. Kemitraan dengan Perguruan Tinggi dapat diwujudkan melalui pelaksanaan BKP-MBKM Pembangunan Desa. Model Kembang Desa berhasil mewujudkan advokasi perguruan tinggi terhadap pengembangan Desa Wisata Kemiri. Implikasi dari penelitian ini bagi pengembangan ilmu pengetahuan adalah memperkuat pemahaman tentang pentingnya kolaborasi antara pemerintah, masyarakat, dan universitas dalam memanfaatkan potensi lokal untuk pengembangan desa wisata, sementara bagi peningkatan praktik manajerial adalah memberikan panduan tentang bagaimana mengimplementasikan model 'Kembang Desa' dengan melibatkan berbagai pihak secara inovatif untuk mempercepat pembangunan desa wisata.

### ABSTRACT

This study aims to describe the implementation of 'Kembang Desa' as a tourism village development model. This study uses a qualitative descriptive research method. The results of the study are the village development needs to be accelerated by increasing the use of natural potential, community potential, social institutional potential and local economic potential and local culture, as well as the potential of government officials to support the development of tourist villages. Local wisdoms of the community can be social capital for the development of tourist villages. This great potential needs to be developed through the alignment of innovative government policies by developing cooperation with various parties, including universities. Partnerships with Universities can be realized through the implementation of the Village Development BKP-MBKM. 'Kembang Desa' Model has succeeded in realizing university advocacy on the development of Kemiri Tourism Village. The implication of this research for the development of science is to strengthen understanding of the importance of collaboration between government, community and universities in exploiting local potential for developing tourist villages, while for improving managerial practice it is to provide guidance on how to implement the 'Village Development' model by involving various parties. innovatively to accelerate the development of tourist villages.

### ARTICLE HISTORY

Submitted: 08 02 2024  
Revised: 27 03 2024  
Accepted: 02 04 2024  
Published: 19 04 2024

### KATA KUNCI

Desa Wisata; Pembangunan Desa; Implementasi Kembang Desa; Budaya Masyarakat

### KEYWORDS

Tourism Village; Village Development; Implementation of Kembang Desa; Community Culture

## INTRODUCTION

The issue of village development is important because it is directly related to the welfare of rural communities and efforts to reduce the economic gap between urban and rural areas (Darmawan et al., 2022; Li et al., 2019). In this context, the importance of village development based on local characteristics is highlighted, because development that does not pay attention to local characteristics tends not to have a significant impact on village communities and can even cause new problems (Adamowicz & Zwolińska-Ligaj, 2020). Focusing on local economic development, community empowerment, construction of facilities and infrastructure, and development of village social institutions are crucial in efforts to improve welfare and reduce inequality (del Arco et al., 2021). Thus, handling this issue is not only economic, but also involves social and environmental aspects, so it requires a holistic approach involving various stakeholders.

Attention to village development has been enshrined in the Village Law number 6 of 2014. It states that the objectives of village development are to improve the welfare of rural communities, improve the quality of human life and reduce poverty, through fulfilling basic needs, building village facilities and infrastructure, developing local economic potential, and sustainable use of natural resources and the environment (Hermawan et al., 2019). Village development basically includes the development of four main aspects, namely local economic development, community empowerment, development of facilities and infrastructure, and development of village social institutions (Subekti, 2022).

Development that is not based on local characteristics will only bring many problems to the village community, and will not have a significant impact on development (Nugraha et al., 2022). Village problems have not been solved, especially matters relating to disparities between regions (urban villages or one village to another). One of the factors is the gap because the previous economic development tends to be biased towards the city. As a result of the implementation of the urban-biased development model, the agricultural sector which is identical to the rural economy has experienced a decline (Li et al., 2019). Compared to the growth of the industrial and service sectors, which are identical to the urban economy, The agricultural sector is becoming increasingly lagging behind (Briones & Felipe, 2013). This economic gap is reflected in the existence of poverty (Hill, 2021).

Poverty factors that occur in society tend to be structural rather than cultural (Adhi et al., 2016). Rural people are identified with old-fashioned and traditional behavior compared to urban people who are considered modern (Jamaludin, 2015). Village communities are considered difficult to accept new technology, do not have a strong motivation, feel quite satisfied with the fulfillment of basic needs, and a culture of sharing poverty together (Ferrari et al., 2022; Mahler, 2020; Wang et al., 2022; Weber & Abbasi, 2022). However, the point of view that weakens the condition of the village is a point of view that can be eroded through the rural based development paradigm where local wisdom is a social capital that is able to encourage welfare, the quality of life of the community, which can be enjoyed throughout the ages because it does not damage nature and community identity village. This development paradigm is known as sustainable development (Rani, 2020).

Rural development priorities generally include local economic development; community empowerment; development of infrastructure and facilities; and social institutional development (Andari & Ella, 2019). Accelerating the achievement of rural development priorities requires social change (Sjaf et al., 2021). Social change requires public leadership that has a holistic vision of village development. The village government becomes the driving force for the community to participate in village development (Aksan & Tanzil, 2018). Parties outside

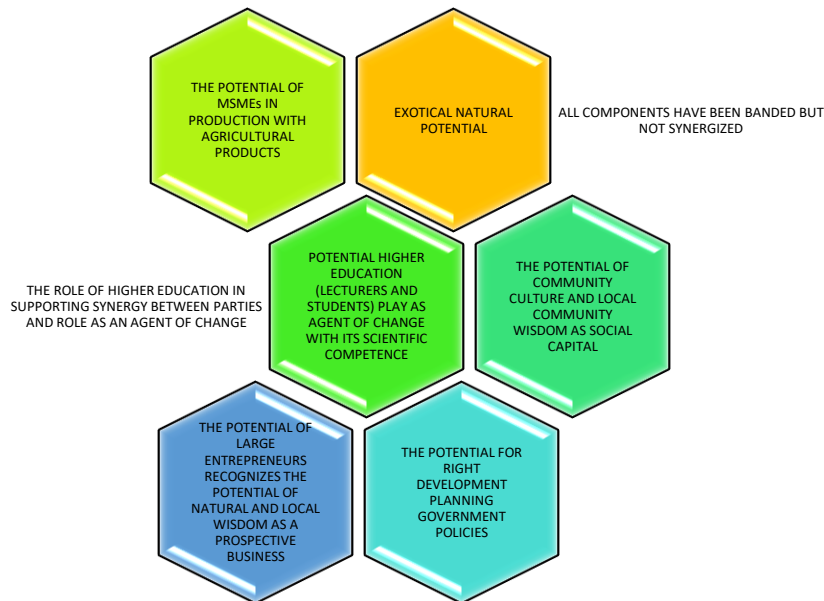
the village become meaningful supports for the realization of the acceleration of village social change. The astute scholars, from among young students, universities are a source of excellence in terms of their knowledge and technology. In addition, groups of university scholars will be able to become effective anchors with the outside world, because of networking and broad scientific insight.

