

## Community-Based Regional Planning: Encouraging the Development of Ponot Waterfall Tourism Village

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### ABSTRACT

This study aims to examine Community-Based Regional Planning: Encouraging the Development of Ponot Waterfall Tourism Village. The qualitative research methods used in this study, include approaches, research design, data collection techniques, data analysis, validity, and research ethics. With a comprehensive understanding of this method, it is hoped that the results of the research can provide valuable insights for the development of Ponot Waterfall Tourism Village. Research results Community-based approach allows for the creation of sustainable development, where communities have the capacity and resources to sustain and develop their tourism initiatives in the future. Thus, the implementation of community-based zoning in Ponot Waterfall Village can not only encourage the effective development of tourist villages, but also create an environment conducive to sustainable social and economic growth. It is hoped that this research can be a reference for parties interested in the development of tourism villages and can encourage similar initiatives in other areas.

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## **INTRODUCTION**

The development of tourist villages has become one of the main focuses in the development of the local economy in Indonesia, especially in the context of community empowerment and cultural preservation. Ponot Waterfall Tourism Village is one example where the potential of local nature and culture can be utilized to the maximum to improve the welfare of the community. However, to achieve these goals, regional planning based on the active participation of local communities is needed. Tourism development in Indonesia, especially tourist villages, is increasingly becoming a priority in efforts to improve the local economy and strengthen cultural identity. Ponot Waterfall Tourism Village, located in an area rich in natural beauty and cultural potential, has a great opportunity to be developed as a leading tourist destination. The stunning waterfalls and beautiful natural environment can attract visitors, both local and international, and support the economic development of the local community.

However, despite the potential that exists is very promising, the development of a tourist village in Ponot Waterfall is not without challenges. One of the main problems faced is the lack of active participation of the community in the planning and development process. Often, development-related decisions are taken without involving the voice of the community, resulting in dissatisfaction and conflicts of interest. This leads to the potential for unsustainable management and a lack of economic benefits felt by local communities. Community-based zoning is a relevant and strategic approach to address this issue. By involving the community in every stage of planning and development, it is hoped that tourism villages can be developed by considering the needs and aspirations of the community. This approach not only increases the community's sense of ownership towards development, but also encourages cultural and environmental preservation. However, challenges in the implementation of community-based planning remain, such as differences of opinion among community members, limited resources, and a lack of understanding of an effective planning process. Therefore, it is important to explore the existing potentials and challenges and formulate the right strategies to encourage active community participation in the development of the Ponot Waterfall Tourism Village.

One form of tourism development that is getting more attention is tourist villages. Ponot Waterfall Tourism Village, with its stunning natural charm, has the potential to become one of the leading tourist destinations that can boost the local economy and strengthen the cultural identity of the local community. However, even though the potential is very large, the development of Ponot Waterfall Tourism Village faces a number of challenges. One of them is the lack of community involvement in the planning and development process. Community participation in every stage of planning is essential to ensure that the development is in line with the needs, desires, and expectations of the local community. This lack of involvement often results in unsustainable development projects and lack of benefits for the community. In addition, there are problems in the management of natural and cultural resources in the area.

With the increasing number of tourists, the threat to environmental sustainability and local culture is also increasing. Therefore, a more inclusive and sustainable planning approach is needed, in which the community is actively involved in decision-making related to the development of tourism villages.

Community-based regional planning is a solution that is expected to answer this challenge. Through this approach, the community not only functions as an object of development, but also as a subject who has rights and voices in the planning process. By involving the community, it is hoped that a joint agreement will be created that leads to sustainable village development and provides equal benefits for all parties. However, the challenges in implementing community-based planning are also quite complex, such as differences of opinion among community members, lack of knowledge about the planning process, and limited resources available. Therefore, it is important to conduct in-depth research on the potential and challenges faced by the Ponot Waterfall Tourism Village, as well as formulate effective strategies to encourage community participation in the development process. This research aims to explore the potential of Ponot Waterfall Tourism Village, identify challenges in development, and formulate a community-based regional planning model that can be applied to increase community involvement. It is hoped that the results of this research can make a significant contribution to the development of sustainable and inclusive tourism villages.

