THE ROLE OF COMMUNITY BASED TOURISM BASED ON LOCAL WISDOM USING ONLINE MEDIA

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ABSTRACT
This research aims to analyze the role of community based tourism based on local wisdom in ecotourism management using online media. The type of this research is qualitative research that relies on the ecotourism manager as participants involved in research. The data is collected through intensive interview using in-depth interview, cross check the data field with the secondary data, and photographs. The research result explained that community based tourism based on local wisdom using online media has an important role in the success of ecotourism management in order to increase the local and foreign tourists.

Key words: community based tourism, local wisdom, online media.

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1. INTRODUCTION
Tourism sector is one of the most effective instruments in pushing the regional development, community empowerment, and alleviate poverty (Pantiyasa, 2013). One of the positive impacts of tourism sector development in the social life of community is the awareness of the potential of nature and the cultural heritage they possessed. The community awareness in viewing the potential of the nature in the environment will encourage them to manage it well in order to become a new source of income. The development of ecotourism village in Indonesia must be in harmony with the vision of Indonesian tourism which is “Tourism is fostering welfare and peace” (Depbudpar, 2008). Therefore, the priority of development of ecotourism is Community Based Tourism.

Community Based Tourism is a model of ecotourism development that gives great opportunity to rural communities to participate in the development of ecotourism. Thus, the role of community empowerment is needed in the development of ecotourism village. It is important to understand the level of community willingness to receive ecotourism activity that will be developed in their region as a form of community participation. As tourism manager, there are some important issue that needs to be known related to the level of community acceptance of the village tourism development activities, such as; 1) not contrary to local cultural customs; 2) physical development that is proposed aims to improve the quality of the village environment; 3) care about local wisdom elements; 4) empowering the village community; and 5) care about the support, capacity, and environmentally friendly. The development of Community Based Tourism also needs the support of the internet that can provide multifunctional use. Internet helps tourism company to provide information about tourism destination and facilitate the travel arrangements (Dorsey et al., 2004).

Indonesian society is one of the world’s most frequent societies to show off their journeys in social media, after Indian tourists. Nearly a third of Indonesians (30 percent) admitted that they are showing off their holiday in social media. Overall, 16 percent of them admitted that they did it to make their friends feel envious, and 14 percent said that it was not a holiday if their friends did not know about it. In the world, there are only 19 percent of tourists who use online media channels for both purposes. Whereas, the majority of Indonesian hotel entrepreneurs which is 85 percent are using social media to connect with guests for now and in the future and the global average is 82 percent. The most commonly used platforms by business owners in Indonesia is Facebook (80 percent) and Twitter (44 percent). 15 percent of Indonesian hotel entrepreneurs who do not use social media to connect with guests mentioned that they are lack of time (33 percent) and resources (28 percent) as the main reasons. The good news is 61 percent of Indonesian hotel entrepreneurs plan to invest more in social media since 2014 (Marc Charron, President TripAdvisor for Business, (http://travel.kompas.com/read/2013/10/24/1726012/Wisatawan.Indonesia.Pengguna.Ponsel.Terbesar.Saat.Berlibur, accessed on February 2, 2018).

This research is focused on the role of Community Based Tourism and Local Wisdom using online media for the success of ecotourism manager. This is based on the consideration that although ecotourism has a great experimental learning appeal, if people are not using the social media as multifunctional tool, then tourists will not understand about the advantages and uniqueness of ecotourism based on local wisdom, because for promoting a unique local wisdom requires the support of all media, including online media.
2. LITERATUR REVIEW

2.1. Community Development Dan Community Based Tourism (CBT)

According to Rubin and Rubin (1992:6) ‘Community Development involves local empowerment through organized groups of people acting collectively to control decisions, projects, program and policies that affect them as community’.

In order for people’s life can develop, then people in a community have to trust each other. Working together can make a difference and manage to meet their collective needs collectively (Flora et. al.1992) without ever seeing any difference in religion, race, skin, or others. Community development is a group of people in a community who reach a decision to initiate a process of social action in transforming their economic, social, cultural, and cultural situations (Christenson et. al. 1989 dalam Cavaye, 2001). Community development is a process that increases choice. It creates an environment where people can use their full potential to produce productivity and creative lives (Shaffer, 1989; Muafi et al., 2016; Muafi et al., 2017; Muafi, 2017a; 2017b).