On the other hand, village development should be participatory, villages and rural communities have the right to access information through the village information system developed by the Regency/City Government which includes hardware and software facilities, networks, and human resources. In terms of increasing the development of community empowerment and poverty alleviation, it is important to develop the local economy (Sarjiyanto et al., 2022). Increasing agricultural output, developing agricultural business diversification and efforts to industrialize agricultural businesses in order to increase the added value of local agriculture are important efforts that must be carried out (Arifin, 2013). The role of the government is large through careful development planning. In terms of the need for development planning, the village government formulates a strategy to synergize the components needed to accelerate development. The acceleration of village development can be immediately achieved by combining all the potential and components of village development. The creation of development synergy will be a major force in achieving village development which is a common goal.

Important components that should synergize in rural development appear to have not been carried out optimally (Kessa, 2015). The fact is that MSMEs in villages are still difficult to develop and have not synergized in developing business products (Sunariani et al., 2017), so that they are less innovative in production, agricultural businesses do not have added value so they need a touch of technology, economic empowerment, literacy and participation of rural communities need to be improved (Darajat & Muhtadi, 2020). Village social institutions have not run optimally and have been eroded by the role of individualism (Fina, 2018), local wisdom as cultural identity has been eroded (Basyari, 2014). Thus, it is important to have a development plan that integrates all components of development in order to synergize for simultaneous, collaborative and mutually beneficial rural development.

In terms of village development focusing on tourism development, basically it is one way to achieve village development goals. Tourism development is a lever that can accelerate the development of other sectors (Windayani & Marhaeni, 2019). Tourism Village is an important brand, where it can be effective if economic development, socio-cultural development can be carried out simultaneously. Tourism development can also function the other way around, namely the economic and socio-cultural development of the community can develop because of the well-known image of a tourist village. Both dictions have the same consequence, namely community economic development based on local wisdom (Soeswoyo et al., 2022). Collaboration between parties to have an understanding and a high spirit of participation remains the key to the success of village development focusing on developing tourist villages. Components of village development that should work together can be seen in Figure 1.

**Figure 1.**  
**Components of Village Development that Should Work Together**



Source: Soeswoyo et al. (2022)

Previous research has explained several development problems, firstly the existence of a rural-urban development gap (Diah, 2020). Inequality of development occurs even on the island of Java. The second problem is the capability of government policies that lack comprehensive planning related to development potential. Village development planning is needed for the utilization and allocation of village resources in order to achieve development goals with a process of stages of activities organized by the village government and involving the Village Consultative Body and the community in a participatory manner (Setiawan et al., 2020). For this reason, villages generally need assistance to formulate what their potential is. This can be done by the PRA method (Hudayana et al., 2019). Another problem is related to synergy (cooperation) with other institutions that can support development in the village. Villages need synergies between roles that can unite their potential. Especially with those who have a vision of change (agents of change) (Hamid, 2018).

Furthermore, another group of research is about how the experiences of other regions deal with this. Several studies have described increasing village community participation (Ardilah et al., 2014), increasing local economy (Naiyati et al., 2015), empowering rural communities and also about development planning (Baharuddin et al., 2023), as well as about local wisdom as a very interesting identity as a lever for rural development and rural areas (Lalu et al., 2017). Another study describes village officials and their capabilities in village development (Asrori, 2014).

Another study describes the methods used to collect accurate information from village communities, in order to voice their will in development. Research on the popular participatory rural appraisal method is used for that, so that in this research road map, it is included in the literature displayed (Chambers, 1996; Maalim, 2006). The method of data analysis with PRA is included in the group of qualitative research methods. Previous research that described the advantages of FGDs as a means of data retrieval is also a reference, in addition to the observation method, these two methods have advantages for village research. All previous research groups that were organized became a supporting part in developing the BKP-MBKM model for village development in the form of Study Learning Plans, reference books for Village Development and Rural Areas.

The current development of rural development studies shows the adoption of a more holistic approach based on community participation, with a focus on local empowerment, sustainable economic development, environmental preservation, and improving the quality of life (Castro-Arce & Vanclay, 2020). However, there are still challenges in overcoming the gap between urban and rural areas, including meeting basic needs, access to public services, and equitable infrastructure development (Pearsall et al., 2021). In addition, rural development is also faced with problems such as climate change, environmental degradation, and population migration to cities, which require a more integrated and sustainable approach (Zang et al., 2020). Therefore, while there has been progress in understanding and implementing inclusive rural development models, further efforts are still needed in overcoming structural challenges and ensuring sustainable and equitable rural development for all levels of society.

In response to the needs of village development, the world of education has launched a policy of collaboration between higher education institutions and stakeholders, including villages through BKP MBKM. In accordance with Minister of Education and Culture Regulation, No. 3 of 2020 Article 15 paragraph 1 MBKM can be carried out inside the study program and/or outside the study program including: a. Learning in other study programs at the same university b. Learning in the same study program at different universities c. Learning in other study programs at different universities and d. Learning at Non-University Institutions. While the form of learning (BKP) in the MBKM there are 8 types, namely Student Exchange, Internships (Work Practices), Teaching Assistance in Education Units, Research (Research), Humanitarian Projects, Entrepreneurial Activities, Independent Studies/Projects, Village Building (Thematic Community Service Program).