Ponot Waterfall Tourism Village is located in an area rich in natural beauty and has significant potential for tourism development. Charming waterfalls, beautiful natural environment, and rich local culture can be the main attraction for tourists. The development of tourist villages in Ponot not only aims to increase people's income, but also to preserve local culture and preserve the environment. Despite having great potential, the development of the Ponot Waterfall Tourism Village still faces various challenges. One of the main problems is the lack of adequate infrastructure and facilities to support tourism activities. Damaged access roads, lack of transportation facilities, and lack of public facilities such as parking lots, toilets, and lodging are obstacles for tourists to visit. This resulted in a low number of visitors who came to the village. In addition, community participation in the planning and development process of tourist villages is also still low. The success of the development of tourist villages is highly dependent on the support and involvement of the local community. Without the active participation of the community, the existing potential cannot be utilized to the fullest. The community needs to be empowered to be involved in decision-making, planning, and implementation of tourism village development programs. Another challenge is the lack of awareness about the importance of environmental and cultural preservation. People often do not understand the negative impacts of mass tourism, such as environmental damage and changes in local culture. Therefore, efforts are needed to increase public awareness of the importance of preserving the environment and culture as part of tourist attractions. Facing these various challenges, a comprehensive and planned strategy is needed to encourage the

development of the Ponot Waterfall Tourism Village. A community-based approach can be an effective solution in increasing community participation and optimizing existing potential. By involving the community in every stage of development, it is hoped that a harmonious agreement can be created between tourism development and cultural and environmental preservation. In this context, this study aims to analyze the potential resources owned by Ponot Waterfall Tourism Village, identify the challenges faced in development, and formulate an effective community-based regional planning model. Thus, it is hoped that this research can make a positive contribution to the development of sustainable and inclusive tourism villages.

## **THEORETICAL REVIEW**

### ***Community-Based Regional Planning Concept***

Community-based regional planning is an approach that emphasizes the importance of community participation in the regional development process. According to Friedmann (2018), community-based planning serves to empower local communities, where they have a voice and control over the development process that affects their lives. This approach not only focuses on the physical aspects of development, but also pays attention to the social and cultural aspects that exist in society.

### ***The Importance of Community Participation***

Community participation in regional planning is essential to ensure the success and sustainability of development. Brodie et al. (2018) emphasized that the active involvement of the community in the planning process not only increases the legitimacy of the decisions taken, but also strengthens social bonds and solidarity between citizens. When the community is involved in planning, they tend to be more receptive and supportive of the programs implemented (Nuraini and Ndruru, 2024)

### ***Participatory Planning Model***

The participatory planning model provides a framework that allows communities to actively contribute to formulating development plans. Mansuri and Rao (2018) stated that this model includes stages such as information gathering, needs analysis, and the preparation of an action plan that involves the community at each step. Through this model, it is hoped that solutions can be created that are more in line with the local context and community needs.

### ***Tourism Village Development***

The development of tourist villages is one of the strategies to improve community welfare through the use of local potential. Damania and Hatch (2018) explained that the development of tourist villages must be carried out with a sustainable approach, paying attention to economic, social, and environmental aspects. Success in the development of tourist villages is measured not only by the increase in the number of tourists, but also by the positive impacts felt by the community, such as increased income and cultural preservation (Hidayat et al, 2023)

### *Challenges in Tourism Village Development*

Despite having great potential, the development of tourist villages often faces various challenges. Smith (2018) identified key challenges such as lack of infrastructure, lack of managerial capacity at the village level, and low public awareness of the importance of sustainable tourism. To overcome this challenge, collaboration between the government, the community, and the private sector is needed so that development can be carried out in an integrated and effective manner.

### *Case Study: Ponot Waterfall Tourism Village*

Ponot Waterfall Tourism Village has significant potential to be developed as a leading tourist destination. The implementation of community-based regional planning can be an effective strategy to encourage community participation in the development of this tourism village. By understanding the existing potentials and challenges, as well as formulating the right strategy, it is hoped that the development of the Ponot Waterfall Tourism Village can take place in a sustainable manner and provide maximum benefits for the local community.

