

# Community Empowerment Based on Locality Development to Improving Social Welfare Through Pancur Cave Tourism In Jimbaran Village

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**Abstract:** This study aims to discuss the stages of community empowerment based on locality development in improving social welfare and the impact of its emergence through Goa Pancur tourism in Jimbaran Village, Kayen District, Pati Regency. Researchers propose two formulations of the problem, namely 1) How are the stages of community empowerment in improving social welfare in Goa Pancur tourism, Jimbaran Village, Kayen District, Pati Regency? 2) What are the economic, social, and environmental impacts of Gua Pancur Tourism Management and Development? This research method is descriptive qualitative with the type of Field Research. Data was acquired from primary sources: interviews with POKDARWIS, the village government, and the Jimbaran Village community. In contrast, secondary data were obtained from village profiles, tourism decree, activity photos, websites, and social media of Gua Pancur. Techniques in data collection are done by interview, observation, and documentation. The results showed 1) stages of community empowerment from before the management of tourism by POKDARWIS until now experiencing significant development this can be seen from the number of visitors to Gua Pancur tourism is increasing every year. 2) the impact of the existence of Gua Pancur tourism is very diverse; the existence of Gua Pancur tourism has an impact on improving the social welfare of the local community; this can be seen from the growing economy of the community from the existence of jobs and more business opportunities.

**Keywords:** Empowerment, Locality Development, Social Welfare

**Abstrak:** Penelitian ini bertujuan untuk membahas tahapan pemberdayaan masyarakat berbasis pengembangan lokalitas dalam meningkatkan kesejahteraan masyarakat dan dampak kemunculannya melalui wisata Goa Pancur di Desa Jimbaran, Kecamatan Kayen, Kabupaten Pati. Peneliti mengajukan dua rumusan masalah yaitu 1) Bagaimana tahapan pemberdayaan masyarakat dalam meningkatkan kesejahteraan sosial di wisata Goa Pancur Desa Jimbaran Kecamatan Kayen Kabupaten Pati? 2) Apa dampak ekonomi, sosial, dan lingkungan dari Pengelolaan dan Pengembangan Pariwisata Goa Pancur? Metode penelitian ini adalah deskriptif kualitatif dengan jenis Penelitian Lapangan. Perolehan data diperoleh dari sumber primer yaitu wawancara dengan POKDARWIS, pemerintah desa, dan masyarakat Desa Jimbaran, sedangkan data sekunder diperoleh dari profil desa, SK wisata, foto kegiatan, website, dan media sosial Goa Pancur. Teknik pengumpulan data dilakukan dengan

wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan 1) tahapan pemberdayaan masyarakat dari sebelum adanya pengelolaan wisata oleh POKDARWIS hingga saat ini mengalami perkembangan yang signifikan hal ini terlihat dari jumlah pengunjung wisata Gua Pancur yang semakin meningkat setiap tahunnya. 2) dampak dari keberadaan wisata Gua Pancur sangat beragam, dengan adanya wisata Gua Pancur memberikan dampak terhadap peningkatan kesejahteraan sosial masyarakat setempat hal ini terlihat dari semakin berkembangnya perekonomian masyarakat, dari adanya lapangan kerja dan peluang bisnis yang lebih besar.

**Kata Kunci:** Pemberdayaan, Pengembangan Lokalitas, Kesejahteraan Sosial

## Introduction

Indonesia is a country that has a multicultural society where the diversity of cultures, customs, and local wisdom values owned by the Indonesian people become values as well as potential that deserves to be developed (Sengkey, 2011). Kearifan lokal yang tumbuh dan berkembang merupakan *guideline* bagi masyarakat dalam berinteraksi dan memaknai kehidupan masyarakat yang heterogen (Suharto, 2005). The diversity that is owned makes Indonesia one of the countries rich in potential in various forms of diversity, both the potential of natural resources, human resources, cultural diversity, and the potential of the region/community social environment (social potential (Bariroh, 2020).

Pati City is one of the districts that have the potential in the field of tourism with various types of goods, religious tourism, natural tourism, marine tourism, historical tourism, agro-tourism, cultural tourism, and others (Zakiyah, 2020). One of the tourism highlights of the community is Pancur cave tourism; this tourism is one of the potentials possessed by the city of Pati, especially Jimbaran Village, Kayen District. Pancur Cave tourism has its allure for the people of Pati and those outside the Pati area because of its uniqueness; it is not surprising that Pancur Cave is one of the tourists (Cakrabuana, 2018).

Based on monographic data, Jimbaran Village, Kayen District, has a population of about 4,467 people; the average local community works as farmers, and many of the local people work as odd jobs and choose to migrate to become migrant workers, both internal migrant workers and international migrant workers, this is due to the narrow employment opportunities and the increasing competitiveness of workers tight. (Siahaan, 2019). According to the local community, almost 50% more people in Jimbaran village choose to become migrant workers, the level of education is also a driving factor in the competitiveness of getting a job recorded in the village monograph data in 2021 the level of education in Jimbaran Village is still low, namely education at the elementary/MI level of about 1,447 people, Education about 731 people, the level of education at the level of SMA/SMK/SMALB / MA about 452 people, D1-D3 Academy education level about 32 people, undergraduate education level about 27 people, and Post-Graduate Education Level 1 Soul. Therefore, after graduating from high school, many local people choose to try

their luck and become migrant workers to get jobs to support their needs in life (Darmaning, 2021).

