LOCAL COMMUNITY EMPOWERMENT IN SUSTAINABLE TOURISM DEVELOPMENT IN SELO TOURISM VILLAGE, SELO DISTRICT, BOYOLALI REGENCY, CENTRAL JAVA

Andi Sudjarwo
Faculty of Administrative Sciences,
Universitas Dr. Soetomo Surabaya;

Ika Devy Pramudiana
Faculty of Administrative Sciences,
Universitas Dr. Soetomo Surabaya,
ika.devy@unitomo.ac.id;

Widyawati
Faculty of Administrative Sciences,
Universitas Dr. Soetomo Surabaya;

Ulul Albab
Faculty of Administrative Sciences,
Universitas Dr. Soetomo Surabaya;

ABSTRACT

Selo Tourism Village, located in Selo District, Boyolali Regency, holds significant potential to be developed as a sustainable tourism destination. This study aims to analyze the extent to which local community empowerment contributes to sustainable tourism development using Jim Ife's community empowerment theory. The focus of this study includes four main indicators: resources, opportunities, knowledge, and skills, as well as their impacts on economic, social, and environmental sustainability. This research adopts a qualitative method with a descriptive approach. Data were collected through in-depth interviews, direct observation, and documentation from key informants, including tourism managers, village authorities, and local communities. The findings indicate that the resource indicator has a success rate of 65%, particularly in increasing tourist visits and environmental awareness. The opportunity indicator achieved 60%, highlighting an increase in community participation in tourism activities, although technical training and job access still require improvement. The knowledge indicator reached 55%, especially in preserving local culture, though integrated marketing strategies need further development. Meanwhile, the skills indicator showed a success rate of 58%, with initial successes in digital promotion, but improvements in technological management and event organization are still needed. The study concludes that local community empowerment significantly impacts sustainable tourism development in Selo Tourism Village, despite areas requiring enhancement. Strategic recommendations include increasing resource allocation, providing more equitable training, and strengthening community capacity to professionally manage tourism potential. With these improvements, Selo Tourism Village holds

great potential to become a leading tourism destination that supports community welfare, cultural sustainability, environmental preservation, and delivers positive economic impacts.

Keywords: *Keywords: Local Community Empowerment; Sustainable Tourism; Selo Tourism Village*

A. INTRODUCTION

Sustainable tourism has become a key focus on the global agenda, particularly in efforts to achieve the Sustainable Development Goals (SDGs) set by the United Nations. According to the United Nations World Tourism Organization (UNWTO), sustainable tourism not only considers economic aspects but also emphasizes the importance of social and environmental balance in developing tourist destinations (Willa Oktarina & Hasim As'ari, 2023). This aligns with SDG 8, which aims to promote inclusive and sustainable economic growth, and SDG 12, which highlights responsible consumption and production patterns.

Tourism villages represent a form of tourism development that focuses on the potential of a village, encompassing community, natural environment, and cultural aspects, which serve as both a unique identity and a tourist attraction. With the uniqueness and diversity found in each village, the development of tourism villages can act as a strategy to enhance Indonesia's tourism attractions. In addition to being a form of tourism product diversification, tourism villages also contribute to cultural and environmental preservation efforts. As of 2018, there were 1,734 registered tourism villages in Indonesia, with the majority located in the Java-Bali and Sumatra regions.

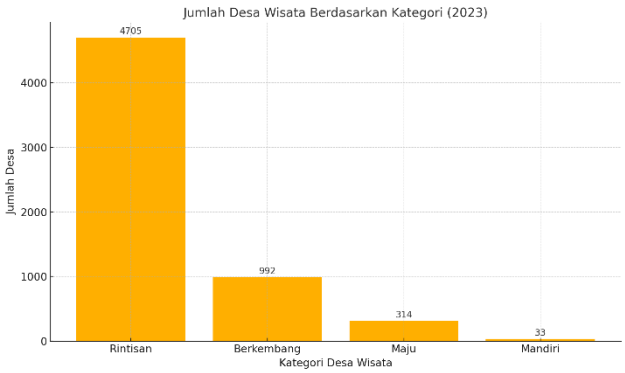

Figure 1: Number of Tourism Villages in 2023
Source:*https://JADESTA.kemenparekraf.go.id/sebaran*

In 2023, Indonesia recorded a total of 6,044 registered tourism villages, based on data from the Ministry of Tourism and Creative Economy (Kemenparekraf). These villages are categorized by their level of development: 4,705 villages are in the "Pioneering" category, 992 in "Developing," 314 in "Advanced," and 33 have reached the "Independent" category. This data demonstrates significant progress in the development of tourism villages as part of

the national tourism product diversification strategy, focusing on cultural and environmental preservation. More detailed information, including graphical or interactive map visualizations of the distribution and categories of tourism villages by province, can be accessed through the Tourism Village Network Map on the official Kemenparekraf website (*JADESTA*).

Tourism villages play a crucial role in realizing sustainable tourism. As destinations that integrate unique local culture and natural beauty, tourism villages significantly contribute to environmental preservation and community empowerment. Research conducted by Horas et al. (2023) highlights that strategies for developing sustainable tourism villages in Indonesia emphasize the importance of PESTEL analysis (Political, Economic, Social, Technological, Environmental, and Legal) to ensure a balance between environmental conservation, community empowerment, and economic growth.