Building a Village/KKNT is a Form of Learning Activities (BKP) that hone partnership soft skills and cross-disciplinary collaboration as well as student leadership in managing development programs in rural areas. BKP Building a Village/KKNT provides a learning experience for students to live in the community outside the campus, by collaborating directly with the community to identify potential and deal with problems, as well as develop the potential of a village/region and formulate solutions to problems that exist in the village/area. The BKP Village Building/KKNT is carried out for 6 months to be recognized for a maximum of 20 credits. After implementing the Village Development/KKNT, students can write down the things they did and the results.

## **Literature Review**

### **Village Tourism**

Village tourism is a tourism development concept focused on leveraging local natural and cultural resources to promote economic growth and the welfare of village communities (Sulistyan, 2017). This approach aims not only to attract tourists but also to preserve traditional values and improve the quality of life for local residents. Village tourism offers authentic experiences to visitors, including homestays with local residents, learning to make traditional handicrafts, and participating in the daily activities of the village community (Acharya & Halpenny, 2013). The development of village tourism often faces challenges such as environmental sustainability, the maintenance of cultural identity, and the fair distribution of economic benefits among all stakeholders. Therefore, development strategies must include efforts to preserve the environment, empower local communities, and build capacity for managing tourism professionally and sustainably (Job et al., 2017). Furthermore, collaboration between the government, local communities, and the private sector is key to the successful development of village tourism. The government can play a role in providing basic infrastructure and promotion, while local

communities can be involved in providing services and tourism products. The private sector, including investors and tourism operators, can assist in improving service quality and marketing for village tourism. This integration of public policy, community participation, and private investment will generate sustainable economic benefits for village tourism and its environment (Benu et al., 2022).

### **Village Development**

Village development is a comprehensive process aimed at improving the quality of life and welfare of village communities through various initiatives, including the enhancement of infrastructure, access to education and health services, and the empowerment of the local economy. This approach focuses not only on the physical aspects of the village but also on strengthening the capacity of village communities to manage available resources more effectively and sustainably. Successful village development requires the active participation of all community elements, including local government, the private sector, and non-governmental organizations, to collaborate in planning and implementing programs that can improve the living standards of village communities (Sopanah et al., 2021). Furthermore, technological innovation and community-based approaches are also important factors in village development. Information and communication technology, for example, can be utilized to enhance access to education and information, which in turn opens up new economic opportunities and strengthens the village's connection to the global market. A community-based approach that prioritizes local wisdom and community participation in the planning and implementation of projects can ensure that village development meets the needs and aspirations of the local community. Through the synergy between technology, participatory approaches, and cross-sector collaboration, villages can transform into more independent, innovative, and sustainable communities (Cvar et al., 2020).

Village development plays a crucial role in creating a balance between urban and rural areas, as well as in reducing economic and social disparities (Rodríguez-Pose & Hardy, 2015). Through village development, new employment opportunities can be created, incomes for rural communities can be increased, and access to educational and health services can be improved (Strasser et al., 2016). This not only contributes to enhancing the quality of life for rural populations but also helps in reducing uncontrolled urbanization by providing viable economic opportunities in their home areas (Srivatsa, 2015).

Moreover, village development plays a role in preserving the environment and local culture, which are vital assets in enhancing tourist appeal and promoting sustainable tourism. Effective village development strategies require a comprehensive and participatory approach, involving all stakeholders, including village communities, the government, and the private sector. This approach should include the empowerment of local communities through education and training, the development of sustainable infrastructure, and support for local economic initiatives, such as agriculture, handicrafts, and micro, small, and medium enterprises (MSMEs) (Sulistyan et al., 2022). Thus, village development not only enhances the economic and social capacity of rural communities but also ensures the sustainability of natural and cultural resources for future generations, making it a key aspect of inclusive and sustainable national development (Jovovic et al., 2017).

This research introduces innovation by integrating the BKP-MBKM (Independent Learning-Independent Campus) learning model into village development strategies, offering a holistic and

participatory approach that emphasizes community empowerment through higher education, the utilization of local wisdom, and innovation-based local economic development. Through multidisciplinary collaboration and student leadership development, this study proposes new methods for identifying and addressing village issues while enhancing community participation. With a focus on sustainability, the research highlights the importance of natural resource and environmental conservation in village development, providing a model that seeks solutions not only for economic growth but also for social welfare and environmental sustainability, making it an innovative initiative in supporting inclusive and sustainable village development.

## RESEARCH METHODS

This study uses a qualitative method. The research is carried out using collaborative and participatory principles between lecturers, students and partners in Kemiri Village, Jember Regency. The stages of research implementation are shown in Figure 3 which consists of 7 (seven) stages including (1) Preparation, (2) Data Collection, (3) Analysis, (4) Product Drafting, (5) Model Testing, (6) Evaluation and Finishing, (7) Publication and Dissemination.

**Figure 3.**  
**Research Stages 'Development Village'**



Source: Research Development (2023)

This research involves 3 lecturers as researchers, 9 students who act as subjects as well as objects of research and Kemiri Village as a cooperation partner who acts as a scientific research target and MBKM learning implementation partner. Lecturers and students are a collaboration of 3 (three) study programs, namely: Government Science, Informatics Engineering and Agricultural Industrial Technology. In preparation before going to the village, the lecturer as a facilitator provides basic concepts, instructions and references to students. This stage aims to carry out initial coordination with partners and provide reinforcement to students regarding the implementation of research in general, adaptation, communication and interaction with the community. Lecturers also guide students to develop research instruments in the form of survey and interview tools as assignments and provisions for carrying out observations in the next



stage. With an initial foothold in the preparation stage, the lecturer guides students to collect data by direct observation to the field, communicating with partners, conducting interviews and conducting surveys. Thus, students produce data and information that can bring out the potential of the village.

The next stage is the analysis stage of the quantitative data and qualitative data that have been produced. Lecturers direct students to carry out analytical activities using the Participatory Rural Appraisal (PRA) method by involving village and community leaders. Materials for creating the “Kembang Desa” (Village Development Partnership) learning model, RPS. “Kembang Desa” is structured with collaborative, participatory and cross-scientific principles. At the end of the research, the students disseminated the results/products produced and the lecturer stated that the students had succeeded in carrying out the BKP-MBKM for village development through the 'Development Village' model. In this BKP, students will get 20 credits of course conversion. The research method explains how the research is conducted, including research design, data collection, research instrument and analytic methods as well as reliability and validity of findings. This part should be narrated.

