

A PROMOTION OF CRITICAL AWARENESS FOR SUSTAINABILITY OF COMMUNITY PROGRAMS: IMPLEMENTATION OF PARTICIPATORY APPROACH IN TOURISM VILLAGE PLANNING IN SIDOMULYO VILLAGE, BAMBANGLIPURO DISTRICT, BANTUL REGENCY, YOGYAKARTA, INDONESIA

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Article Info	Abstract
Keywords: Critical awareness, tourism village, participatory approach, Received: Month dd, yyyy Approved: Month dd, yyyy Published: Month dd, yyyy	The development of tourism villages in Sidomulyo Village, Bambanglipuro District, Yogyakarta, faces various challenges that require critical awareness from the community to disseminate the potential and threats that exist. This study uses a participatory approach that focuses on community-based interventions to plan tourism villages. Data collection methods include in-depth interviews, focus group discussions (FGDs), transect analysis, and document review. This study lasted for six months and involved collaboration with various elements of the Sidomulyo Village community, including community leaders, government officials, youth, and external stakeholders. The results of the study showed that in the early stages, community members considered the tourism village program as a physical development project. However, through the transect method, they began to understand the complexity and potential of local resources, as well as the challenges that exist. The main themes identified include the uniqueness of the village, the importance of shared welfare, fairness in the distribution of benefits, potential conflicts, concerns about the loss of local traditions, and a strong sense of belonging to the village identity.

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INTRODUCTION

Tourism has developed into one of the most dynamic and strategic sectors in the contemporary global economy. As society's need for travel experiences that are not only recreational but also educational and meaningful increases, tourism is now seen as a major catalyst for inclusive and sustainable economic development (Ranasinghe et al., 2020). Tourism generates employment opportunities across various sectors, such as hospitality, transportation, and services (Khan et al., 2020; Thommandru et al., 2023). In addition, tourism plays a role in developing community welfare through social empowerment and preserving local culture that supports community-based economic growth (Stankova & Vassenska, 2015). One type of community-based tourism development is the concept of tourist villages, which is a way to develop local potential—including culture, arts, natural beauty, and traditions—as a tourist attraction. Tourism villages not only aim to attract tourist visits, but also to empower local communities through active involvement in the planning and management of tourism activities (Normelani et al., 2023). The concept of tourism villages is a manifestation of a development approach that emphasizes the importance of maintaining a balance between the use of natural resources, increasing economic welfare, and preserving socio-culture. Based on its implementation in various countries, tourism village programs have the potential to accelerate local economic growth, contribute to national income, and strengthen community identity and social cohesion (Normelani et al., 2023). However, the rapid development of tourism also poses challenges for community life. Tourism villages are often faced with the risk of unexpected social change due to the entry of external values that are not always in line with local norms and traditions. This can trigger conflicts of interest and threaten social harmony in the community, especially if the management of tourism villages only focuses on economic gain without considering other values that are essential to local life (Higgins-Desbiolles, 2020). Other negative impacts include changes in people's lifestyles, increasing social inequality, and uncontrolled exploitation of natural resources. In some cases, the development of tourist villages can even lead to social disintegration, where communities lose their identity and are alienated from their cultural heritage.

Critical awareness plays a role in this process because with critical awareness, communities not only understand the potential impacts of tourist village development, but also determine actions to overcome these challenges. With critical awareness, communities can evaluate the situations and structures that affect their lives, and identify possible choices of wiser and more sustainable actions (Freire, 1970). This awareness does not end after recognizing the problem, but also encourages efforts to find solutions that consider all relevant social, economic, cultural, and ecological aspects. Therefore, critical awareness is a foundation in planning that requires communities to see the impact short-term and long-term effects.

A participatory approach is very important in achieving collective critical awareness among community members. This process allows each individual in the community to contribute to identifying problems, collecting data, and making decisions that affect their future. The involvement of all stakeholders, such as community leaders, village government, youth, and women's groups, in open and reflective discussions can facilitate the realization of collective critical awareness. This approach not only provides space for sharing diverse perspectives, but also strengthens the legitimacy of decisions

taken because they are based on a more inclusive consensus (Chambers, 1997). With participatory involvement, the community not only becomes a recipient of policies, but also becomes an actor in the planning, implementation, and evaluation of tourism village programs, thus creating opportunities for close and sustainable collaboration. This study will explore the implementation of a participatory approach in tourism village planning in Sidomulyo Village, Bambanglipuro District, Bantul Regency, Yogyakarta.