Local community empowerment in managing tourism villages not only improves economic welfare but also strengthens the cultural and social identity of these communities. According to research published by Diponegoro University (Diani Hesti, 2024), nature-based tourism villages that integrate the local environment and community can create new employment opportunities for locals while increasing awareness of the importance of protecting regional potential.

Furthermore, sustainable tourism villages contribute to ecosystem balance through eco-friendly practices. Proper waste management, the use of renewable energy, and water conservation are some measures taken to ensure environmental sustainability. Thus, tourism villages not only attract visitors but also serve as models for harmonious development between people and nature, in line with the SDGs.

Selo Village, located between Mount Merapi and Mount Merbabu, offers extraordinary natural tourism potential. Its strategic location makes it a gateway for climbers seeking to conquer these two mountains. According to research by Vidya Yanti Utami et al. (2022), the natural beauty of Selo Village, with its stunning mountain panoramas, provides a unique attraction for tourists seeking hiking experiences and natural scenery. In addition to its natural beauty, Selo Village is rich in local culture that can attract tourists. Traditions, arts, and local cuisine offer authentic experiences for visitors. Research by Hamid et al. (2022) indicates that active community participation in preserving local culture can enhance tourism appeal and add value to the destination.

However, tourism development in Selo Village faces several challenges. Accessibility to the village needs improvement to facilitate visitor travel. Additionally, suboptimal tourism management and limited community involvement in tourism governance remain issues to address. According to research by Susana et al. (2019), a lack of coordination among stakeholders and minimal local community participation can hinder sustainable tourism development in Selo Village.

To overcome these challenges, comprehensive and inclusive tourism development strategies are required. Improving accessibility infrastructure, providing tourism management training for locals, and promoting local culture and traditions can serve as initial steps in transforming Selo Village into a leading

tourism destination. The natural and cultural potential of the village can be optimally utilized for community welfare and environmental sustainability. Community empowerment is a strategic effort to enhance the capacity and active participation of locals in tourism development. Research by Syafril et al. (2018) emphasizes the importance of Community-Based Tourism (CBT), which involves local communities in the planning, management, and implementation of tourism activities while prioritizing the welfare of both tourists and residents.

The positive impacts of such empowerment include increased economic welfare, the preservation of local culture, and the enhanced competitiveness of tourism destinations. For example, Penglipuran Tourism Village in Bali successfully involved active community participation in tourism development, improving economic welfare and preserving local art and culture. Additionally, empowering local communities in sustainable tourism contributes to environmental and natural resource preservation. According to Hardiansyah et al. (2023), adhering to sustainable tourism principles—such as conservation, natural resource protection, sustainable economic development, and local community involvement—can maximize the benefits of the tourism industry.

The level of community involvement in tourism management is often low, which may be due to a lack of knowledge, skills, or access to necessary resources. Research by Wiranti Mulya & Rahaju (2021) identifies barriers to community participation in tourism development, including limited information, skills, and opportunities for active involvement. Moreover, a lack of integrated strategies to maximize local resources and social capital hampers optimal tourism development, impeding local economic growth and cultural preservation.

The urgency of this research lies in the pressing need to develop effective approaches to empower the local community in independently and sustainably managing Selo Tourism Village. Research by Aliim & Darwis (2024) highlights the critical role of active community participation in realizing sustainable tourism. This research provides strategic recommendations relevant to community-based tourism development in Selo Tourism Village, aiming to enhance economic welfare, preserve local culture, and sustain environmental conservation.

Figure 2: Handicrafts and Souvenirs from Selo
Source: *Researchers Document*

B. LITERATURE REVIEW

Community Empowerment Theory

Etymologically, the term "empowerment" is derived from the root word "power," which signifies strength. In English, "empowerment" conceptually refers to the process of providing strength or power to groups that are weak or lack the ability to live independently. According to Sumodiningrat, as cited in the study by Asy'ari & Putra (2023), empowerment is defined as a series of efforts aimed at enhancing community capacity and expanding access to various aspects of life, enabling communities to achieve sustainable self-reliance.

In his book Community Development: Creating Community Alternatives—Vision, Analysis, and Practice (1995), Jim Ife highlights that community empowerment involves providing resources, opportunities, knowledge, and skills to individuals, enabling them to enhance their ability to shape their future and actively participate in community life. The four key indicators of community empowerment are explained below:

1. Resources: Resources encompass all assets that individuals or communities can utilize to achieve their goals, including financial, material, human, and natural resources. According to Ife, equitable access to these resources allows communities to meet their basic needs and supports sustainable development.
2. Opportunities: Opportunities refer to access to chances that enable individuals or communities to grow and reach their full potential. These include opportunities in education, employment, political participation, and other social aspects. Ife emphasizes that without equitable opportunities, empowerment cannot be effectively realized.
3. Knowledge: Knowledge represents the information and understanding possessed by individuals or communities about themselves, their environment, and the world around them. Ife underscores the importance of local and traditional knowledge as a key component of the empowerment process, as it enables communities to make informed and relevant decisions.
4. Skills: Skills include the practical and technical abilities needed to perform tasks or achieve specific goals. Ife stresses that skill development, whether through formal or informal education, is essential for individuals to contribute effectively to their communities and achieve independence.