## RESULTS AND DISCUSSIONS

### 1. Study Plans for Students

As a form of learning the MBKM BKP 'Kembang Desa' is implemented through semester learning planning. As with other Semester Learning Plans, what is contained in it is the learning outcomes of subjects, learning materials, learning experiences, learning methods and learning evaluations. This Semester Learning Plan contains 7 courses with 21 credits (structure form) which will be directed at the final achievement of village development focusing on partnerships to build villages towards Kemiri Tourism Village (Kembang Desa). In this lesson plan, there are 3 weeks used for theoretical debriefing on the content and learning outcomes of each subject incorporated in the 21 credits mentioned above. In the 4th week, the debriefing was carried out specifically on the process of implementing the BKP MBKM Kembang Desa and the stages of its implementation.

Students who take the BKP MBKM Village Development 'Kembang Desa' are a team that will work solidly and back up each other. As the chart below shows, students have their respective tasks according to the existing learning outcomes. In the BKP MBKM Kembang Desa Learning Plan there is a planning description of the planned final abilities, student learning experiences and assessment criteria. The Planned Final Ability (KAD) is: Attitude: students are able to be cooperative with the village government and community (partners: village and hamlet government, sub-district government, community leaders, DUDI leaders, youth leaders, religious leaders) and colleagues in identifying problems, solutions and assistance in the village. KAD Knowledge and skills are 1. the ability of students to identify problems, potentials and solutions for tourist villages, 2. preparation of government work plans and collaboration between parties in the development of tourist villages.

Learning experiences that are planned to be obtained in the field are: 1. students learn to be cooperative with the village government and community (partners: village and hamlet governments), colleagues in identifying problems, solutions and assistance in the village (working in teams); 2. students learn to understand the real conditions in society; 3. identify problems and solutions for tourism development in Kemiri Village and 4. students learn to identify problems and formulate solutions, especially related to the preparation of government work plans, public services, and collaboration between parties in developing village tourism



The assessment criteria consist of 3 things, namely: students are able to behave well and create synergy between roles in the village; students are able to make reports containing analysis and drafts of tourism development policies that include the development of local culture, local food (local wisdom) and models of collaboration between stakeholders in supporting the development of tourist villages; students are able to disseminate the work (analysis and draft of tourism village development policies) to stakeholders in the village.

The implementation of the BKP MBKM for Village Development through the 'Development Village' model is not only guided by RPS but also guided by research instruments that are prepared and intended for lecturers and students for initial data collection filled with the results of interviews. The list of questions for students can develop in the field to look for problems, potential and solutions for tourism development in Kemiri Village through the point of view of Government Science (policy and village government support), Information Technology (MSME development and promotion), and Agricultural Product Technology (increasing food value added). The initial activities of BKP MBKM participants in the field were conducting orientation and field introductions as well as looking for data about problems and possible solutions. The data search instrument in the field is an interview guide that is specifically formulated referring to the science of each study program. Governmental Science, Science in Agricultural Product Technology Study Program and Science in Informatics Engineering Study Program. The questions for Government Science students relate to the potential for developing culture and local wisdom to support Kemiri village tourism in terms of: the potential for innovation and strategic policies of the village government, the potential for collaborative collaboration with community groups, the potential for community services.

Meanwhile, Agricultural Products Technology students looked for data related to problems and potential problem solving related to increasing the added value of agricultural products, especially in village superior food as part of the potential for culinary and tourism development in Kemiri village. The questions revolve around matters relating to: HR management, layout and handling of materials and packaging technology, environmental management and waste management, production systems and work safety, and industrial sanitation. Likewise, Informatics Engineering students who use interview guides about MSME digital content and business problems include the profile of MSMEs, business competitors, products and prices, marketing and distribution, as well as about opportunities and business challenges.

## **2. Kemiri Village Tourism Potentials and Problems**

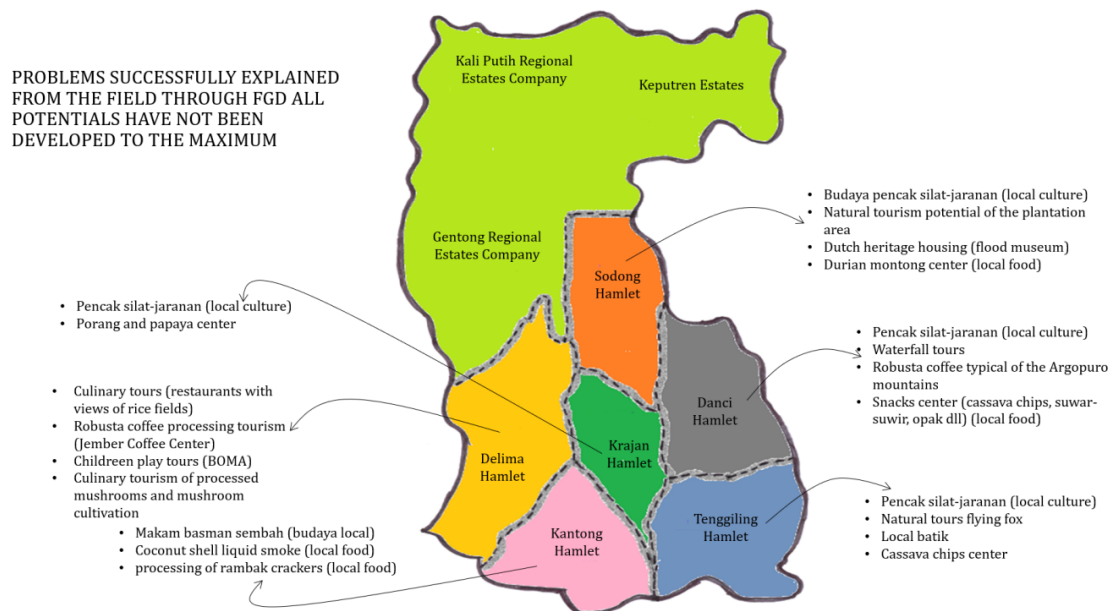
In line with the framework of thinking that has been written above, observations and interviews in Kemiri village, BKP MBKM Village Development Model 'Kembang-Desa', has the goal of increasing the development of Kemiri tourism village through the simultaneous collaboration of universities with Kemiri Village. This is in line with the development focus of Kemiri Village, which is the development of village tourism. Kemiri Tourism Village has achieved tourism development achievements by having superior ODTW, among others, Tancak Waterfall and culinary tourism with superior products of mushrooms, robusta coffee, na-ost tobacco, various vegetables, liquid smoke, essential oils, ferns etc. Kemiri Village was inaugurated by the Regent of Jember as a tourist village on March 31, 2021. This village has established tourism advantages in each hamlet. There are four excellent hamlets, namely Dusun Delima as a central destination with Kemiri Resort, Kemiri Resto and Mushroom House. Sodong Hamlet as a center for sports activities (trail motorbikes, camping, cruising the flood trails, and mountain bikes). Dusun Danci has the advantage of being a coffee village where visitors can learn about people's coffee from nurseries to ready-to-drink coffee. Dusun Pangolin is a center for integrated farming tourism, where visitors can learn about integrated traditional agriculture.