The development of tourism villages in Sidomulyo Village, Bambanglipuro District, Yogyakarta, is faced with various challenges that require critical awareness from the community in evaluating the potential and related threats. Based on the results of reflections from discussions between the service team and several community leaders, it seems that their journey on developing tourism village not a smooth process. There're a lot of conflicts that caused the process to stagnate and were often abandoned. The stagnant situation and frustration often cancelled community and village programs and activities that had been planned. In fact, often several programs were replaced with other programs that were not relevant to the village development. Another problem faced is the extent to which the community has a deep understanding of social, cultural, economic, natural, and artistic resources that can be developed as potential tourist villages. This understanding is important because it will affect how the community sees opportunities and determines the steps that need to be taken to achieve program success.

More specifically, the challenges that arise are related to how communities can identify and respond to potential threats from tourism village programs, such as changes in social values, conflicts of interest, or exploitation of natural resources. Therefore, critical awareness is needed so that communities not only see the potential for economic benefits, but also understand the social consequences that arise, so that they can make decisions that consider the long-term welfare of the community. In this context, building critical awareness means involving communities to explore various perspectives, consider long-term impacts, and find solutions that minimize risks and maximize benefits.

METHODOLOGY

This study uses an action research approach that focuses on community-based interventions in tourism village planning. Action research was chosen because it can actively involve communities in the process of social change through their own participation (Soedarwo et al., 2022). The informants in this study were all parties in the Sidomulyo Village community, including (1) Community Leaders of Sidomulyo Village, (2) Sidomulyo Village and sub-district government officials, (3) Sidomulyo Village Youth, (4) Sub-district and Regency Governments, (5) External stakeholders of Sidomulyo Village. Data collection methods used include in-depth interviews, focus group discussions (FGDs), transect analysis, and document review. This approach allows for a contextual understanding of social dynamics, resource opportunities, and community perspectives on tourism village programs (Creswell & Poth, 2018). The transect analysis method is used to map natural, social, and economic resources in village areas. This method is effective in helping communities understand their physical and environmental conditions, and can be used to identify potentials and risks in the local context (Lorenzo & Motau, 2014). The

results of the transect analysis then become the basis for the discussions in interviews and FGDs, so that they can enrich data analysis.

In-depth Interviews were conducted to gain the data. The interview approach is considered relevant because it can deeper understanding of the attitudes and values of the community (Rutledge & Hogg, 2020). Moreover, Focus Group Discussion (FGD) was also chosen as one of the data collection methods to gather the problems and potentials faced by the community. This method can help to identify various perspectives in the community and increase critical awareness through a participatory dialogue process (Basnet, 2018). Active participation in FGDs can be a catalyst in building consensus and finding collective solutions to overcome existing challenges (Freire, 1970).

Document review including demographic data, village maps, local policies, and previous program reports, were used as additional data to complement the results of interviews, FGDs, and transect analysis. Document review helps to provide context for the data obtained and strengthens the validity of the research results. Data analysis was conducted using a thematic approach, and were analyzed to identify the important patterns related to community perceptions and aspirations. The thematic analysis approach was chosen because it is flexible and can be used to systematically identify, analyze, and report patterns (themes) in the data, as well as provide insight into the meaning of the data (Braun & Clarke, 2014).

FINDINGS AND DISCUSSION

This research action lasted for six months and involved collaboration between researchers and the community in Sidomulyo Village. The implementation of collaborative research give opportunities for the community to not only be the object of research, but also to participate in the process. This helps to increase the critical awareness of the community. The results of this study show several findings related to community understanding of the tourism village program and the potential and challenges faced.



Figure 1. Explaining to the locals about transect method

In general, at the beginning of the research, most community members considered the tourism village program as a physical development project. Their view changed along with the implementation of the transect method, which gave the community the opportunity to map natural, economic, social, and political resources in their area (see Figure 1). Through the transect method, communities can understand village maps that include social and economic aspects, as well as map existing potentials and constraints. This is in line

with the view of Braun and Clarke (2014), who emphasized that thematic analysis not only serves to identify patterns, but also to understand the meaning behind the data obtained. Thus, critical awareness not only helps in understanding current conditions, but also plays an important role in formulating strategic steps to achieve common goals. This process increases the possibility for communities to see tourist village programs not only as economic projects, but also as integrative efforts to maintain social, cultural, and ecological ecosystems. The following are some themes that researchers obtained from informants.

The uniqueness of the village

The informants felt that they have natural and cultural resources that could be used as an attraction for tourists. They believed that by utilizing this potential to the maximum, their village would be able to develop and compete with other tourist areas. They were aware of the potential of natural resources and arts and culture around them that have potential to be developed as tourist attractions. One of the main examples of the potential natural resources that they mentioned is Pangul Hill. According to the informants, Pangul Hill has its own appeal, especially for tourists who like nature tourism experiences. This appeal is assessed from its unique natural beauty, such as wide views and a natural environment. Furthermore, the community sees Pangul Hill as a strategic tourism asset because of its location which is relatively close to residential areas. This location provides advantages in terms of accessibility, because tourists can easily reach Pangul Hill without having to make a long or difficult journey. The community also believe that the community can use the Pangul Hill area to hold various cultural events, such as dance performances, craft exhibitions, or traditional food festivals. This is expected to not only attract tourists, but also provide an opportunity for residents to be more involved and introduce their culture to visitors.