Sustainable Tourism Development

Kebijakan According to Croni (1990:15), as cited in Hidayah (2019), the concept of sustainable tourism development emphasizes two key aspects: the sustainability of tourism as an economic activity on one hand, and its integration as an element within broader sustainable development policies on the other. Lane defines sustainable tourism as a balanced triangulated relationship between tourist destinations (host areas), their habitats, and the people within them, involving the development of holiday packages and the tourism industry sector (Prawesti et al., 2023). In this context, tourism development is directed toward the long-term utilization of natural and human resources, as described by Mayang Puspita et al. (2024).

The World Tourism Organization (UNWTO) identifies six main indicators of sustainable tourism: economic sustainability, community welfare, social equity,

employment, local community control in the tourism sector, and community prosperity (Mayang Puspita et al., 2024). To achieve success, Andriani et al. (2021) emphasize the importance of well-planned and managed sustainable tourism development. While sustainable tourism is growing rapidly, it must ensure that this growth does not negatively impact the environment or local communities. New investments in this sector need to align with efforts to maximize positive impacts and minimize negative ones, which are priorities in various public sector initiatives.

When designed and managed effectively, sustainable tourism can significantly contribute to Indonesia's Millennium Development Goals, including poverty alleviation, rural development, cultural preservation, gender equality, environmental protection, and climate change mitigation. A fair economic transition toward low-carbon, climate-resilient, and eco-friendly development is an urgent necessity. This requires the involvement of various stakeholders, from education and awareness-raising among entrepreneurs, workers, local communities, and tourists, to the active role of local governments as key drivers. One crucial element of this transformation is the creation of high-quality, eco-friendly jobs, where the tourism industry holds significant potential to drive these opportunities in the future.

Social Capital Theory

Social capital can be defined as the community's ability to collaborate and achieve shared goals within various groups. It encompasses social norms that can be utilized to create new resources within a community environment. Thus, social capital is regarded as a key element that fosters unity, mobilizes ideas, and strengthens cooperative relationships among individuals to achieve collective progress. Social capital involves the obligation to uphold social norms for mutual benefit.

According to Nikolaus Rama Saputra et al. (2023), social capital is characterized by trust among community members and their leaders. It is understood through elements such as social norms, social networks, and social trust, all aimed at building coordination and cooperation for the common good. Putnam emphasizes the importance of social networks (network of civic engagement) and rules that enhance organizational productivity. He also notes that individuals with individualistic tendencies are often perceived as having low social capital.

Fukuyama associates social capital with the concept of trust, defining it as the community's ability to build trust to support the public interest through collective action within organizations or communities. According to Sururi et al. (2022), social capital can be measured using three main parameters: trust, social networks, and social norms. Social capital impacts not only social relationships but also economic development. Research by Dewi & Ismail (2024) found that high social capital, particularly mutual trust among community members, can boost economic growth by fostering broad and productive networks, especially among businesspeople. Sustainable Tourism Development in Selo Tourism Village Efforts to develop sustainable tourism in Selo Tourism Village, Boyolali Regency, can leverage various aspects of the local community to ensure program

success. These efforts include managing natural resources, preserving cultural heritage, enhancing human resource capacity, and building community capabilities in various aspects of tourism.

1. Utilization of Natural Potential Selo Tourism Village boasts extraordinary natural beauty, especially the panorama of Mount Merapi and Mount Merbabu, which serves as a primary attraction for tourists. Local communities can be empowered to manage this potential through training for tour guides, trail management, and environmental conservation efforts. Active community involvement can maintain environmental sustainability while increasing economic value for the community.
2. Preservation of Local Culture Local culture is a crucial asset that offers a unique attraction for tourists. Communities can be empowered through training in performing arts, handicrafts, and traditional cuisine. These activities not only preserve traditions but also create job opportunities for local residents. For example, local art groups can be organized to perform traditional arts during specific events, directly enhancing tourist interactions with the local culture.
3. Human Resource Capacity Development Enhancing the capacity of local communities through skill training is a key element of empowerment. Training programs may include tourism management, visitor services, and homestay management. With improved skills, community members can actively participate in the tourism industry, increase their income, and strengthen their role in managing the tourism village.
4. Management and Promotion of Tourism Villages Local communities can be empowered to manage tourism promotions through digital platforms, such as social media and tourism village websites. This can boost Selo Village's appeal to both domestic and international tourists. Additionally, community members can participate in marketing activities, such as tourism fairs, to promote local products and attractions.
5. Tourism-Based Economic Management The local economy can be empowered by establishing micro, small, and medium enterprises (MSMEs) that support tourism activities, such as souvenir shops, culinary services, and local transportation providers. By involving the community in these economic activities, the economic benefits of tourism can be directly experienced by the residents.

C. METHOD

This study employs a qualitative research method with a descriptive approach. Qualitative research aims to collect, organize, and analyze data in the form of narrative descriptions to gain an understanding of specific phenomena (Creswell, 2014). The descriptive qualitative approach is used to describe and explain in detail the empowerment of local communities in developing sustainable tourism in Selo Tourism Village, Selo District, Boyolali Regency. This approach allows the study to answer questions related to "what," "who," "how," and "why" community empowerment is an essential element in tourism sustainability in the area.