The development of the Kemiri tourism village is rapidly being pursued, including efforts to synergize the potential of the village and the role of stakeholders are continuously carried out. Partnerships are carried out, especially to identify the natural and cultural potential and superior village products based on local wisdom. Tourism promotion by increasing the qualifications of communication media (website or other) continues to be developed. The following is the potential of each hamlet that has been identified by the student group taking the BKP MBKM Kembang Desa. In detail, the data was collected by conducting FGDs with village heads, community leaders, and tourism business actors. The discussion relates to: what are the important village potentials that can increase tourism in Kemiri village and what are the important problems that should be resolved immediately in order to increase village tourism.

Focus group discussions (FGDs) are conducted by meeting at a tourist attraction so that the participants can express their opinions freely. Participants were also invited to do ice breaking to show enthusiasm in achieving village potential as a form of tourism development in Kemiri Village. The following are the results of the brainstorming of the participants. This report is the original data, no analysis has been carried out on the data presented in the FGD. The data obtained are as follows.

Discussions with government leaders and BPD members, tourism leaders and youth leaders can be illustrated in the chart below. The problems and potentials identified by BKP MBKM students were discussed by students and efforts were made to find solutions according to student knowledge. Governmental Science students recognize the potential for solving problems in village government through engineering innovations and policies, increasing collaboration with community groups and efforts to improve the quality of services to the community. Directly and indirectly, through the 'student style', BKP MBKM students carry out mentoring and consultative efforts to the village government.

**Figure 5.**  
**Map of Potential Local Wisdom in Kemiri Tourism Village, Jember Regency**

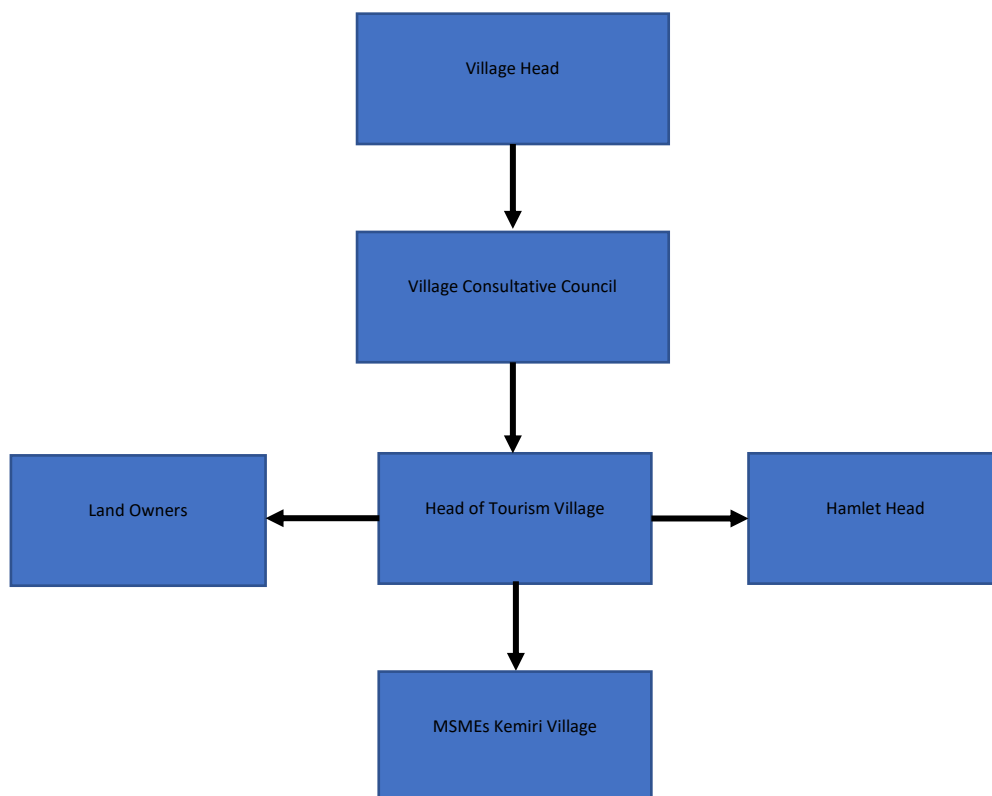


Source: Kemiri Tourism Village (2023)

### 3. Partnership and Development of Kemiri Tourism Village

Cooperation in the context of developing a tourist village is identified in the cooperation flow that has been established between the village government (village head), Village Consultative Council, Head of Tourism Village, hamlet head, land owners, and MSMEs. These stakeholders have their own interests to fight for. As explained by the head of Kemiri village (Baidowi) and the head of the Tourism Village (Ilham), the structure of tourism development cooperation is as illustrated in the following chart.

**Figure 6.**  
**Structure of Collaborative Cooperation in Kemiri Tourism Village Development**



Source: Data Processed (2023)

In the flow of collaboration or collaboration carried out in the development of the Kemiri tourism village, the orphanage sub-district, there are several parties who cooperate with each other, including the village head as the person in charge of tourism in Kemiri village, and the second is the BPD as budget expenditure in developing tourism, and the third is the head of the tourist village who manages tourism in Kemiri village, and the fourth is the land owner or community who owns land that is made part of tourism whose profit or profit sharing system is an annual rental system, and the fifth is the head of the hamlet who controls tourism in their respective hamlet areas is running smoothly or there are obstacles regarding tourism improvement, and the last one is MSMEs as products that collaborate with tourist villages in Kemiri.

