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Community Participation in Tourism Development in the Village: Examining from Subang District, Indonesia

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Abstract

This research aims to identify the potential and readiness of the Ponggang community to develop tourism villages. Considering the implications of development on the transformation of people's livelihoods have a dual effect in various sectors of the economy, this research is necessary to obtain comprehensive and contextual information. The research method used is qualitatively interpretive through a case study approach in Ponggang Village, Serang Panjang District, Subang, West Java. The data collection techniques are in-depth interviews, observations, and document studies. In-depth discussions of key informants are needed to identify stakeholder perceptions. This Research discussed a Ladder of Participation Theory by Arnstein. The findings of this study reveal that the pattern of Ponggang communities' social interaction is attached to the action of cooperation. It becomes a socio-cultural characteristic that affects the process of infrastructure development. It indicates that social ties strengthen communal norms and foster a sense of belonging to development programs. At the same time, it also triggered a positive response that was expressed in the sincere expression of the community to actively participate in partnership programs with the government and academics

institution to develop the potential of natural resources, human resources, and cultural resources as a tourism destination. Based on the form and level of participation stated by Arnstein, the structure of the involvement relevant to the context of the Ponggang community has increased from informing, consultation, and placation to the steps of partnership and delegated power. Thus, there is a potential to achieve the stage of citizen power and become economically independent through tourism development.

Keywords: Participation, Community, Village, Tourism, Ponggang, Subang District

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi potensi dan kesiapan masyarakat Desa Ponggang dalam pengembangan desa Wisata. Mempertimbangkan implikasi dari pembangunan terhadap transformasi penghidupan masyarakat memiliki efek ganda di berbagai sektor ekonomi, maka penelitian ini diperlukan untuk memperoleh informasi yang komprehensif dan kontekstual. Metode penelitian yang digunakan ialah kualitatif interpretatif melalui pendekatan studi kasus di Desa Ponggang, Kecamatan Serang Panjang, Subang, Jawa Barat. Teknik pengambilan data yang digunakan ialah wawancara mendalam, observasi dan studi dokumen. Wawancara mendalam terhadap informan kunci diperlukan untuk mengidentifikasi persepsi pemangku kepentingan di Desa Ponggang. Teori yang digunakan dalam pembahasan penelitian ini merujuk pada pemikiran Arnstein tentang Tangga Partisipasi. Hasil penelitian ini menunjukkan bahwa pola interaksi sosial masyarakat Desa Ponggang tidak terlepas dari pendekatan partisipatif dimana gotong-royong menjadi karakteristik sosial-budaya yang memengaruhi dinamika pembangunan infrastruktur atau sarana-prasarana penunjang ekonomi, sosial-budaya dan lingkungan. Hal ini menunjukkan bahwa ikatan sosial mempererat sifat komunal masyarakat serta menumbuhkan rasa memiliki terhadap program pembangunan. Pada saat yang sama, memantik respon positif yang terejawantahkan dalam ekspresi antusias warga Desa Ponggang untuk berpartisipasi aktif dalam program kemitraan dengan pemerintah dan akademisi untuk mengembangkan potensi Sumber Daya Alam (SDA), Sumber Daya Manusia (SDM), dan Sumber Daya Budaya (SDB) menjadi daya tarik wisata. Berdasarkan bentuk dan tingkat partisipasi yang dikemukakan oleh Arnstein, hakekat kesertaan serta distribusi kekuasaan masyarakat Desa Ponggang mengalami peningkatan dari tahap *informing*, *consultation*, dan *placation* menjadi *partnership* dan *delegated power*. Dengan demikian, terdapat potensi partisipasi masyarakat Desa Ponggang berkembang hingga di tahapan *citizen power*, serta menjadi mandiri secara ekonomi melalui pembangunan pariwisata.

Kata Kunci: Partisipasi, Masyarakat, Desa, Wisata, Ponggang, Kabupaten Subang

INTRODUCTION

Studies on community participation in the development of tourism villages is essential to recognize and optimize the potential of natural, cultural, and human resources (Singgalen et al., 2019). These resources can be classified based on the development objectives reflected in thematic tourism activities. The diverse range of tourist activities serves as an attraction and advantage, providing an opportunity for resource optimization that benefits all parties involved (Singgalen et al., 2019). Stakeholders in the tourism sector can collaborate through both formal and non-formal channels (Fairuza, 2017). Traditional media can be utilized for managing tourism resources, with Village-Owned Enterprises (BUMdes) integrated with the government

facilitating this process (Sidik, 2015). Meanwhile, non-formal channels can be established through the Tourism Awareness Group (Pokdarwis), a community initiative aimed at developing the tourism potential of villages (Nurrahman, 2018). Both approaches in tourism resource development encompass a combination of top-down and bottom-up approaches, requiring contextual studies that consider the socio-cultural, socio-economic, and socio-ecological dimensions of Ponggang Village (Singgalen et al., 2019). Therefore, it is crucial to comprehensively analyse the dynamics of village community participation to understand the readiness of local communities in developing tourism potential within each village. Furthermore, identifying the community's potential and enthusiasm is necessary to assess the landscape, resource availability, utilization, as well as the consequences or risks associated with development, including socio-cultural, economic, and environmental impacts (Datta et al., 2012; Nzeadibe et al., 2015).