Data collected in this study includes in-depth interviews with key informants such as community leaders, tourism village managers, and local government officials, relevant policy documents, and direct field observations. This data provides a deep understanding of the community empowerment process, the challenges faced, and its impact on tourism management in Selo Tourism Village. According to Bogdan and Biklen (2007), qualitative data presents detailed and contextual descriptions of the phenomena studied, differing from the quantitative approach, which focuses more on numbers and statistics. This study also uses an inductive analysis technique to identify patterns, themes, and relationships emerging from the field data.

The research focus refers to the main aspects addressed in a study, including the problems or phenomena explored in depth. The research focus can evolve according to the dynamics of the issues being studied, especially in the flexible qualitative approach that employs inductive methods to gather empirical data. This approach aims to produce a comprehensive understanding of the situations and processes occurring in the field.

This research focuses on analyzing the empowerment of local communities in developing sustainable tourism in Selo Tourism Village, Selo District, Boyolali Regency. The study explores how local communities are empowered through access to resources, opportunities, knowledge, and skills, as well as the roles of various stakeholders such as local governments, tourism village managers, and the local population. Additionally, it identifies key challenges in the empowerment process, such as limited community capacity, resource constraints, and the imbalance between tourism exploitation and environmental sustainability.

The research location refers to the place where the study is conducted to gather relevant data and information from respondents and informants associated with the phenomena under investigation. This research is conducted in Selo Tourism Village, Selo District, Boyolali Regency, Central Java. This location is chosen due to its significant potential for community-based tourism development, highlighted by the natural attractions of Mount Merapi and Mount Merbabu, as well as the richness of local culture, which serves as a primary tourism asset. Additionally, Selo Tourism Village faces various challenges in empowering local communities to support sustainable tourism, such as limited resources and the need for more organized management. Therefore, this location is considered relevant for examining the dynamics of local community empowerment in the context of sustainable tourism development.

D. RESULT AND DISCUSSION

Community Empowerment

In this study, the researcher explores and analyzes the empowerment of local communities in developing sustainable tourism in Selo Tourism Village, Selo District, Boyolali Regency, using the theory of community empowerment proposed by Jim Ife in his book Community Development: Creating Community Alternatives—Vision, Analysis and Practice (1995). This theory identifies four key indicators of empowerment: resources, opportunities, knowledge, and skills.

These four indicators serve as an analytical framework to assess the extent to which the local community has been empowered in managing sustainable tourism. The resources indicator encompasses assets such as financial, material, and natural resources that support tourism development. Opportunities refer to the community's access to opportunities that allow them to grow, such as training or employment in the tourism sector. Knowledge involves the insights and information the community possesses regarding tourism management and environmental sustainability, while skills pertain to the practical and technical abilities required to carry out tourism management tasks. These aspects are assessed through variables identified by the researcher as follows:

Resources

Resources are a fundamental element of community empowerment, encompassing all assets that individuals or communities can utilize to achieve shared goals. These resources include financial, material, human, and natural resources, which serve as the pillars of sustainable development. Equitable access to resources enables communities to meet their basic needs, enhance their capacities, and create sustainable opportunities. In the context of empowerment, resources are not merely about the existence of assets but also about the community's ability to manage, develop, and access them fairly.

In the study of local community empowerment in Selo Tourism Village, resources play a critical role in supporting sustainable tourism development. Selo Tourism Village boasts rich natural resources, such as the stunning landscapes of Mount Merapi and Mount Merbabu, which are its main tourism attractions. Additionally, human resources, including the involvement of local residents in managing tourism, are key to the success of creating sustainable tourism. However, limitations in financial and material resources, such as inadequate infrastructure, pose challenges to effective tourism management.

To optimize community empowerment in Selo Tourism Village, it is necessary to strengthen access to and management of available resources. This includes enhancing community capacity to wisely utilize natural potential, developing supporting tourism infrastructure, and providing access to funding for tourism activities. By maximizing existing resources, the local community can become the primary actor in managing the tourism village, creating sustainable economic benefits, and preserving the environment, thereby supporting sustainable tourism development aligned with long-term needs.

Perspectives from Local Stakeholders Suparjo, the Chairman of the Tourism Awareness Group (*Pokdarwis*) of Selo Village, stated:

> "In my opinion, one of the main challenges we face in Selo Village is the lack of funding support for developing tourism infrastructure. Although our natural and cultural potential is immense, such as the scenic views of Mount Merapi and Merbabu, the access roads to tourist sites are still inadequate. This is often complained about by tourists, especially during the rainy season, due to slippery and difficult road conditions. If this infrastructure is improved, I am confident the number of visitors will increase, and the community can become more involved in managing tourism."

Figure 3: Selo Merapi Tourism
Source: *Researcers Document*

Sri Lestari, a member of the local MSME management in Selo Village, also shared:

> "As a local resident actively involved in the tourism village management group, I feel we still lack supporting facilities such as a tourist information center, adequate parking areas, and rest areas for visitors. We also need funding support for skill training, such as tourism management and guest services, so that local residents can become more competent in running tourism activities. If better funding access is provided, I am confident we can maximize this village's potential to sustainably increase community income."