Meanwhile, August 2020 data states that Kayen district occupies the 3rd highest position in Pati Regency as the largest number of PKH recipients with a total of 3,816 KPM. Based on KEPMENSOS/146 / HUK/2020 (year 2020 period 2, October) states that the amount of social assistance obtained by the people of Jimbaran village, among others, 238 households are included in the family Hope program (PKH), 2,259 people are included in the KIS/PBI/BPJS program borne by the central government, 139 households are included in in the Indonesia Smart Card (KIP) program, and 710 households are included in the Food Social Assistance (BPS) program. The poverty rate in Jimbaran village is still high, as recorded in the data of SIKS prov (Soehartono, 2015). Central Java in January 2020 related to the poverty rate, as many as 585 households were categorized as very poor, 78 households were included in the poor category, 33 households were included in the almost poor category, and six households were included in the vulnerable poor category (Amazing, 2020).

The above phenomenon of social problems in Jimbaran Village is related to the level of poverty and the level of economic difficulties and employment; this is evidenced by the data on the number of recipients of social assistance taken from the Social Welfare Information System (SIKS) Dinsos Prov Central Java (Rahmawati, 2016). Pancur cave is one of the natural attractions in Pati Regency, which is known as the local potential in the field of Natural Resources owned by Jimbaran Village, Kayen District, Pati Regency; the potential has a panorama that is so natural and rare with the value of natural beauty that is still preserved (beautiful) even the village was pioneered to be a tourist village (Dipayana, 2015).

Community development and people's empowerment are two things that can not be separated; empowerment is part of the strategy and program of Social Welfare Development (Suharto, 2005). Community development is defined as a method or process that allows people to improve their quality of life by utilizing the potential of natural resources around them, as explained in QS. Al-a'araf: 10

وَلَقَدْ مَكَّنَّاكُمْ فِي الْأَرْضِ وَجَعَلْنَا لَكُمْ فِيهَا مَعَايِشَ قَلِيلًا مَّا تَشْكُرُونَ

Meaning: *"Indeed, we have settled you on the Earth, and we have made for you in the Earth a source of livelihood. Little Are you grateful."*

The above verse explains that God has provided a source of life through nature, such as basic foodstuffs and natural potentials that humanity can develop (Kurnanto, 2015). The above paragraph can be used as a basis for developing local resource potential in the form of Pancur Cave; with the utilization and management of natural resource potential will be able to create innovations that will be able to support human life and preserve natural and cultural resources of the community which will have an impact on improving the quality of life of local people (Adrian, 2019).

Utilization and management of tourism potential wisely will positively impact people's lives, especially in improving the quality of life, as we know that tourism significantly impacts the economic growth of the community (Lema, 2014). Pancur cave tourism will impact the community's welfare, empowerment, and independence. This is because access to MSME management and activities is only for the local community in Jimbaran Village, so community development programs in the Gua Pancur area can bring social transformation and become a solution to social problems in Jimbaran Village. The main focus of this research is the stages of community empowerment in Pancur cave tourism and the economic, social, and environmental impacts of Pancur cave tourism in Jimbaran Village, Kayen District, Pati Regency (Kharis, 2014).

## Methods

In this study, the main focus is the people of Jimbaran village, who are involved in the tourism industry in Gua Pancur Tourism (Ardlin, 2013). The objects of research include traders in the area, village officials involved in tourism management, and tourism awareness groups that promote and preserve destinations (Pujileksono, 2018). This study used several data collection techniques, including observation, interviews, and documentation (Khoiroh, 2014). Observations were made to gain a direct understanding of the activities and interactions in Gua Pancur Tourism. Interviews were conducted with predetermined informants, such as traders, village officials, and members of tourist-aware groups. The interviews aimed to gain in-depth information about the village's experiences, challenges, and perceptions of Tourism Management (Amazing, 2013).

In addition, documentation is also an important part of data collection. Documentation data includes related documents such as village regulations, activity reports, and other documents relevant to Gua Pancur tourism. This documentation helps gain a more comprehensive understanding of the village's history, policies, and tourist developments (Hamzah, 2018). After the data was collected, data analysis was done using the Miles and Huberman model. The stages of analysis include data reduction, data presentation, and conclusion/verification. Data reduction involves organizing, classifying, and simplifying data to process it more efficiently (Sugiyono, 2017). Data presentation involves using tables, graphs, or other visualization methods to assist in understanding patterns and relationships between data. Further, conclusions are drawn, and verification is carried out to ensure that the results of the analysis correspond to the collected data and that the resulting conclusions are reliable (Priest, 2014).

Through this research, it is expected to gain a deeper understanding of the role of the community, village officials, and tourism conscious groups in managing Gua Pancur tourism. The results of this study are expected to provide insights and recommendations that are beneficial to the development of tourism in Jimbaran Village and positively contribute to maintaining the sustainability and welfare of the local community (Maunah, 2015).

## Results and Discussion

### Stages of Community Empowerment in Pancur Cave Tourism Jimbaran Village Kayen District Pati Regency

Competitive Advantage (CA): Community empowerment is a strategy to improve the empowerment of weak groups; community empowerment can be realized through the community's active role. The main targets in community empowerment are those who are weak and do not have the strength or ability to access productive resources under certain conditions (Widjajanti, 2011).