Community Based Tourism (CBT) is a concept of tourist destination development through the local community to participate in the planning, managing, and decision making of tourism management (Murphy, 1985). According to Pantin dan Francis (2005) CBT is an integration and collaboration between approach and tool for community economy development through assessment, development, and marketing of natural resources and community cultural resources. CBT has a better chance of developing small scale tourism objects and attractions, therefore it can be managed by the local community and entrepreneurs, generating minimal socio-cultural impact, and thus having greater opportunity of being accepted by the public. CBT is a tool for community development and environmental conservation to achieve sustainable tourism development that care about environmental, social, and cultural responsibility (Suansri, 2003:14). According to Timothy (1999), CBT is strongly related with the participation of local community. CBT also deals with groups that have a homogenous and mutually supportive business character. Business group with similar needs will be VRIN resources, which are valuable, scarce, and difficult to replace that will push the organizational performance (Diharto, et al., 2017; Muafi, 2017a; 2017b; Muafi, 2016).

2.2. Local Wisdom

The local wisdom developed in the village community is not just a culture that is considered primitive by the wider society. Local wisdom also has power to maintain the nature balance and manage natural resources and environment wisely (Farhan, 2016; Muafi, 2015). Local wisdom is a basic knowledge gained from living in balance with nature. This is related to the culture in the community that accumulates and continues. This wisdom can be abstract and concrete, derived from experience or truth gained from life. Wisdom from real experiences integrates body, spirit, and environment. It emphasized respect for the elders and their life experience and also moral values beyond material things (Nakorntap et. al., 1996). Local wisdom is a shared knowledge with certain values and norms that come from the result of adaptation from life experience of a community groups in certain location which then provide a certain form of mindset and action as a way to live in harmony with its environment, one another and with themselves (Djajadi, 2010; Muafi, 2015). Community participation in environmental conservation efforts can be used to address the impacts of tourism development. The development of a tourist village can be understood as a form of village community’s wisdom to survive. The spirit of cooperation and maintain “wewengkon” embodied the philosophy of “Hamamayu Hayuning Buana” which became the basis for...
engaging community togetherness for common improvement. This local wisdom becomes the parent who underlies the spirit of togetherness that characterizes public participation in developing a tourist village (Vitasurya, 2016).

2.3. Online Media and Tourism
Internet provides electronic commerce media for ecotourism in promoting ecotourism opportunities and planning ecotourism experiences (Donohoe & Needham, 2008). Much of the community has been helped by the advent of internet technology that contributes to online marketing with the goal of ecotourism (Lai & Shafer, 2005). There are some alternative ways to develop tourism potential such as renovation of tourist areas, creating a tourist destination using information technology which is E-Tourism which emphasized the mechanism of online booking as an effective step in the development of natural tourism. The existence of E-Tourism based information technology will allow consumers to plan and perform the exact calculation to get the package holiday easily (http://si.st3telkom.ac.id/2017/07/11/e-tourism-pemanfaatan-teknologi-informasi-pada-sektor-pariwisata/, accessed on Februari, 7, 2018). The use of online media makes it easy for everyone to share pictures and comments about tours that can be used to share with family, friends, and even foreigners (Martínez et al., 2014). According to Bash (2015) the development of internet technology makes it become a new tool used by tourists to search for a tourist destination. Facebook, YouTube, Twitter, and Instagram are some examples of internet based social media or online that is useful as promotion and communication tool between managers (Muhsin et al., 2018) and tourists.

3. RESEARCH METHODS
This research was conducted in three best location of ecotourism which was considered successful in applying the principles of tourism management through Community Based Tourism (CBT) based on local wisdom and received ASEAN CBT Award 2017, namely: 1) Nglanggeran Village, Patuk, Daerah Istimewa Yogyakarta Province received ASEAN CBT Award for being the best tourist village in Indonesia in 2017 implemented in a series of tourism activities 2017; 2) Dieng Kulon Tourist Village, Banjarnegara Regency, Central Java Province; 3) Pulesari Tourist Village, Daerah Istimewa Yogyakarta Province, Indonesia. The informants or participant to gather the information are the village tourism managers in those three locations. The type of this research is qualitative research by relying on participant who are involved in research. There are six participants who are actively involved as managers of ecotourism that involves the role of community (CBT) based on local wisdom. The participants are very enthusiastic, interactive, and very supportive of the research activities. The research team used questionnaire and unstructured interviews. Questions about the importance of utilizing online media to build and develop networks and marketing of ecotourism based on local wisdom are given straightforward and communicative answer. Online media technology is expected to help explain the community comprehensively about its superiority both in the nature and the uniqueness of local wisdom managed by the community. The research result is also supported with photos, documentations, and other sources that can strengthen the research result so that it can be easier to be shared and understood. Cross check data field and references and also consultation to experts are used to test the validity and reliability (Muafi and Wijayani, 2015; Muafi et al., 2016; Miles et al., 2018; Guba and Lincoln, 1994; Muafi, 2017b).

4. RESEARCH RESULT AND DISCUSSION
The research result in field explained that the participants admit the importance of online media of CBT in managing ecotourism based on local wisdom. The interview process to the
managers started with the question of “Does Community Based Tourism (CBT) cause the ecotourism village management more acceptable and more easily build support and can strengthen its branding?” The six participants agreed that the model of Community Based Tourism (CBT) easier to be accepted by the people who are in the tourist village.