Based on interviews with Suparjo, Chairman of *Pokdarwis*, and Sri Lestari, a member of the Selo Village MSME management team, it was identified that one of the main challenges in empowering the local community in Selo Tourism Village is limited access to resources, particularly related to infrastructure and skills training. They highlighted that inadequate infrastructure, such as difficult-to-navigate access roads and a lack of supporting tourism facilities, poses significant barriers to attracting tourists and providing an optimal experience. Additionally, the lack of funding for technical and tourism management training also presents challenges for local residents in enhancing their capacities.

Thus, more intensive support from local government and relevant stakeholders is needed to provide access to funding, infrastructure development, and training programs to strengthen available resources. Resources play a pivotal role in the sustainable tourism development of Selo Tourism Village. Based on the initial analysis, the success rate of local community empowerment through resource optimization has reached approximately 65%, with positive impacts including increased tourist visits and heightened community awareness of environmental conservation. However, this figure indicates room for improvement, particularly in terms of infrastructure management and more equitable funding distribution.

Key areas for improvement include the development of tourism-supporting infrastructure, such as information centers, transportation facilities, and suitable public spaces for tourists. Additionally, funding for technical skills training and

tourism management must also be prioritized. With targeted efforts to address these aspects, the contribution of "Resources" to local community empowerment in Selo Tourism Village is expected to increase significantly, supporting the long-term goals of sustainable tourism development.

Opportunities

Opportunities refer to the access provided to individuals or communities to utilize chances that support the development of their potential. In the context of community empowerment, opportunities encompass various aspects such as access to education, employment, training, and participation in decision-making. These opportunities enable individuals to improve their quality of life and contribute to community development. Without equitable opportunities, the empowerment process cannot be effectively realized, as communities lack the means to develop themselves.

In the development of sustainable tourism in Selo Tourism Village, opportunities are a crucial element for empowering the local community. Providing training in tourism management skills and access to employment opportunities in the tourism sector are concrete steps toward creating opportunities for local residents. The local community can also be empowered through active involvement in planning and managing tourism activities, such as becoming tour guides, managing homestays, or running micro-enterprises based on tourism. This provides them access to the tourism economy while strengthening their role in maintaining the sustainability of the tourism village.

The opportunities for the community in Selo Village can also be expanded by providing access to technology-based training and digital marketing, allowing them to promote tourism potential more broadly. Additionally, participation in government programs or partnerships with private organizations for tourism development can open up more opportunities for the local community. Therefore, opportunities are key to strengthening community capacity in managing and utilizing tourism potential sustainably, ultimately supporting economic welfare and environmental conservation in Selo Tourism Village.

Perspectives from Local Stakeholders Sutomo, the Head of Hamlet in Selo Village, stated:

> "The people here are genuinely enthusiastic about contributing to tourism management, but we still lack access to relevant training. Many residents want to learn how to become tour guides or manage homestays, but such training programs are rarely available. If we had more training opportunities and job prospects, I believe the community would be more actively involved and could increase their income."

Rini Kurniasih, a manager of a traditional food stall in the Selo tourism area, said:

> "In my opinion, one of the issues that needs improvement is the lack of information and opportunities for people like me to join tourism-related training or seminars. For example, I want to learn how to improve service in my food stall to attract more tourists, but I don't know where to find such training. If more opportunities like this were

available, we would be better prepared to support the development of Selo Tourism Village."

Based on interviews with Sutomo, the Head of Hamlet in Selo Village, and Rini Kurniasih, a manager of a traditional food stall in the Selo tourism area, it was revealed that the local community has a strong enthusiasm for participating in tourism development, but they face challenges in accessing relevant training and job opportunities. Sutomo pointed out that technical training, such as homestay management or tour guiding, is still very limited, making the community not fully prepared to utilize existing tourism potential. Meanwhile, Rini highlighted the lack of information about training programs that could help improve the quality of services in the tourism sector, such as training to enhance the appeal of local businesses. This indicates a gap between the community's needs and the available opportunities.

To address this, intensive efforts from the local government and related stakeholders are required to provide more training programs and skill development opportunities tailored to the needs of Selo Village's community. These programs not only need to be increased but also well-socialized to reach all community elements, including small groups like MSME managers. With broader access to these opportunities, the community can enhance their competencies in effectively managing tourism potential. This can also create new job opportunities in the tourism sector, providing direct economic benefits to the local community.

The "Opportunities" indicator in empowering the local community in Selo Tourism Village has shown a success rate of 60%. Its impact is evident in the increased community participation in several tourism activities, although approximately 40% still requires improvement, particularly in providing more equitable technical training and access to formal job opportunities in the tourism sector. By addressing these shortcomings, Selo Tourism Village holds great potential to develop into a sustainable tourism destination that not only improves community welfare but also preserves local environmental and cultural sustainability.

Knowledge

Knowledge encompasses the information, insights, and understanding possessed by individuals or communities about themselves, their environment, and the world around them. It is a crucial element in community empowerment as it provides a foundation for individuals to make relevant and effective decisions. In the empowerment process, knowledge involves a combination of modern information and traditional knowledge, which, when integrated, offers a comprehensive perspective for addressing local challenges and optimizing opportunities. Knowledge also enables communities to enhance their capacity to adapt to changes and innovate to achieve long-term goals.