The people of Jimbaran village are classified as a weak group that deserves to be empowered, especially in the management of Gua Pancur attractions, seeing from the early history of the management of Gua Pancur attractions, which are purely managed by the local government without involving interference from the local community, causing no access and contributing to the tourism. This is what makes the community of Jimbaran Village powerless in the management of Gua Pancur tourism so that the tourism is neglected, after which the initiative of residents to revive the Gua Pancur tourist attraction, from here, the Community Empowerment program at the Gua Pancur tourist site begins (Priyanto, 2016).

In improving community empowerment in Pancur cave tourism, Jimbaran village takes stages of community empowerment, among others:

- a. Awareness stage: in this awareness stage, the community is used as a subject in the empowerment program and then given the knowledge that every human being can develop potential (Endah, 2020). In achieving the goals of social welfare in the village, it is necessary to manage and utilize local potential both natural and human resources (Endah, 2020). Gua Pancur tourism is one of the local potentials in the field of Natural Resources owned by Jimbaran village; in the utilization and management of Gua Pancur tourism, awareness and contribution from various parties are needed, especially the community itself, the way POKDARWIS makes people aware of the importance of contributing role in tourism, namely by socializing society through social programs such as tree planting activities, enterprising clean environment, etc. which later the activities are expected to trigger social sensitivity to contribute to maintaining the sustainability of nature and contribute to the development of Gua Pancur Tourism. Based on the data that has been presented above, the researcher's analysis of the stage of public awareness carried out by POKDARWIS to foster the importance of preserving natural ecosystems through Pancur cave tourism is considered very effective because the community will be more interested in action activities or real actions than just socialization without action.
- b. Stage shows the problem: the next stage of community empowerment is the stage shows the problem; since the inception of Gua Pancur Tourism, problems have emerged in the tourism environment, namely related to the underdevelopment of Gua Pancur tourism due to the lack of communication or involvement of the local

community in the management of Gua Pancur Tourism. The lack of communication between the local government and the community ultimately led to the abandonment. In addition to the above problems, the researchers also found other problems related to infrastructure in Gua Pancur tourism, which is still lacking, such as parking spaces that are not conducive, places to sell traders who are still lacking and not conducive. On the other hand, Tourism and empowerment skills possessed by the Sadar Wisata group as the tour manager of Gua Pancur are also considered lacking. Based on the research analysis of the problems disclosed above, there are potential external problems that will threaten the local community, especially when internal problems such as inadequate infrastructure and public facilities are not resolved. These problems will certainly impact the decline in tourist attraction, affecting the poverty rate in Jimbaran Village; this is because many people depend on the tourism sector as their source of income. In addition to the threat of poverty problems above, there is also a threat of environmental damage caused by parking spaces that are not conducive, which means visitors can park anywhere. This will impact environmental damage due to the absence of intensive care of governance between parking lots, places to sell, etc. In addition, this can also interfere with the comfort of visitors.

- c. Problem-solving stage: the next stage of community empowerment is problem-solving; after a study on the problems in the Tourism Environment, Solutions and plans for solving problems now appear. In solving this problem, involving several parties, especially the participation of the community, by involving the community in all areas of development will encourage the community to support the programs that have been planned. In addition, the success of an empowerment program also depends on the level of community participation (Rahmat & Mirnawati, 2020). At the stage of problem-solving in Gua Pancur Tourism, alternative solutions offered by POKDARWIS and the village government are related to infrastructure and public facilities development plans, namely by utilizing land that is still abandoned and fulfilling public facilities that have not been fulfilled. Meanwhile, the village government offers vacant land belonging to the village next to the Gua Pancur tourism to be used as parking space. Solving problems related to infrastructure development in Wisata Gua Pancur has been done two times, the first period in 2014 and the second period in 2019, but the development is still not optimal because the renovation and development carried out in Wisata Gua Pancur is carried out in total due to tourism neglect which causes severe damage. Based on the above data, researchers' analysis of solving infrastructure problems in Gua Pancur Tourism has been quite good. However, it has not been fully met, development is continuing to this day. In addition, according to researchers, some things need to be considered in addition to infrastructure problems, namely problems regarding tourism human resources in Gua Pancur; this aims to support the sustainability of the development of Gua Pancur attractions because the community is an object and a subject in the empowerment program itself.

- d. The stage shows the importance of change: in this case, change is a condition that cannot be avoided and will happen because in this world, there is nothing static, and all things will change (Widodo, 2017). In a change is very important to support change for the better. At this stage, a researcher's analysis of the changes made in Gua Pancur tourism determines the sustainability of the movement of the tourism wheel; seeing the decline experienced by Gua Pancur tourism in 1998-2014 raises the social sensitivity of the local community to revive the rotation of the tourism wheel that had stopped. In addition, the importance of making a change because tourism has a considerable impact on the community's economy, especially in realizing the welfare of the local community. In response to the above statement, researchers found the community's dependence on Gua Pancur tourism; some local communities rely their economies on the tourism sector either directly or indirectly. Changes in Gua Pancur tourism began with coordination between local youth and local governments in turning the wheels of tourism, which then came down to the tourism decree, after which infrastructure developments and community empowerment programs were carried out to support the development and sustainability of Tourism.
- e. Testing and demonstration phase: according to Suparjan and Hempri (2003) in Sadri Miradj, Sumarno (2014), empowerment essentially includes two aspects, namely, to give or authority and to give the ability to enable, which means empowerment is a provision of power and the provision of ability or empowerment. Therefore, the Empowerment Stage must pass the stage of testing and demonstration which aims to adjust the alignment of the empowerment program and testing the empowerment program. Meanwhile, the empowerment stage in Gua Pancur tourism is done through a container or a community association engaged in Gua Pancur Tourism. From the existence of this container as a place to convey complaints and input from the community, people can pour their aspirations through the container that has been provided. Based on the research data submitted, the researcher's analysis of the testing and demonstration stage is not only about the community in Gua Pancur tourism which is used as a container in accommodating their aspirations. However, the activities of seminars and FGDs (*Focus Group Discussion*) conducted by Pokdarwis Gua Pancur, together with community organizations and university friends who are experts in their fields, are also included in the testing and demonstration stages.
- f. Stage of producing and publishing information: at the stage of producing and publishing, tourism information is included in the tourism promotion process. Tourism promotion activities are generally related to information and communication publication activities that aim to build tourism images; images or images can be built through news in social media, films, books, etc. (Sj, Nuryanah, et al., 2017). At the empowerment stage of Information Publication in Gua Pancur, tourism is done through social media platforms owned by Gua Pancur, such as the web, Instagram, Facebook, etc. Not only did the tourism-conscious group and the local community promote and publish Gua Pancur tourism information, but the Department of Youth Sports and