In the first collaborative collaboration flow, the community is the owner of the land that will be occupied as a tourism place, the second is the tourism manager of Kemiri Village which is chaired by Mr. IL (initials) as the tourism manager in Kemiri Village and who regulates tourism in the Kemiri Village scope, and the third is SMEs selling superior products in Kemiri Village, and the

fourth Tourism Awareness Group as a community group that develops tourism in Kemiri Village and also some of the Tourism Awareness Group members also become tourism employees in Kemiri Village, and the fifth is the head of the hamlet who understands the area that has the potential to be used as the leading tourism in Kemiri Village.

The potential of destinations in an area is a great opportunity for the region to make it a bridge for progress and prosperity for people living in potential tourist destinations. One area that is currently under development at the tourist site is Kemiri Village, Panti District, Jember Regency, where this village has a location that has potential in nature, with the background of the beauty of Mount Argopuro, this village has beautiful natural beauty and soothes the eyes of the viewer. At an altitude of 600 meters above sea level, Kemiri Village comes with plurality, togetherness, mutual cooperation, environmental preservation by relying on local wisdom in the village. As a village located in the mountains, Kemiri village has quite interesting natural potential, including views of terraced rice fields, mountains or hills, and there is also a clear river flow from the mountains that crosses the village.

Tourism development which is now being developed in Kemiri Village is increasingly showing its progress. One of them is in a destination called "Desa Wisata Kemiri" which is in Dusun Delima. The beginning of the establishment of this place in late 2019, which first grew from the formation of a tourism village team of 20 people. From here the team made observations in every corner of the village to choose which places had the potential to be used as tourist attractions. After being mapped, the tourist village team tried to form a tourist route.

Starting from zero due to minimal funding, and no special infrastructure development in tourism development, the formation of tourist routes for the tourist village team sells tour packages to tourists. In the first sale, quite a lot of packages were sold to tourists. Every week we get orders for about 20 people. In the tour package, tourists will be invited to tour around the village to destination places in Kemiri Village. The tour package ran smoothly for up to 6 months, but in 2020 the spread of the Covid-19 virus caused all crowd activities to be stopped, including this tour activity. With this pandemic, the tourist village team has to stop doing trip tours. From here they switched to focusing on development from the money they had collected from trips around the village. The first development was carried out in a place that had been chosen as a tourist spot, this place was in Dusun Delima, Kemiri Village, which is now known as the "Kemiri Tourism Village". With its first development on road access and also the construction of tourist attractions. And in 2021 in March this tourist spot was inaugurated directly by the Regent of Jember Hendy Siswanto. Until now this place is crowded with tourists from various regions.

In the development and establishment of a tourist village, the cooperation involved in it is also not spared. These people can be said to be interest groups. There are three interest groups here, namely from the tourism village group (Pokdarwis), the community around the tourist attractions, and the government represented by BUMDES. The following is a chart of tourism interest groups.

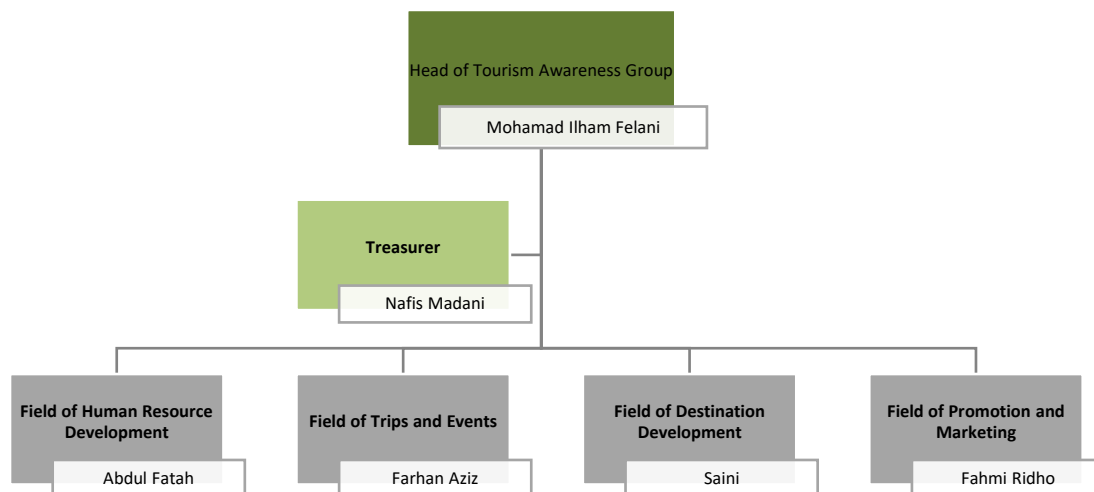
**Figure 7.**  
**Interest Groups Involved in the Development of Kemiri Tourism Village**



Source: Primary Data (2023)

The tourism village team itself, which initially consisted of more than 20 members, gradually left only members who were included in the structural organizations that had been formed.

**Figure 8.**  
**Structural Chart of Tourism Village Team, Kemiri Tourism Village**



Source: Primary Data (2023)

The structure of the tourism village team illustrates the different roles in carrying out tasks in tourism development. The head of tourism awareness group (pokdarwis) who has the task of providing direction to its members, coordinating activities, ensuring that pokdarwis continues to run, and is responsible for all existing activities. Treasurer in charge of financial matters. HRD as fields that seek to improve employee related to business development. The Trips and Events

field acts as a tour guide or tourist assistance to provide guidance when tour activities are carried out. Next is the field of destination development which has a role as a tourism developer through social media. This is aimed at publications targeting the wider community. This team is also a creative team that is always looking for ideas and looking for new areas that can be developed for tourist attractions. The last is the field of promotion and marketing which has a role in developing tourist destinations. This team seeks to promote existing destinations on social media and online marketing development.

As for the structure that comes from the village government, there are BUMDes which participate in developing tourist villages by playing a role as a support team, and managing tourism in the village. This team is directly under the auspices of the village government. However, the management of the Kemiri Tourism Village is carried out independently because there is no reporting mechanism (accountability report) which is routinely submitted to BUMDes.