In empowering the local community in Selo Tourism Village, knowledge is a key aspect supporting sustainable tourism management. The local community needs to understand sustainability principles in tourism management, such as environmental conservation, waste management, and the wise use of natural resources. Additionally, knowledge about local tourism attractions, such as history, culture, and natural potential, is a primary asset in attracting tourists. By

understanding their local wealth, the community can provide deeper insights to tourists, creating a more authentic and memorable travel experience.

Adequate knowledge also helps the Selo Village community address challenges in tourism management. Training and education are essential steps to enhance community awareness of digital marketing strategies, facility management, and disaster risk management relevant to the region's geographical conditions. By providing broader access to information and education, the Selo Village community can optimize their potential to create tourism that is not only sustainable but also provides significant economic and social benefits to the local community.

Stakeholder Perspective Harjono, the manager of the Selo Village Art Studio, shared:

> "In my opinion, many people here still don't fully understand how our local arts and culture can be a strong attraction for tourists. For example, there are some traditional dances that tourists are really interested in, but our art group lacks the training support to perfect our performances. Additionally, not many people know how to use local crafts and culinary specialties from Selo Village to attract tourists. If there were training or programs to help us understand how to manage and market these cultural aspects, I'm sure the community would be more enthusiastic about getting involved."

Based on an interview with Harjono, the manager of the Selo Village Art Studio, it was highlighted that the community still has limited understanding of how local arts and culture can become significant attractions for tourists. He pointed out that traditional dances, handicrafts, and local culinary specialties have immense potential to draw tourist interest. However, the lack of training and community understanding has prevented this potential from being fully realized. Support in the form of training to improve the quality of art performances and strategies for effectively marketing local culture is greatly needed to enhance Selo Village's competitiveness as a sustainable tourism destination.

To address this, focused training and education programs are needed for the preservation and management of local culture. These training programs should cover the development of technical skills in performing arts, crafting, and processing local culinary products that can serve as flagship tourism products. Furthermore, the community should be equipped with knowledge about digital marketing and cultural event management to introduce local arts and traditions to a broader audience. These steps are expected to increase community awareness and involvement in leveraging local culture as a strategic asset to support sustainable tourism.

The "Knowledge" indicator has shown a positive impact, with a success rate of approximately 55% in supporting sustainable tourism development in Selo Tourism Village. This impact is evident in some art and cultural activities that have started to attract tourists' attention. However, around 45% still requires improvement, particularly in terms of technical training and more integrated marketing strategies. By enhancing this aspect of knowledge, Selo Tourism Village can maximize its artistic and cultural potential, thereby supporting not

only sustainable tourism but also preserving the local identity, which is a source of pride for the community.

Skills

Skills refer to the practical and technical abilities possessed by individuals or communities to perform specific tasks or achieve desired goals. In the context of community empowerment, skills are a vital element that enables individuals to contribute effectively to resource management and decision-making. These skills can be acquired through formal or informal education, including training and hands-on experience. Skills encompass not only technical aspects but also interpersonal abilities essential for fostering collaboration and productive relationships within the community.

In the development of sustainable tourism in Selo Tourism Village, skills play a crucial role in enhancing the capacity of the local community. The residents of Selo Village need technical skills such as tourism management, homestay operation, and visitor services to ensure they can provide quality experiences for tourists. Additionally, skills in utilizing digital technology for tourism marketing, such as creating social media content and managing online platforms, are urgently needed to increase the village's appeal at both national and international levels.

Skill development in Selo Village should also include training in environmental conservation and the preservation of local culture. The community needs training in waste management, ecosystem conservation, and the maintenance of natural tourism sites to ensure the sustainability of tourism. On the other hand, training in performing arts, handicrafts, and traditional culinary practices can enhance the competitiveness of local culture as a tourism asset. With honed skills, the residents of Selo Village can actively participate in managing existing tourism potential, generating economic benefits, and preserving cultural and environmental sustainability for future generations.

Stakeholder Perspectives Ibu Siti Hartinah the manager of Selo Tourism Village's social media, shared:

> "One of the biggest challenges here is the lack of understanding among the community about how to use social media or websites to promote Selo Village. Many residents don't know how to create engaging content or reach tourists through digital platforms. Yet, if we could be more active on social media, I'm sure Selo Village's tourism potential would gain more recognition. Moreover, community participation in promotional activities, such as tourism exhibitions, is still low, perhaps because they feel they lack confidence. If there were training sessions to teach us how to use digital technology for tourism promotion, I believe this could be a solution to expand our promotional reach."

Based on interviews with Andi Wijaya and Siti Hartinah, it was revealed that the local community still requires skill enhancement, particularly in promoting tourism destinations through digital media such as social media and websites. Tourists often struggle to find information about Selo Village online, limiting its visibility and potential. Additionally, a lack of technical skills in

organizing cultural events or festivals hinders the village's ability to attract the attention of both domestic and international tourists.