Tourism also participated in Gua Pancur tourism promotion activities. Information is also disseminated through mass media such as newspapers; Gua Pancur tourism is also active in following the activities of the official and non-official cast (Malinda, 2019) from a series of promotional activities and publication of information that has been done to bring results to an increase in the number of visitors in gua Pancur tourism. As recorded in the data on the number of visitors to Pati Regency since 2016-2020, the number of visitors to Gua Pancur Tourism has always increased; even the chairman of POKDARWIS also revealed that since the first time it was built in 2014 until now, the number of visitors to Gua Pancur Tourism had increased quite significantly even though tourism activities have been stopped for a while due to the covid-19 pandemic (Mardikanto, 2017). Based on the data above, the researcher's analysis of the stages of producing publications and information on Gua Pancur tourism can be said to be successful; the promotion of Gua Pancur tourism on social media platforms carried out by POKDARWIS and the tourism office has a significant impact on increasing the number of visitors to Gua Pancur Tourism.

- g. Stage of empowerment or capacity building: the final goal in the community empowerment program is the restoration of human values that are by the dignity and dignity of a unique, independent, and independent person. The manifestation of true empowerment is caring, justice, honesty, selflessness, and other good attitudes (Harahap, Erni, 2012). This stage is the core stage of a series of stages of community empowerment; in Gua Pancur, tourism community empowerment is focused on tourism management, MSME development, and selling activities only intended for the people of Jimbaran Village. From a series of empowerment activities aimed at realizing independence and boosting the people's economy of Jimbaran Village. In the empowerment program, tourism-conscious groups and communities involved in trading activities are given facilities through training, mentoring, and guidance from local governments to improve tourism skills. The training is in the form of security training conducted at Brimob Pati and included in semiar activities-tourism seminars to improve tourism skills. However, the program did not escape criticism. Some argue that the training provided is still not comprehensive enough and is less relevant to the real needs in the field (Hamdisyah, 2023). There have been complaints that the training has focused more on security aspects than the practical skills needed by the community to develop local tourism. In addition, the seminars are considered more theoretical and do not provide concrete solutions to the daily challenges faced by tourism actors (Siahaan N.H.T, 2004). The community also voiced concerns that the program prioritizes the local government's image rather than generating a real and sustainable impact for the local tourism sector. Some tourism businesses feel that the assistance provided is not intensive enough and is often only temporary, without clear follow-up. This raises questions about the effectiveness and efficiency of Budget use in this empowerment program. On the other hand, the empowerment program provided to the community for the development of MSMEs in improving the local community's



economy by creating innovations in terms of culinary and souvenirs typical of Jimbaran Village. In addition, the community is also given provision and training in terms of product branding and packaging (product packaging) to support the products' attractiveness (Notowidagdo, 2016). From a series of empowerment activities in Gua Pancur Tourism, the conclusion researchers get is related to the purpose of the program and the facility is strengthening community capacity. After the responsibility of managing the Gua Pancur tourism was handed over to the POKDARWIS, the local government did not necessarily lose hand, but the local government still supervised and guided the local community for the sustainability of Gua Pancur Tourism (Pramono, 1993).

### **The Economic, Social, and Environmental Impacts of The Pancur Cave Tourism in Jimbaran Village**

The tourism industry is one of the economic sectors that grow very fast compared to other economic sectors; even the tourism sector can impact the community's economic progress locally and globally (Priono, 2011). The development of the tourism sector in Indonesia certainly impacts people's lives, both in the negative and positive realms.

Gua Pancur tourist attraction is one of the growing tourism in Pati Regency. Tourism has been open since 1990 and there began to be more serious development and handling cooperation from the local government and the local community since 2014. Gua Pancur tourist attractions generally impact the local community's economic life. Still, in addition to the above impacts, a series of impacts occur after the Gua Pancur Tourism.

In this case, the researcher will conduct an analysis as well as further study related to the economic, social, and environmental impacts of Gua Pancur tourism, as follows:

a. Economic impact of Gua Pancur Tourism object: in community empowerment activities in Gua Pancur tourism, the people of Jimbaran village feel several economic impacts. Researchers use theoretical references from Cohen to determine the economic impact of empowerment activities in Gua Pancur Tourism. As conveyed by Priono (2011), the economic impact of tourism is divided into seven, among others:

1) Impact on government revenue: currently districts/cities have freedom in managing their household affairs, especially in finding sources of financing for government and Development Affairs. One of the sources of financing comes from local revenue (PAD) which has an important meaning in reflecting the independence of a region (Purwanti, Novi and Dewi, Retno, 2014). Tourism is a sector that impacts government revenue; Gua Pancur attractions also impact government revenue derived from the levy of tourist entrance tickets and kiosk rental fees at Gua Pancur Tourism. HTM entry attractions have been adjusted to the Tourism Act Pati, while revenue sharing with the government is divided by a few percent calculated annually.