“In our opinion, our tourism conscious group has successfully applied the principles of tourism management with CBT standard. One of them is ownership and stewardship that has been done by our community. As long as we run it on our Tourism Awareness Group, the community agrees more about the management of the ancient mountain tourism village in Patuk village by using Community Based Tourism (CBT) model because it will be easier to accept by the people around the village.” (Participant 1)

“Our group, Dieng Pandawa Tourism Awareness Group is a group that makes its institution as a forum for communication of our tourism community, which is a Community Based Tourism (CBT). Our mission is to develop tourism industry to create employment and community welfare, such as: campaigning Sapta Pesona (Safe, Orderly, Cool, Beautiful, Friendly, Memorable) to the people of Dieng; improve the human resources of Dieng people especially the tourism, and use the potential of Dieng’s natural resources in supporting tourism so that it can be better in the future. So, it is for community empowerment.” (Participant 3)

“The next question is, “Do you pay attention to Local Wisdom in managing Community Based Tourism (CBT)?”

“Surely, we are very concerned about local wisdom, because that is what makes our ancient mountain ecotourism village become sustainable. Also, according to the tourists, the local wisdom is the appeal.” (Participant 6)

“The excellence of this tourism village is located in its nature, culture, and tradition, and this village has the potential of nature that we need to preserve. The culture tradition is a manifestation of the village that always preserves the values of culture and local wisdom that exist on the community so that it is not disappear in this modern era.” (Participant 2)

The next question is, “Do you use the online media in the internet technology in managing the ecotourism?”

“We take full advantage of online media in the internet technology so that we can get more information. Usually we use the internet with mobile phones or modems, but sometimes
the signal is difficult and slow. We want a free internet that can be accessed by our community, so that they know more about technology and become smarter.” (Participant 6)

“Our dependence on the use of online media in the internet technology is very high. If there is no internet, it will be hard to sell out tourism village. We have our own website named diengpandawa.com, and all of our Tourism Awareness Group members are required to sell through online media.” (Participant 5)

“We really utilized internet, we have a website named https://desawisatapulesari.wordpress.com/ and we manage it well. Most of the tourists know about Pulesari Tourism Village from our website.” (Participant 3)

Based on the interview, it can be concluded that the six participants have similar view; 1) the benefits of the tourism village from the management aspect, making the Community Based Tourism (CBT) as a model for the development of ecotourism; 2) the uniqueness of local wisdom which become the tourist attraction that can be used as their excellence; 3) in order to succeed, they should always use online media as a multifunctional tool to increase the number of tourists in long term and still have the sustainability.

The last question is, “Will you keep using Community Based Tourism (CBT), Local Wisdom, and the Online Media in the Internet Technology to manage your ecotourism village?”

“For sure, because it proved beneficial for the sustainability of our natural tourist village.” (Participant 3)

“Yes, and we will improve that.” (Participant 2)

“Yes, we will continue to use it because it benefits our tourism village.” (Participant 4)

5. THEORY AND MANAGERIAL IMPLICATION

This research gives a theory contribution that Community Based Tourism (CBT), local wisdom, and online media is very important to increase tourists visit. The theory contribution of this research is the importance of managing ecotourism by involving community empowerment and highlighting the uniqueness of local wisdom owned by each region so that it can have long term sustainability. Online media will be very helpful to expand the market and network, and the tourists who come are expected not only from local tourists but also from abroad.

5.1. Managerial Implication

Managers of natural attractions need to involve the community so that they become more enthusiastic and have a sense of belonging to ecotourism in the area. This will increasingly be able to attract natural tourist visitors to come enjoy and at the same time promote it. Local wisdom becomes one of the strategic points to further introduce the location of the tour because it has a uniqueness and difficult to imitate by other ecotourism sites. All of these will be more developed and successful if managers and the community use online media to introduce and promote managed tourist locations to expand the coverage of the market and customers who will visit. It is expected that tourists who come are not only local tourists but also visitors from abroad. Online media used must be created with attractive and managed professionally. This is because there are some tourist managers who tend to ignore these aspects so that ultimately inefficient and not effective.
The managers of ecotourism can adopt Community Based Tourism (CBT) standard and use the internet technology in order to have innovation of utilizing the local wisdom. The utilization of online information technology for online booking is an effective step in the development of ecotourism. Through the existence of E-Tourism based on information technology, then the consumer will be easier to plan and do the right calculation to get their package holiday. The synergy between Community Based Tourism (CBT), local wisdom, and online media that has been developed by the three best ecotourism villages in Indonesia can be duplicated and adapted for the development of other tourism destinations in Indonesia, because it is proven to be able to improve the welfare of the surrounding community.

REFERENCES