The importance of togetherness

The results of the discussions and interviews showed that the informants realized the importance of togetherness as the key to success of a program, including in the implementation of the tourism village program that they are planning. According to them, the success of this program is very dependent on collaboration and solidarity among all members of the community. Collaboration covers division of tasks according to each individual's expertise. Solidarity, on the other hand, they see as an attitude of maintaining togetherness and prioritizing interest together on top personal interests



Figure 2. Focus Group Discussion with the stakeholders

Moreover, they also emphasized the importance of equitable welfare. The informants agreed that the existence of a tourism village program should be able to provide benefits that are not only felt by a handful of individuals, but by all members of the community (Abreu et al., 2024). The informants hope that the tourism village program can open up business opportunities for various groups, from small traders, transportation service providers, to local arts and culture actors.

The community also feel a sense of belonging, they consider the tourism village program as part of their identity. Informants see this program as an opportunity to introduce the uniqueness of the village to the outside world, the success of this program will be a shared pride for the village community. They realize that the success of the tourism village can only be achieved if every member of the community feels part of this program and has responsibility for its continuity (Li & Hunter, 2015).

Loss of cultural identity

Informants also stated that, although they hoped that the tourism village program would bring economic benefits, they were also concerned that the large numbers of tourists could threaten the preservation of culture and traditions that have long been part of their community identity. They said that the local culture could be influenced by lifestyles and values from outside, which are not always in line with the values they hold.

The critical awareness has a very vital role in decision-making and planning of tourism village programs in Sidomulyo Village. Critical awareness, as a concept introduced by Paulo Freire (1970), reflects the ability of individuals and communities to analyze their social situations, understand power dynamics, and actively participate in the process of change. In the context of tourism villages, this awareness is an important foundation for ensuring that the planned programs not only address economic needs, but also take into account the social, cultural, and environmental aspects that exist within the community (Mtapuri & Giampiccoli, 2019).

Critical awareness also plays a role in maintaining local identities and traditions that are threatened by the impacts of tourism. This study identified the theme of concern about the loss of tradition as one of the issues faced by the community. In this case, critical awareness provides a framework for the community to evaluate and formulate strategies that can preserve local cultural values and traditions. Community involvement in social processes can strengthen social networks and create mutual trust, which is very important for maintaining harmony in diversity (Rijal, 2023).

Proactive involvement

Participation in contributions is expected to involve all the elements of society in the development and management of tourism villages sustainably. The informants hope that by involving all residents, from young to old age groups, everyone will feel ownership and responsibility for the success of this program.

The importance of communication and division of tasks were also emphasized as elements in the implementation of the program, indicating that good cooperation between community members is essential. Based on the results of the discussion, the informants realized that good cooperation between community members is essential so that every aspect of this program can run smoothly and achieve the desired goals. A clear division of

tasks is considered important to prevent overlapping roles and to place people according to their expertise and interests.

This study shows that stakeholders involved, including community leaders, government officials, young people, and local business actors, have interrelated roles in creating an inclusive discussion space. The participatory approach applied in this study facilitates open dialogue. This approach allows for various perspectives to be expressed and considered. As expressed by Cornwall (2008), meaningful participation can create a sense of ownership and responsibility among community members, which is very important in the decision-making process.

CONCLUSION

This study emphasizes the importance of critical awareness in planning and decision-making related to the development of tourism village programs in Sidomulyo Village, Bantul Regency. The results of the study indicate that the involvement of community members in the planning process not only increases their understanding of local potential, but also strengthens their sense of ownership of the program.

From a decision-making perspective, critical awareness helps community members to analyze their situation, considering various social, economic, and cultural aspects that can affect the success of the tourism village program. This process prioritizes inclusive dialogue, where the opinions of all stakeholders, including community leaders, youth, women, and local business actors, are considered in formulating relevant and contextual strategies. In this case, the participatory approach not only functions as a decision-making tool, but also as a mechanism for building trust and collaboration within the community.

Furthermore, critical awareness also provides a foundation for the community to face and manage the potential conflicts among its members. By giving a chance for a discussions, communities can find solutions and maintain social harmony. Through reflective dialogue, awareness of the dynamics that exist within the community can be increased.

In addition, critical awareness also plays a role in preserving local identity and traditions, which are often threatened by external influences in the context of tourism. By understanding and appreciating their cultural values, community members can formulate strategic steps to preserve their cultural heritage while remaining open to the opportunities offered by the tourism sector.

Critical awareness in the planning of tourist villages in Sidomulyo Village shows that the success of a program is not only measured by economic productivity alone, but also by its impact on the social and cultural life of the community. A sustainable community development program must start from all elements of the community

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