Based on the analysis of researchers, although Pancur cave tourism has a considerable impact on the income of the Pati city government, Pancur cave

tourism has no impact on the income of the Jimbran village government. This is because the local government owns the ownership status of Gua Pancur Tourism. In contrast, the village government does not cooperate with Gua Pancur Tourism, so the village does not have the right to levy like the local government.

- 2) The impact of ownership and control on Gua Pancur Tourism: the ownership status of Gua Pancur tourist attraction is purely owned by the local government; since the discovery of Gua Pancur and opened into a tourist area of 2.5 H of land was exchanged by the government to be managed and used as a tourist attraction. Although the ownership status of the tour belongs to the local government, the local community still benefits from the tour. Related to the holder of control and control of all policies in Gua Pancur tourism remains in the hands of the local government; however, the tourism awareness group consisting of local communities is given the authority and responsibility in coordinating field activities in Gua Pancur Tourism, managing natural resources, and maintaining local resource assets which means that the Tourism Awareness Group is the from the local government to manage and control Gua Pancur tourism in the field.
- 3) Impact of Gua Pancur Tourism Development: Tourism Development should be sustainable so that the surrounding community can enjoy it and prosper the local community; social development aims to improve social welfare, which depends on social capital owned by the community (Rahmi, 2016).

Along with the development of tourism will certainly impact development to meet the public facilities needed for tourism; so far, the development in Gua Pancur tourism is more focused on infrastructure development to increase tourist attraction. Development in Gua Pancur has been carried out for two periods in 2014 and 2019; in addition to impacting development within tourism, Gua Pancur also impacts development outside tourism, such as the construction of main road access to Gua Pancur Tourism.

In addition to physical development in Gua Pancur tourism, it also develops human resources through people-centered development; a form of this development is to guide local communities related to the development of MSMEs to support the development of tourist attractions, especially in improving the skills of local people in Gua Pancur Tourism.

Based on the analysis of researchers related to the impact of development in Gua Pancur tourism, which is focused on physical development and Human Resource Development, the presence of Gua Pancur tourism in Jimbaran village has an impact on community development both physical development and Human Resources Development that until now can be enjoyed by local communities.

- 4) Impact of foreign exchange earnings: according to Rantetadung (2012), Novi and Retno (2014) revealed the influence of tourist visits greatly helps the development of the tourism industry and local revenue; the number of tourists visiting will affect the increase in local revenue. Meanwhile, Nasrul (2010) also revealed that

foreign tourists visiting tourist attractions will affect the country's foreign exchange; therefore, the more tourists visiting it will positively impact local revenue.

Tourism has an impact on the country's foreign exchange earnings; the growth of the tourism sector from year to year has proven to be a solution to economic problems in Indonesia; even the Indonesian state is ranked 9th in the world as the country with the highest tourism growth and in 2018 has contributed foreign exchange income of 17 billion US. In this case, Gua Pancur tourism contributes to foreign exchange income, as recorded in the data on the number of tourist visitors in Pati Regency in 2016-2019. Gua Pancur was once one of the tours that received visits from foreign tourists in 2017, as many as five foreign tourists. The visit of foreign tourists will indirectly affect the country's foreign exchange.

- 5) Impact of job opportunities: the tourism industry has quite a big influence on national economic growth; this is because job and business opportunities from open tourism are very wide as business and employment opportunities from the existence of Gua Pancur tourism which has an impact on employment in Jimbaran Village. Among the business opportunities from Gua Pancur tourism are street vendors who sell in Gua Pancur tourism; these traders can sell various kinds of merchandise on the tour. In addition, buoy rental opportunities and other water vehicle facilities are also business opportunities in Gua Pancur Tourism.

Business opportunities outside of Gua Pancur tourism are also wide open to the local community as well including tire patch business, mini pom business, lodging business, restaurant business, tourist transportation business, and even business opportunities swimming pool and children's playground, which is about 200 meters from Gua Pancur tourism was originally also motivated by the existence of cave tourism Pancur.

Researchers analyzed the impact of job opportunities in the village of Jimbaran after the Pancur cave tourism. Hence, the Pancur cave tourism in the village of Jimbaran positively impacts employment opportunities and businesses both in the Pancur cave tourism and around the Pancur cave tourism. The existence of job opportunities affects the increasing income of the community this will indirectly affect the welfare of the local community.

- 6) Impact on prices in Gua Pancur Tourism: the presence of tourism in an area will indirectly have an impact on the availability of goods and the difference in the price of goods with other places; the price of goods and services around tourist attractions tend to have a relatively expensive price compared to goods and services on the market. Many factors cause the price of goods and services in tourist attractions to be more expensive. The increase in the price of goods at tourist sites is not unusual; this is common because the law used does not apply to the economy related to the law of demand and supply. However, the law of price increase is based on places seen as tourist attractions, so the price increase is to

the seller's wishes (Johari, 2020). Gua Pancur tourism is one of the tourist attractions that impact the difference in prices of goods; the price of goods in Gua Pancur tourism tends to be more expensive than the price of goods on the market. The increase in the price of goods is caused by the basic principles in the law of the increase in goods that are tailored to the wishes of the seller; in addition to the willingness of goods in Gua Pancur, tourism is also valued as one of the determining factors for the price of goods, this is because the goods sold by traders come from shops in Jimbaran Village.