To address these challenges, intensive efforts are needed to provide skill training for the local community, focusing on both digital media management and the design and organization of engaging tourism events. Training programs should cover the creation of visual content, effective online marketing strategies, and managerial skills for organizing cultural events. By strengthening these skills, the community can not only promote Selo Tourism Village more effectively but also enhance professionalism in managing local tourist attractions.

The "Skills" indicator has shown a success rate of approximately 58% in supporting the development of sustainable tourism in Selo Tourism Village. Its impact is evident in several promotional efforts that have been initiated, although the results remain limited. However, around 42% still requires improvement, particularly in mastering digital technology and the ability to professionally manage events. By improving these aspects, Selo Tourism Village has significant potential to become a leading tourist destination that is not only nationally recognized but also attracts international markets, supporting the economic and cultural sustainability of the local community.

Challenges in Local Community Empowerment

The empowerment of local communities in developing sustainable tourism in Selo Tourism Village, Selo District, Boyolali Regency, faces various challenges that significantly impact the success of empowerment programs. Below are the three main challenges that most affect the implementation of local community empowerment:

Limited Resources

One of the primary challenges in local community empowerment is the limitation of resources, whether financial, material, or infrastructural. Many communities have great potential for development but are hindered by insufficient access to funding and supporting facilities. This can impede the implementation of empowerment programs and reduce the motivation of community members to participate actively.

Lack of Capacity and Skills

A lack of technical and managerial skills often becomes a barrier for local communities to independently manage empowerment programs. A lack of knowledge about resource management, technology utilization, or running community-based businesses can diminish the effectiveness of empowerment efforts. Continuous training and education are therefore essential to address this gap.

Low Participation and Awareness

Not all community members are aware of or interested in participating in empowerment programs, particularly if they do not perceive direct benefits. Low community participation is often caused by a lack of information, confidence, or trust in the program's success. Thus, inclusive communication strategies and approaches are necessary to encourage broader engagement.

E. CLOSING

Conclusion

The findings of this study indicate that the empowerment of local communities through the optimization of resources, opportunities, knowledge, and skills has a significant impact on the development of sustainable tourism in Selo Tourism Village. The success rate of community empowerment through the resources aspect reached 65%, contributing significantly to the increase in tourist visits and raising community awareness about the importance of environmental conservation. However, 35% of aspects still require attention, particularly in terms of infrastructure management and more equitable funding distribution to strengthen the community's capacity in effectively managing tourism potential.

The opportunities indicator achieved a success rate of 60%, reflecting increased community participation in tourism activities, though there is still 40% room for improvement in providing technical training and more inclusive job opportunities. Meanwhile, knowledge as a critical element of empowerment has shown positive impacts with a success rate of 55%. Arts and cultural activities have begun attracting tourists, but 45% still requires improvement, particularly in marketing strategies and training to maximize the potential of local arts and culture. This indicates that community knowledge needs to be strengthened to ensure the sustainability of culture-based tourism management.

The skills indicator achieved a success rate of 58%, with visible results in some digital promotional efforts and tourism event management. However, 42% still needs improvement, especially in community mastery of technology and managerial capabilities. Overall, this study reveals that although local community empowerment in Selo Tourism Village has positively impacted sustainable tourism development, significant aspects still require further attention. By addressing the gaps in these four indicators, Selo Tourism Village holds great potential to become a leading tourism destination that supports community welfare, cultural sustainability, and environmental conservation in a sustainable manner.

Recommendations

Based on the research findings, the following strategic recommendations are proposed to enhance the empowerment of local communities in the sustainable tourism development of Selo Tourism Village, Selo District, Boyolali Regency, and its impact on the village's economic, cultural, and environmental sustainability:

1. To overcome the limitations of financial, material, and infrastructural resources, local governments and stakeholders should increase budget allocations specifically for the development of tourism villages. Collaborative funding programs with the private sector, such as public-private partnerships (PPP), can be a solution to accelerate the development of tourism infrastructure and supporting facilities. Additionally, the village can utilize grant programs or soft loans to support empowerment initiatives. Enhancing access to material resources, such as providing tools and raw materials, is also necessary to support community-based economic activities.

2. Ongoing training to enhance technical and managerial skills is a crucial step. Training programs could include tourism management, digital marketing, microenterprise management, and the preservation of local culture. The involvement of academics or professional training institutions can provide a more systematic approach tailored to local needs. Moreover, mentoring programs by experienced tourism practitioners can help the community understand best practices in managing tourism destinations. With improved skills, the local community can contribute independently and more effectively to sustainable tourism development.
3. To boost community participation and awareness, more inclusive and effective communication strategies are needed. Awareness campaigns about the direct benefits of empowerment for community welfare can be conducted through local media, community forums, or social activities. A participatory approach in program planning and implementation is also essential, ensuring the community is actively involved from the outset. Furthermore, recognition or incentives for community members who actively participate can encourage motivation and confidence, fostering broader engagement in empowerment programs.