The development of Kemiri village tourism cannot be separated from the role of the community. In a collaborative effort in this village, the community itself has a role as a partner in tourist destinations. The community also has a role as land owners (not investors outside the village) which are used as tourist attractions themselves. In addition, the community land is used as a parking lot for visitors. The community in this village can also play a role as a supporter in the development of tourism which gets its own benefits from tourism in the area by protecting the environment around the destination. In the tourism environment, the community can develop their business and sell their local products to tourists who come. Of the three interest groups involved in tourism development in Kemiri Village, there are Pokdarwis, local communities, and BUMDES, which have influence and those who have the biggest role are Pokdarwis. The village government, which in this case is manifested in BUMDes activities, tries to support tourism development activities.

Meanwhile, the village government is expected to support harder through village regulations that can be applied to synergize all village potentials so that village tourism development is more focused. However, until now, according to data in the field of Kemiri Village Regulations, there are no policy points that focus on tourism development. This allows for an obstacle for tourism actors because of the lack of focus of village government policies on village tourism development. The collaboration or collaboration that exists between tourism actors only focuses on collaboration within the Kemiri village. This causes a lack of relations or cooperation with outside investors, with outside investors entering the development and development of tourism in Kemiri village will have a positive impact and lift the economy of local residents who are in tourism areas because it can open up new jobs.

As explained, the policy direction of Kemiri village development is basically still general in nature. Tourism development is still implicit and only contained in global policies as stated in the Village RPJM Perdesa. For example, policies to improve the quality of government services, policies to participate in supporting the improvement of the quality of education and public health. Exploring the superior potential of the village. In order to achieve the performance of extracting the village's superior potential, development policies are directed at: a. Fulfillment of agricultural facilities and infrastructure (Irrigation channel repair); b. Facilities for farmers' efforts in the context of increasing productivity and quality of agricultural products. Other policies are poverty and unemployment reduction, development of adequate facilities and infrastructure. In order to achieve the performance of adequate facilities and infrastructure development, development policies are directed at improving road and bridge infrastructure;

opening of passageways to open isolated areas as well as to facilitate the economic flow of the community; Improvement of service facilities that support education and health.

From the priority activities that are planned every year, the focus of development implementation is in the fields of education, health and the environment. Infrastructure, agriculture and community economic facilities are also listed in village government policies. The policy seeks to utilize several sources of funding, both from the central, regional and village governments, such as PNPM program, APBN funding, APBD funding, ADD funding, SKPD, Community funding (swadaya), or cooperation with the private sector.

In addition to the problem of focus and policy direction, several things that hinder it are the limited human resources because many residents have worked in other sectors or are currently in school. Even many of the villagers are not yet interested in being involved in tourism village development activities. Another factor, is the emergence of several conflicts of interest. There are differences in perceptions among community members about the development of land for tourism, conflicts of interest between community members and tourism village administrators. Kemiri Tourism Village managers make various efforts to overcome these obstacles through several things. Deliberation efforts are carried out to reach consensus. Deliberation allows everyone to express their opinion which will ultimately be reached by mutual agreement. A personal approach is also taken to embrace conflicted communities so that they want to get involved again in the development of Tourism Villages. On the other hand, the transparency of the management system is carried out with the aim of avoiding the jealousy of the managers, especially in terms of financial management of tourist villages. Another effort is rule enforcement. This is an effort that is made when other efforts are not able to solve the problem.

## **Discussion**

An important implication of this research is that a structured and integrated learning approach in implementing the 'Kembang Desa' tourism village development model not only provides opportunities for students to gain a deep understanding of the social realities of rural communities, but also allows them to be actively involved in the identification process. problems, potential and solutions related to village tourism development. Through collaboration with the village government and various other related parties, this learning also emphasizes the importance of community empowerment and developing students' social and leadership skills in facing the challenges of holistic village development. In addition, a comprehensive evaluation of learning outcomes ensures that students not only gain theoretical understanding, but also develop practical skills and supportive attitudes in the context of sustainable village tourism development. The results of this study are in line with research conducted by Sadat et al. (2023) which shows that the Collaborative role of Penta Helix in empowering Tourism Awareness Groups (Pokdarwis) as an effort to support the development of Tourism Villages can make a positive contribution to sustainable development and improving the welfare of local village communities.

The development of a tourist village in Kemiri Village continues to be pursued rapidly, with various efforts to synergize the village's potential and the role of stakeholders being continuously carried out. Through established partnerships, especially in identifying natural and cultural potential as well as superior village products based on local wisdom, tourism promotion continues to be improved by improving the qualifications of communication media. In addition, the results of the FGD with various parties, including village heads, community leaders and tourism business players, illustrate the strong collaboration between students taking the BKP MBKM Kembang Desa course with the village government and other stakeholders in identifying village problems and potential and finding solutions. according to their knowledge. This shows