- 7) Impact on local community income: tourism in Jimbaran village not only brings a positive image of Jimbaran village to be better known to the wider community but also impacts the economic life of the local community, especially in community income. With Gua Pancur tourism in Jimbaran Village, job opportunities and businesses open wider, affecting the local community's income. It income from Gua Pancur tourist attraction is divided into several sources, including sources of rental services of goods and services, sources of income from selling in Gua Pancur Tourism, and sources of opening a business around Gua Pancur Tourism. The community's income is diverse and varies according to the opportunities taken. Still, specifically, Jimbaran village does not get income from Gua Pancur tourism because there is no cooperation between the village and the Gua Pancur tourist attraction.

Table 1. Community Income Increase

| <b>Daily Income</b> |                                       |                       |                        |
|---------------------|---------------------------------------|-----------------------|------------------------|
| <b>No.</b>          | <b>Type Of Work</b>                   | <b>Pre-Gua Pancur</b> | <b>Post-Gua Pancur</b> |
| 1.                  | Trader                                | Rp. 100,000           | Rp. 300,000            |
| 2.                  | Tourist train driver                  | Rp. 100,000           | Rp. 400,000            |
| 3.                  | RSVP to the repair shop               | . 80,000              | Rp. 150,000            |
| 4.                  | Pom Mini Business                     | Rp. 50,000            | Rp. 150,000            |
| 5.                  | Business playground and swimming pool | Rp. 150,000           | Rp. 300,000            |
| 6.                  | The Home                              | Of Rp. 100,000        | Rp. 300,000            |

(Source: Field Research Data, 2023)

Based on the table 1, it can be concluded that the impact of the highest increase in income is on the type of work of tourist train transportation services, as this tourist train service is in great demand among children and mothers in addition to its unique form of tourist train transportation service rates are considered very affordable. Therefore, Gua Pancur tourism increasingly attracts passengers to take a tourist train and visit Gua Pancur attractions. The symbiosis of mutualism between Gua Pancur tourist attraction and tourist train business actors has a positive impact on the increasing number of tourist visitors as revealed by Gua Pancur traders:

*"Visitors to Gua Pancur are most often brought by tourist trains; one tourist train once it comes can bring 40 visitors, and every day can be more than three tourist trains, not to mention that holidays can be up to 9 more tourist trains, the existence of this tourist train has an impact on the increasing number of visitors to Gua Pancur" " Sukarti, 2022).*

Based on research data in the field, the authors found the highest income from Gua Pancur tourism is from the tourist train. Gua Pancur tourism and tourist trains have a symbiotic relationship of mutualism; with Gua Pancur Tourism, the increase in income of tourist train drivers rose by several percent from before the Gua Pancur Tourism. Meanwhile, with the tourist train, the number of visitors to Pancur Cave also increased significantly.

However, the above phenomenon contradicts the traffic laws in force in Indonesia. When viewed from the legal aspects based on Law No. 22 of 2009 on traffic and Road Transport, tourist trains do not meet the operational permit. Still, on the other hand, tourist trains have an impact on the increase in visitors to the Gua Pancur tourist attraction.

- 8) The impact of the distribution of benefits from the existence of Gua Pancur Tourism: the presence of Gua Pancur Tourism objects in Jimbaran Village, Kayen District, Pati Regency has a positive impact on local communities, the usefulness of the impact felt by the community is very diverse ranging from job opportunities and new businesses that have an impact on increasing community income, infrastructure development and public facilities whose benefits can be felt by the community, to other empowerment programs. Based on the data presented above, researchers' conclusion related to tourism development in an area provides many economic, social, and environmental benefits to the local community. These benefits can improve the quality of people's lives in a better direction.
  - b. The social impact of Gua Pancur tourism: tourism is one of the sectors that directly or indirectly impact local communities' social and economic lives (Shantika, Agung, and Mahagganga 2018). Researchers used Cohen's theory to determine the social impact of tourism activities in Gua Pancur. As conveyed by Ni Made Ernawati (2011), the impact of tourism on society is grouped into ten groups that are quite influential on the lives of the people of Jimbaran Village.
    - 1) The impact of the relationship between the local community with the wider community: the existence of Gua Pancur Tourism has an impact on wider opportunities for local communities to interact with tourists from outside the region; all activities and management in Gua Pancur tourism are devoted to the people of Jimbaran Village. These activities will form social interactions with visitors from various regions, from these interactions will indirectly affect the community's social life both from the negative and positive sides. With the Pancur cave, tourism also affects the positive image of Jimbaran Village, which is increasingly known to the wider community. In addition, with the social activities in Gua Pancur tourism, there is also an opportunity to create social

interaction between the local community and the wider community, especially organizations and government agencies.