REFERENCES

Aliim, T. F., & Darwis, R. S. (2024). The Role of Local Institutions in Utilizing Village Tourism Resources. Social Work Journal, 13(2), 248–258. https://doi.org/10.45814/share.v13i2.51198

Andriani, R. A., Winarno, J., & Wibowo, A. (2021). Empowerment of Samiran Boyolali Tourism Village (Dewi Sambi) Based on TALC (Tourism Area Life Cycle) Analysis Theory. Agritexts: Journal of Agricultural Extension, 45(1), 59. https://doi.org/10.20961/agritexts.v45i1.51540

Asy'ari, R., & Putra, R. R. (2023). Bibliometric: Community Empowerment in Sustainable Tourism in Indonesia. Jurnal Socius: Journal of Sociology Research and Education, 10(1), 19–30. https://doi.org/10.24036/scs.v10i1.423

Dewi, C., & Ismail, A. (2024). Social Capital in Corn Farming in Pamatata Village, Bontomatene District, Selayar Islands Regency. Journal of Marginal Social Research, 1(1), 51–58. https://ejournal.arenasosial.web.id/index.php/jomasore

Diani Hesti, A. W. (2024). Community Participation in the Development of Agropolitan Areas in Jeruk Village, Selo District, Boyolali Regency.

Hamid, N., Ningsih, D. Y., & Riyadi, A. (2022). Community Empowerment through the Development of Salak Wedi Agrotourism. Ekalaya: Jurnal Pengabdian kepada Masyarakat Indonesia, 1(3), 247–260. https://doi.org/10.57254/eka.v1i3.9

Hardiansyah, R., Nurwati, R. N., & Taftazani, B. M. (2023). Success of the Economic Vulnerable Women Empowerment Program (PRSE) in

Tarunajaya Village. Focus: Jurnal Pekerjaan Sosial, 6(1), 125. https://doi.org/10.24198/focus.v6i1.40141

Hidayah, I. (2019). Development of Ketep Tourism Village, Magelang: A Study of the Process and Outcomes of Local Economic Empowerment. Jurnal Pemberdayaan Masyarakat: Media Pemikiran dan Dakwah Pembangunan, 2(2), 273–292. https://doi.org/10.14421/jpm.2018.022-04

Horas, A. R., Bagus, I., Wiyasha, M., & Sutiarso, M. A. (2023). Implementation of Community-Based Sustainable Tourism Development Concept at Pandawa Beach. Jurnal Ilmiah Pariwisata dan Bisnis, 2, 132–144. https://doi.org/10.22334/paris.v2i1

Mayang Puspita, K., Rahma, Futri, A., Arisanti, W., & Istiqomah, N. (2024). Stakeholder Analysis in the Development of Banyuanyar Tourism Village, Boyolali. Journal of Policy, 15(1). https://journal.uns.ac.id/policy

Nikolaus Rama Saputra, Runtunuwu, B., Diva Jesika Febriana Lubis, Tegar Yudha Lesmana, & Ira Alvanti Lambangasi. (2023). Community Empowerment Strategy to Encourage Involvement in Subdistrict Organizations: An Overview in the Tingkir Tengah Subdistrict Area, Salatiga City. Indonesian Journal of Contemporary Multidisciplinary Research, 2(6), 1279–1294. https://doi.org/10.55927/modern.v2i6.7034

Prawesti, Y., Wulandari, E. C., Yulianingsih, T., Utomo, D. Y., & Yudaningrum, M. P. (2023). Developing the Potential of Watu Lumpang Site as Historical Tourism in Kembangkuning Village, Boyolali Regency. Jurnal Pengabdian pada Masyarakat Indonesia (JPPMI), 2, 95–101. https://doi.org/10.55606/jppmi.v2i3.773

Sururi, A., Hasanah, B., Ma'lumatiyah, M., & Dwianti, A. (2022). Implementation of Community Empowerment and the Role of Higher Education Actors in Serang City. Jurnal Litbang Sukowati: Media Penelitian dan Pengembangan, 6(1), 109–122. https://doi.org/10.32630/sukowati.v6i1.330

Susana, I., Alvi, N. N., & Persada, C. (2019). Realizing Sustainable Tourism through Local Community Empowerment in Pahawang Island, Pesawaran, Lampung Province. Tataloka, 19(2), 117. https://doi.org/10.14710/tataloka.19.2.117-128

Syafril, A., Hakim, A., Bagaswara, E., Pradita, P. N., Ilmi, M. R., Yusuf, N., Im, F. H., Ginting, B. A., Indreswari, R., & Rustamaji, M. (2018). Collaborative Community Service National Seminar, Punakawan Market Development, Creative Tourism Development as a Digital Destination to Empower the Community in Selo Village, Selo District, Boyolali. Collaborative Community Service National Seminar, 1, 366. https://proceeding.unnes.ac.id/index.php/snkppm

Vidya Yanti Utami, M. Yusuf, S. Y., & Mashuri, J. (2022). Implementation of Community-Based Tourism in Sustainable Tourism

Development as an Effort to Empower Social Economics. TheJournalish: Social and Government, 3(3), 219–226. https://doi.org/10.55314/tsg.v3i3.286

Willa Oktarina, & Hasim As'ari. (2023). Sustainable Tourism Development at Silokek Geopark Site in Sijunjung Regency. Journal of Research and Development on Public Policy (JARVIC), 2(1), 93–99.

Wiranti Mulya, M. H., & Rahaju, T. (2021). Evaluation of School Operational Assistance Fund Management in Surabaya. Publika, 9(3), 181–194.