## **METHODOLOGY**

This study uses a qualitative approach that aims to deeply understand the phenomena that occur in the development of the Ponot Waterfall Tourism Village. Creswell (2018) explained that qualitative research aims to explain, explore, and understand the participants' perspectives in a more holistic way. This approach is particularly appropriate for research involving social and cultural dynamics, such as in the context of community-based regional planning (Nuraini et al, 2023a; Nuraini et al, 2023b; Akbar et al, 2023; Sugiarto & Ramadania, 2023a)

The qualitative research design chosen in this study is a case study (Harmoko, 2024; Hidayat et al, 2023; Sugiarto & Ramadania, 2023b). Yin (2018) states that case studies allow researchers to investigate complex phenomena in real-life contexts, focusing on how various factors interact. In this context, the Ponot Waterfall Tourism Village will be used as an analysis unit to understand the planning process and community participation. In-depth Interview Data Collection Techniques: Using semi-structured interviews with local communities, tourist village managers, and related stakeholders (Nuraini & Thmarin, 2017; Nuraini & Suprayetno, 2021; Sugiarto et al, 2023). Kvale and Brinkman (2018) revealed that in-depth interviews allow researchers to obtain rich and in-depth information regarding participants' experiences and views. The researcher will make direct observations on community activities and environmental conditions in the Ponot Waterfall Tourism Village. Spradley (2018) explained that participatory observation helps researchers understand social and cultural contexts more deeply.

Data Analysis Techniques Data analysis is carried out with a thematic analysis approach. Braun and Clarke (2018) stated that thematic analysis allows researchers to identify, analyze, and report patterns (themes) in data. To ensure

the validity and reliability of the data, this study will apply several strategies, namely: Data Triangulation Using various data sources (interviews, observations, and documentation) to strengthen the research findings. Denzin (2018) stated that triangulation can increase the credibility of research results. Member Checking: Resubmit preliminary findings to study participants to get feedback regarding accuracy and data representation. Lincoln and Guba (2018) underlined the importance of member checking in qualitative research to improve the reliability of results (Sugiarto & Ramadania, 2021).

## RESULTS AND DISCUSSION

### *The potentials and challenges faced in the development of tourist villages in Ponot Waterfall Village*

The potential of Ponot Waterfall Tourism Village has a number of potentials that can be utilized for sustainable tourism development. Some of these potentials include: Charming Natural Beauty Ponot Waterfall which is surrounded by natural forests and beautiful mountain scenery provides its own attraction for tourists. The existence of this waterfall is not only a tourist attraction but also has the potential for recreational activities such as trekking, photography, and bird watching. Local Culture and Traditions The people of Ponot Village have rich traditions and cultures, including performing arts, handicrafts, and distinctive culinary delights. The integration of local cultural elements in the development of tourist villages can provide a unique experience for visitors, while supporting the preservation of this culture. Community Empowerment The development of tourist villages has the potential to increase community participation in economic activities. Through the provision of services such as lodging, food, and local handicrafts, people can experience the direct economic benefits of tourism. Damania and Hatch (2018) mentioned that tourism can create new jobs and increase household income. Ecotourism activities with a focus on nature conservation, the development of tourism villages can be directed to ecotourism activities that are environmentally friendly. Activities such as nature tours, camping, and environmental conservation can attract tourists who care about environmental and sustainability issues. Accessibility and Infrastructure With efforts to improve the road infrastructure to Ponot Waterfall Village, accessibility has become better, which allows for an increase in the number of visitors. The local community can also benefit from the improvement of public facilities such as parking areas and tourist information centres.

Despite having a lot of potential, Ponot Waterfall Tourism Village is also faced with a number of challenges, including: Limited Infrastructure Despite improvements, supporting infrastructure such as accommodation, roads, and public facilities still need to be improved. Inadequate infrastructure can hinder tourists' access and affect their experience. The skills of the community in tourism management and customer service are still limited. Unplanned tourism development can cause environmental damage, such as pollution and habitat loss. Ponot Waterfall Village has to compete with other better-known tourist destinations. This requires an effective marketing strategy and strong branding in order to attract tourists. Based on the potential