- 2) Impact of interpersonal relationships between community members: the social interaction created between the local community and tourists in Gua Pancur tourism does not negatively influence the lives of the people of Jimbaran Village. However, the Pancur cave tourism has caused a little conflict in the village of Jimbaran related to social jealousy. The conflict was triggered by the many people's desire to take part in trading activities in Gua Pancur, but because of limited trading places, people who sell in Gua Pancur are limited; from this incident, Jimbaran Village provides quota opportunities per RW for traders who sell in Gua Pancur as far as the observation of researchers interpersonal relationships between communities are still under control because the principles held in the management of Gua Pancur tourism more emphasis on family aspects to maintain solidarity and harmony between communities. This form of community solidarity is reflected in the local community's attitude to working together to bring order to tourism when the number of visitors has increased quite drastically. In addition to interpersonal relationships between the people of Jimbaran village, researchers also found social conflicts between perpetrators of public transport transportation services and tourist trains; the conflict also motivated social jealousy between public transport drivers and tourist train drivers. Since the existence of tourist trains, the community has become more interested in tourist trains than public transportation, even though in terms of legal aspects, tourist trains do not have operational permits because they do not meet eligibility standards. The conflict led to a demonstration, in which then the Pati police, together with the Pati Regency Transportation Office, conducted a tourist train refining operation that was still operating on the highway.
- 3) Impact on the foundations of social organizations or institutions: tourism is one of the activities that involve many institutions and various sectors, not only in the economic field but also from various environmental, social, and political fields, etc. (Febriandhika and Kurniawan, 2020). The tourism sector has a positive impact on society, so it needs tourism policy support to encourage stakeholder participation; according to Edgell et al. (2008) in Febriandhika and Kurniawan (2020), tourism policy in the form of instructions, directives, actions, principles and procedures which contain Planning, Development, products, marketing, objectives and precise and sustainable goals. Based on the data obtained by researchers in the field, the Pancur cave tourism in Jimbaran village increased the sensitivity and awareness of the local community; this is evidenced by the principle of kinship and the attitude of shoulder to shoulder between communities in conditioning Pancur cave tourism. From the awareness of the community came an organization of tourism conscious groups

to manage the attractions of Gua Pancur to remain sustainable. In addition, Gua Pancur Tourism also gave birth to a merchant association that aims to provide a forum for traders in Gua Pancur Tourism. In addition to the internal organization that emerged from the Gua Pancur Tourism, researchers also found organizations that contributed and collaborated in activities in Gua Pancur, such as the KRI Patrem community, the Environment Office, the tourism office, the gymnastics community, etc.

- 4) Impact on migration from and to other regions: according to Saefullah (2012), quoted in Yusni Maulida (2013), population mobility (migration) is a reflection of differences in growth and uneven development facilities between one region and another. Meanwhile, population migration occurs due to the need for essential labor in modern industrial societies. Gua Pancur tourist attraction impacts several migrant workers in Jimbaran Village. However, not many, Gua Pancur tourism, is the answer to social problems in Jimbaran Village, especially in the level of migrant workers. Based on the research that researchers have done, the existence of Gua Pancur Tourism has an impact on the decline in the number of migrant workers in Jimbaran Village; one example of the impact of migration in Gua Pancur tourism is the withdrawal of migrant workers from an area to Jimbaran village to develop a business in Gua Pancur Tourism
- 5) Impact on the rhythm of social life of the community: the rise and fall of social life in Jimbaran village is influenced by the number of visitors who come to Gua Pancur Tourism; the increasing number of visitors has an impact on congestion and crowds that cause noise around Gua Pancur Tourism. Congestion and noise in the village of Jimbaran, especially in tourist sites, occur seasonally, namely when the number of visitors is rising drastically, such as during the New Year and Eid holidays. The above phenomenon causes the rise and fall of social life in the community environment, which is sometimes crowded to cause noise and congestion and sometimes quiet when ordinary days. The ups and downs of social life in Gua Pancur Tourism also affect local people's income, especially those who contribute to MSME activities in Gua Pancur Tourism.
- 6) Impact on the pattern of division of Labor: the majority of Jimbaran villagers work as farmers, but after the Gua Pancur tour, many local people who are involved in the tour about 38 local people joined as traders in the Gua Pancur Tour. The division of labor in Gua Pancur tourism is divided into street vendors or MSME actors and managers or administrators of Gua Pancur who are in charge of maintaining security and order, managing, etc. In addition to the above division, Jimbaran village contributed to the distribution of work patterns in Gua Pancur by dividing the quota of traders in each RW to avoid conflict and social jealousy.
- 7) Impact on stratification and social mobility: the development of Pariwisata Gua Pancur will certainly have an impact on job opportunities and business of the

local community; the existence of Gua Pancur Tourism also has an impact on the transition from the profession of farmers to the tourism sector which indirectly this will have an impact on increasing social mobility because it is better. Although the social mobility of the community tends to rise, the family values of the people of Jimbaran Village are still maintained so that it does not cause social stratification (social class system) because it is negative.

- 8) Impact on the distribution of power influence: the beginning of the management of Gua Pancur Tourism originated from the initiative of one of the community leaders. After that, the local community was invited and moved together to contribute to raising the wheels of Tourism. Through community empowerment and awareness programs supported by community leaders, Jimbaran Village Community elements contribute to the management and preservation of Pancur cave tourism. Community leaders who became the initiators and driving figures of Pancur cave tourism have always fostered a sense of kinship and harmony in the community. It aims to create solidarity in managing the Gua Pancur tourist attraction.
- 9) Impact on increasing social deviations: one of the negative impacts of tourism is the increase in social deviations in tourism locations; it is not uncommon for tourism to be a place to commit deviant actions that are not by values and norms in society. This is because visitors who come to tourist sites tend to have freedom. However, the impact of increasing social deviations in tourist sites does not apply to Gua Pancur tourism as long as researchers' observation of social deviations in the location of Gua Pancur is still controlled and conditioned. This is because of the active role of Gua Pancur administrators and local police in conducting security and patrols in tourist locations, in addition to appeals and directly or through slogans posted on the tourist sites of Gua Pancur.
- 10) Impact on the arts and customs: according to Brown in Koenjaraningrat (1987: 98) in Wijarnako (2013) stated that the community does not have formal laws (primitive society), there are Customs and norms that are used to regulate survival and maintain social order. Traditional wisdom in the form of customary rules is influenced by various factors, including leaders who maintain, preserve, and supervise the implementation of the wisdom. Jimbaran village has cultural customs still preserved and held firmly until now; one of the customs still preserved by the local community is the sederkat bumi custom held every month on Friday wage in the Javanese calendar. The custom is carried out at the source of The Dodo, one of the sacred places of the local community. The presence of Gua Pancur attractions does not significantly impact the customs of the people of Jimbaran village; so far, the cultural customs are still running there should be no contamination from outside communities. Based on the data and information obtained in the field,