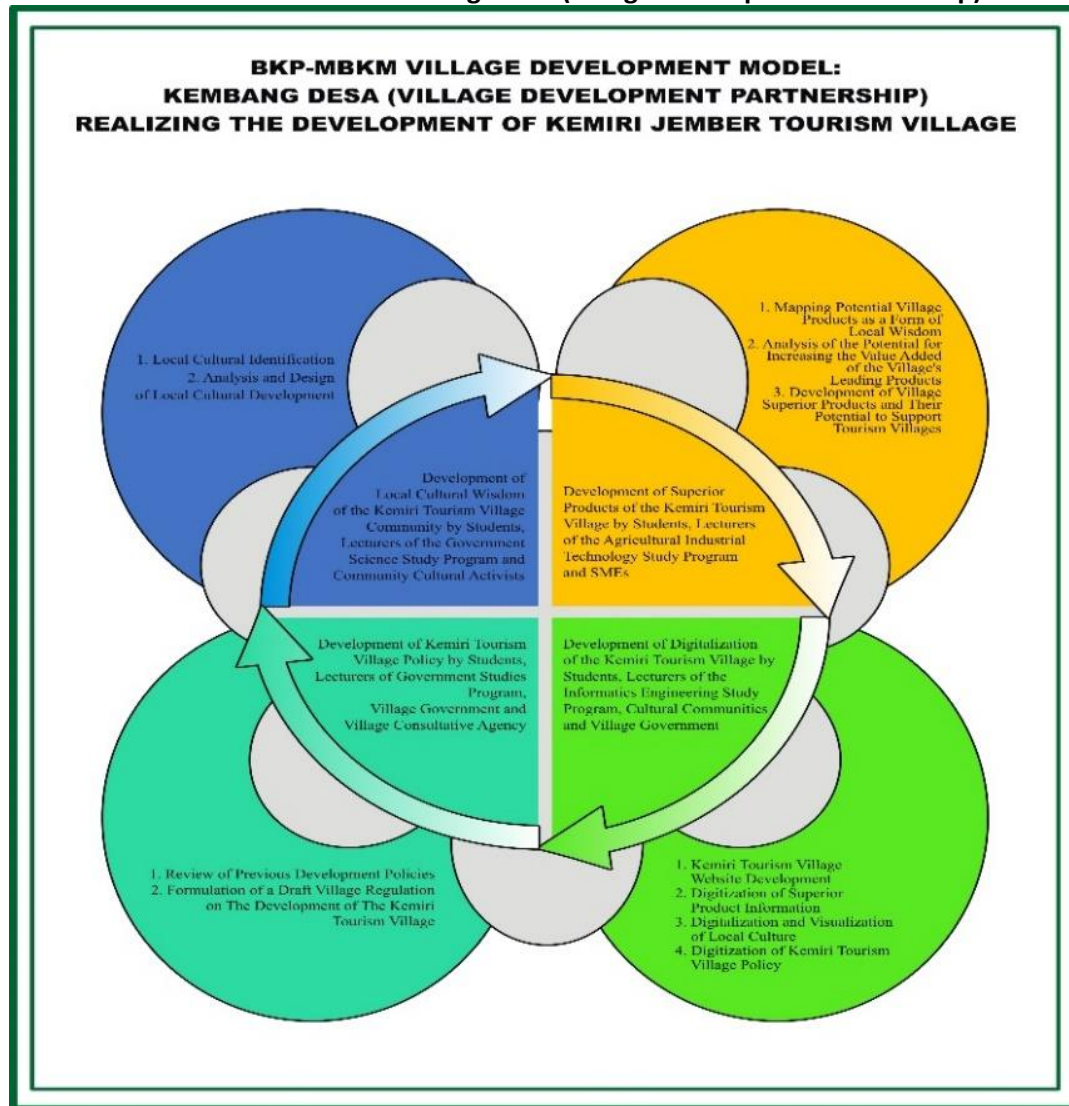
the importance of the role of students as agents of change in supporting sustainable and community-based village development. Previous research on village tourism development conducted by Kurniawati et al. (2021) shows that local community empowerment strategies, and collaborative practices between universities and local communities can provide valuable insights and learning for students and other stakeholders.

The existence of strong cooperation between various parties, including the village government, tourism managers, land owners, micro, small and medium enterprises (MSMEs), as well as local communities, is the key to developing the Kemiri tourism village. With structured and sustainable collaboration between stakeholders, including the active role of tourism awareness groups (Pokdarwis), communities around tourist attractions, and village governments through Village-Owned Enterprises (BUMDES), village tourism potential can be maximized effectively. This collaboration not only allows for better management of tourist destinations, but also opens up opportunities for local economic development and improving the welfare of local communities. Therefore, it is important for all parties involved to continue to maintain their commitment to mutually beneficial cooperation to support the growth and sustainability of Kemiri village tourism. The results of this research support the results of previous research conducted by Rahmafitria et al. (2021) regarding the development of village tourism, both in Indonesia and in other countries, can provide insight into tourism destination management models, experience in building sustainable partnerships, as well as learning from mistakes and challenges faced in developing village tourism.

## CONCLUSIONS

From the data and the results of the data analysis above, it can be concluded several things, the first is the potential for developing candlenut village tourism is very wide open, especially in the field of natural potential in the form of mountains and beautiful natural scenery based on plantations. On the other side of the development of cultural tourism, there is a unique and original culture, namely the art of 'Pencak Silat Jaranan' which is almost evenly distributed throughout the hamlet. The potential for developing local superior food based on local MSMEs has been able to be developed by community groups and MSMEs in Kemiri Village, as well as local food made from mushrooms, essential oils and liquid smoke from coconut. The development of Kemiri Village tourism has the potential to grow, more rapidly with an increase in the focus of the village government's attention with village tourism policies and existing collaborations. Students have been able to contribute ideas by advocating for policy designs that lead to intensification of collaboration with local entrepreneurs and universities intensively. This can be illustrated in the Village Development Model (Village Development Partnership) chart as the BKP MBKM Village Development as follows.

Figure 9.  
BKP-MBKM Model 'Kembang Desa' (Village Development Partnership)



Source: Data Processed (2023)

The partnership between the Village Government and universities, especially the University of Muhammadiyah Jember (Government Science Study Program, Agricultural Product Technology Study Program, and Information Technology Study Program) plays a role in increasing understanding of the potential focus of Kemiri Village tourism development. The main thing is related to the development of added value of local agricultural products, the development of local culture, the digitization of local wisdom (agricultural products and local culture) and village development planning (legal drafting of the Kemiri Tourism Village Development Village Regulation). In a structured way, the activities carried out are identification and analysis of the development of local wisdom, namely the identification-analysis of the value added development of agricultural products and the identification-analysis of the development of local culture which will be carried out by involving all stakeholders.

Several limitations need to be noted. First, there needs to be a deep understanding of environmental sustainability in the development of village tourism, including natural resource management and environmental protection efforts to ensure that tourism growth does not

damage the ecosystem and sustainability of the surrounding environment. Second, special attention is needed to the social and economic aspects of local communities, including community empowerment and social justice in the distribution of benefits from the tourism industry.

Suggestions that can be considered are that sustainable and integrated policy planning and implementation is needed in developing village tourism, taking into account the principles of environmental, social and economic sustainability. Apart from that, it is important to build capacity and actively involve local communities and other stakeholders in the decision-making process and implementation of village tourism programs. This can be done through the establishment of participatory forums and consultation mechanisms involving all relevant parties. In this way, tourism development in Kemiri village can be more sustainable, have a positive impact on the local community, and preserve the surrounding environment.

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