and challenges faced, here are some recommendations for the development of Ponot Waterfall Tourism Village: Sustainable Infrastructure Development Focus on improving infrastructure by paying attention to environmental and social aspects, for example using environmentally friendly materials and involving the community in the development process. Training and Capacity Building provides training programs for the community in the areas of tourism management, customer service, and local product marketing to prepare them for challenges in the tourism industry. Community-Based Tourism Promotion develops marketing strategies that involve the community, including the use of social media and collaboration with influencers to promote the uniqueness of the Ponot Waterfall Tourism Village. The Ecotourism approach implements sustainable and environmentally friendly tourism practices to maintain natural and environmental attractions and ensure the sustainability of resources. Community Participation in Management encourages the community to be involved in the management of tourism villages through the formation of working groups or tourism cooperatives that can manage tourism activities independently.

***The strategies to encourage community participation in the planning and implementation of development in Ponot Waterfall Village***

Community participation in development planning and implementation is one of the keys to the success of sustainable development. Through active participation, the community is not only the object of development, but also a subject that plays a role in determining the direction and priorities of development. This will increase the sense of ownership, responsibility, and sustainability of the development programs implemented. Strategies to Encourage Community Participation Hold education and socialization programs about the importance of community participation in development. Through workshops, seminars, or regular meetings, the community can be given an understanding of the benefits and process of participation in development. The dissemination of clear and transparent information about development plans, budgets, and benefits for the community can increase public trust and interest in participating. Discussion Forum Facilitation Forming a forum or discussion group that involves all elements of society, including women, youth, and community leaders. This forum can be a forum for the community to convey their aspirations, ideas, and criticism of development plans. The use of participatory methods such as Focus Group Discussion (FGD) can help dig into information and ideas from the public more deeply. Encouraging Involvement in Decision-Making provides space for the community to be involved in the decision-making process related to development. For example, through the election of community representatives who are involved in the planning and implementation of development projects. Involving communities in prioritizing development programs based on their needs and aspirations can increase commitment and a sense of belonging to development outcomes. Empowerment Through Training provides training for the community on project management, technical skills, and resource management. This training

not only increases the capacity of the community but also gives them the confidence to be more actively involved in development. Providing training on entrepreneurship can also motivate the community to take the initiative in developing businesses that support village tourism. Building Partnerships with Stakeholders encourages partnerships between communities, governments, and the private sector in development planning and implementation. This cooperation can strengthen the resources and support needed to achieve development goals. Engaging non-governmental organizations (NGOs) or civil society agencies can bring additional experience and knowledge that is beneficial to the community. Awards and Recognition: Provides awards or recognition to individuals or groups that actively contribute to development. This award can be in the form of certificates, publications in the media, or other awards that can increase people's motivation to get involved further. Showing examples of successful community participation in development can provide inspiration and encouragement for other communities to get involved. Evaluation and Feedback involve the community in the evaluation process of development programs that have been implemented. In this way, the community can provide useful feedback for future improvements. Holding regular meetings to discuss progress and challenges in the implementation of development can strengthen communication and transparency between all parties.

### ***How a community-based zoning planning model can be effectively implemented in Ponot Waterfall Village***

#### ***Community-Based Regional Planning Concept***

Community-based planning is an approach that involves the community in every stage of development planning and implementation. This approach focuses on empowering communities, ensuring that their needs and aspirations are reflected in development plans. This model is particularly relevant for Ponot Waterfall Village, where community participation is key to achieving sustainable and effective development.

#### ***Principles of Community-Based Regional Planning***

Before discussing implementation, it is important to understand the basic principles of community-based regional planning that must be applied, including: Active Participation The community is actively involved in all stages, from problem identification, planning, implementation, to evaluation. Transparency Information about development plans and processes is conveyed openly to the public. Sustainability Planning must consider social, economic, and environmental aspects to ensure that development results can be enjoyed in the long term. Social Justice Every member of society must have the same opportunity to participate and benefit from development.

## ***Community-Based Regional Planning Implementation Model in Ponot Waterfall Village***

### *Preparation Stage*

**Socialization and Education:** Socialize the concept of community-based planning to the community. Using local media, community meetings, and training to increase public understanding of the importance of participation in planning. **Formation of a Planning Team:** Forming a planning team consisting of community representatives, traditional leaders, and other stakeholders. This team is tasked with facilitating the planning process.