researchers found an opportunity to introduce the customs in the village of Jimbaran to the wider community through the attraction of Pancur cave.

- c. Environmental impact of Gua Pancur Tourism: the presence of Tourism indirectly has an impact on people's lives both positively and negatively, including Gua Pancur tourism, which has a considerable impact on the lives of local communities both in terms of economy, society, and environment. In knowing the environmental impacts resulting from the existence of Gua Pancur tourism, researchers use the reference to the impact theory proposed by the United Nations Environment Program (UNEP) quoted in Tourism's Three Main Impact Areas (UNEP, 2011), among others:
- 1) Depletion of natural resources: the existence of a tourist attraction in an area, in general, will affect the depletion of Natural Resources in the location due to the use of which tends to be excessive but different from what is in Gua Pancur Tourism. Local people believe that in Gua Pancur tourism, there is never a shortage of water resources; even in dry season conditions, by the beliefs of local people, Water Resources around Gua Pancur tourism are always abundant. This is also supported by the many shady trees that are the main source of water absorption. In addition to abundant water resources and never drought, other natural resources such as plants and other natural ecosystems still maintain their beauty. This cannot be separated from the active role of the community and tourism-conscious groups in contributing to maintaining natural ecosystems through reforestation and nature conservation in Pancur cave tourism.
  - 2) Pollution: the tourism sector is one of the contributors to pollution and environmental pollution, the impact resulting from tourism is one of the impacts of pollution and environmental pollution brought by visitors. The environmental impact of Gua Pancur tourism is the impact of waste generated by visitors, air pollution, and water pollution in the artificial lake of Gua Pancur Tourism. Other environmental impacts complained of by the local community are related to environmental cleanliness along the main road to Gua Pancur Tourism; many visitors to Gua Pancur Tourism litter the road to Gua Pancur Tourism. Meanwhile, Waste Management in Gua Pancur tourism is by sorting garbage to be taken by collectors, and garbage that collectors do not take will be burned from the waste burning activities have an impact on increasing air pollution, not to mention the pollution generated from vehicles carried by visitors every day. In addition to air pollution on top of environmental pollution in Gua Pancur Tourism, namely water pollution in artificial lakes, the lake is not maintained, a lot of plastic waste floats on the surface of the water, and many are overgrown with water hyacinths. This makes the scenery around the lake look disturbed and unattractive.

- 3) Physical impact of Gua Pancur tourism: along with the development of Gua Pancur tourist attractions, public facilities are also increasingly fulfilled to support the development of attractions, one of the physical impacts felt after Gua Pancur tourism is infrastructure development. This development consists of several types: there is development sourced from the central government (Government Funds), such as the construction of the main access road to Gua Pancur tourism; there is development sourced from the village government, such as the construction of ditches or embankments to support road access to Gua Pancur tourist attractions, and development from the local government to meet public facilities. These physical developments are intended to support the development of Gua Pancur attractions in the future because tourism is essentially designed to boost the local community's economy so that the community can feel the usefulness of the attraction. Therefore, the involvement of several parties is needed to support tourism development.

## Conclusion

Several stages of empowerment are needed to improve community empowerment in Wisata Gua Pancur, Jimbaran village. First, at the stage of Awareness, Society is given the understanding that each individual has a potential that can be developed. Second, the problem identification phase reveals various problems, such as inadequate infrastructure and lack of communication between the local government and the community. Furthermore, the problem-solving stage proposes the development of infrastructure and public facilities, including using vacant land as a parking area. The importance stage of Change shows that change is necessary to support better development. Then, in the testing and demonstration phase, empowerment is carried out through containers or community associations related to Gua Pancur. Facebook is the last step in producing and publishing Information; Tourism Promotion is carried out through various social media platforms such as the web, Instagram, and Facebook.

Contribution to the economy of Jimbaran village by increasing the local community's income and creating jobs, both directly and indirectly. Roles such as tour guides, employees of tourist attractions, food and beverage entrepreneurs, and local transportation service providers help increase villagers' income and economic well-being. Social impact is also seen through the interaction of local people with tourists, who enrich cultural knowledge, language, and social skills such as communication and hospitality. The importance of preserving the environment is a vital aspect of tourism development. Pancur cave tourism must consider nature conservation and preservation to provide long-term benefits. Sustainable tourism management, such as waste management and protection of local ecosystems, can maintain tourist attraction and community well-being. Overall, the tourism sector in Jimbaran Village, especially Gua Pancur tourism, has a significant impact on the community's social welfare, with increased income, employment opportunities, and positive social interactions.

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