### *Identify Problems and Potential*

**Data Collection:** Conduct surveys and interviews to identify the problems facing the community and the potential that can be developed. The data collected must cover social, economic, and environmental aspects. **Discussion Forum:** Hold a forum or meeting to discuss the results of data collection and get input from the community.

### *Participatory Planning*

**Development Plan Preparation:** The planning team together with the community formulates a development plan based on the results of identifying problems and potentials. This plan should include goals, strategies, and concrete steps to achieve the desired development. **Program Priority:** Using the voting or consensus method to determine the priorities of the program to be implemented, so as to reflect the needs and expectations of the community.

### *Implementation and Empowerment*

**Program Implementation:** Involve the community in the implementation of development programs, both as implementers and as supervisors. This will increase the community's sense of ownership and responsibility for development results. **Community Empowerment:** Providing skills training and resource management so that the community can be more independent and competitive.

### *Monitoring and Evaluation*

**Monitoring System:** Develop a monitoring system that involves the community to assess the progress of the program and identify problems that arise during implementation. **Participatory Evaluation:** Conducting an evaluation with the community to assess the success and impact of the program that has been implemented. Feedback from the community is essential for future improvements.

### *Network Development and Partnerships*

**Partnerships with Third Parties:** Partnering with government agencies, NGOs, and the private sector for technical and financial support. This cooperation can strengthen community capacity and increase resources for development. **Community Network:** Building a network between villages or

other communities to exchange experiences and best practices in the development of tourist villages.

## **CONCLUSIONS AND RECOMMENDATIONS**

In an effort to encourage the development of Ponot Waterfall Tourism Village, the application of a community-based regional planning model has proven to be an effective approach. Through the active participation of the community, it is hoped that the development plan prepared will not only meet local needs, but also reflect the aspirations and potentials possessed by the village. Here are some concluding points from this study:

1. **The Importance of Community Participation:** Community involvement in every stage of development planning and implementation is essential. Active participation not only increases a sense of belonging and responsibility, but also strengthens the success of development programs.
2. **Problem and Potential Identification:** The process of identifying problems and potentials through participatory methods allows people to convey their views and ideas. This helps in formulating a more relevant and sustainable development plan.
3. **Community Capacity Building:** Through training and empowerment, communities are provided with the skills needed to play an active role in development. These skills are important to support local resource management and improve village competitiveness.
4. **Strategic Partnerships:** Cooperation with various parties, including governments, NGOs, and the private sector, provides the necessary support for the implementation of development programs. These partnerships also allow access to a wider range of resources and knowledge.
5. **Community-Based Monitoring and Evaluation:** A monitoring and evaluation system that involves the community helps to ensure that the programs implemented remain in line with the goals and expectations of the community. Feedback from the community is the basis for future program improvement and development.
6. **The Importance of Community Participation:** Community involvement in every stage of development planning and implementation is essential. Active participation not only increases a sense of belonging and responsibility, but also strengthens the success of development programs.
7. **Problem and Potential Identification:** The process of identifying problems and potentials through participatory methods allows people to convey their views and ideas. This helps in formulating a more relevant and sustainable development plan.
8. **Community Capacity Building:** Through training and empowerment, communities are provided with the skills needed to play an active role in development. These skills are important to support local resource management and improve village competitiveness.
9. **Strategic Partnerships:** Cooperation with various parties, including governments, NGOs, and the private sector, provides the necessary

support for the implementation of development programs. These partnerships also allow access to a wider range of resources and knowledge.

10. Community-Based Monitoring and Evaluation: A monitoring and evaluation system that involves the community helps to ensure that the programs implemented remain in line with the goals and expectations of the community. Feedback from the community is the basis for future program improvement and development.

## **FURTHER STUDY**

Further research could evaluate models of community participation, the long-term impact of community-based planning, and the effectiveness of training programs on local resource management. Studies on the role of technology in tourism promotion as well as partnerships with the government, private sector and NGOs should be conducted. In addition, it is important to assess community perceptions, environmental impacts, and compare best practices from other tourist villages to support the development of Ponot Waterfall Tourism Village.

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