Taking the socio-cultural context into account, the tourism village development program can facilitate the resilience of social relations and the preservation of cultural values (Lestari, 2016). From an economic standpoint, tourism activities act as a catalyst for diversifying livelihoods, increasing employment opportunities, and reducing the unemployment rate among local communities (Setianingsih et al., 2018). In the ecological context, developing tourism villages can raise awareness about the environment's importance as the primary resource for tourism that must be preserved (Limbong & Soetomo, 2013). In addition to the benefits obtained, tourism development also carries risks in the socio-cultural field, such as segregation and social conflicts arising from issues of radicalism, acculturation, and assimilation (Romli, 2015). Moreover, in the economic context, conflicts and community rejection can arise due to inequality in the distribution of job and business opportunities (Susilawati, 2016). Additionally, in the ecological context, tourism development can lead to land conversion for tourism infrastructure, altering the vegetation index and giving rise to issues of vandalism (Singgalen, 2022). Therefore, a comprehensive and contextual study is necessary to assess the readiness and awareness of the positive benefits and negative impacts of tourism development in each rural area aspiring to develop the potential of natural, cultural, and human resources into tourist attractions.

Previous studies have demonstrated that the level and form of community participation in developing local potential as a tourist attraction reflect the acceptance or rejection of tourism development programs (Singgalen et al., 2019). The dynamics of community participation in tourism development programs also have an impact on program sustainability (Singgalen & Kudubun, 2017). Dewi & Hermawan (2017) have shown that community participation in developing tourism villages takes various forms, including active involvement in the activities of the Tourism Awareness Group (Pokdarwis), which is supported by various stakeholders. On the other hand, Karim et al. (2017) employed Arnstein's ladder of participation to analyse community readiness in tourism development. The eight levels of participation can be adapted to the social and cultural context of local communities, including manipulation, therapy, informing, consultation, placation, partnership, delegated power, and citizen control. These stages are further classified into three categories: non-participation (manipulation and therapy), tokenism (informing, consultation, and placation), and citizen power (partnership, delegated power, and citizen control). Each level of participation reflects the social and cultural conditions of the community in building the village. Considering this, the perspective of participation levels is utilized as one of the theoretical approaches to determine the level of participation of the residents of Ponggang Village and their readiness to develop tourism villages.

According to Ferguson et al. (2017), the form and level of participation of local communities in tourism development can be seen as different forms of capital (Lengel et al.,

2022). To understand this, it is essential to comprehensively identify and analyse these forms of capital based on the social and cultural context of the local communities. This analysis provides insights into the dynamics and processes of capital formation, leading to variations in dominant and subordinate capital ownership. To classify these forms of capital, the perspective draws upon Pierre Bourdieu's theory, which categorizes capital into social capital, economic capital, cultural capital, and symbolic capital (Trigkas et al., 2021). For the context of tourism village development, there is a need for further improvement in studying community participation to gain a better understanding of the community's acceptance or rejection of tourism development programs. Previous research on community participation in tourism development has highlighted the significance of community-based tourism and its various forms of community involvement in different tourism development programs (Lestari, 2016; Valentina, 2020). Therefore, by examining the different forms of capital and considering the context of community-based tourism, researchers can gain a comprehensive understanding of community participation in tourism development (Arnstein, 2019). This understanding provides valuable insights into the acceptance and rejection of tourism programs by the local community. It also highlights the role of social, economic, cultural, and symbolic capital in shaping community involvement and ownership in tourism initiatives. By incorporating these perspectives, researchers and stakeholders can develop strategies and approaches that prioritize community empowerment, sustainability, and the equitable distribution of benefits in tourism village development.

This research takes place in Ponggang Village, located in the Serang Panjang District of Subang, West Java. The village's sociocultural and economic characteristics have caught the attention of academics, prompting them to organize research and community service programs focused on business and cultural communication management to empower the community economically (Dwinarko et al., 2020). Furthermore, Putra & Zevi (2021) highlight the active participation and enthusiasm of the Ponggang Village residents in developing a rural drinking water supply system (SPAM). Additionally, according to Putri et al. (2021), the village community has been involved in a program that promotes the use of renewable biogas and biomass briquettes as alternative household energy sources. However, there is a need to broaden the perspective when outlining the form and level of participation of the Ponggang Village residents, particularly concerning entrepreneurial and technological approaches. This indicates an opportunity to contribute theoretically to the field of tourism by conducting a comprehensive analysis of the community's level of participation and the various forms it takes in order to optimize the village's potential as a tourist attraction. Thus, the primary objective of this study is to provide a narrative account of the community's involvement in developing tourism villages. In other words, the diverse dimensions of community participation, including entrepreneurial and technological aspects, this research aims to shed light on the full extent of the Ponggang Village residents' contributions. This comprehensive analysis will contribute to the theoretical understanding of community participation in the context of tourism development. Furthermore, it will offer insights into how the village's potential as a tourist attraction can be harnessed and enhanced. Through this study, a deeper understanding of the community's level of engagement and the forms it takes will be achieved, allowing for more effective strategies and initiatives to be implemented in the development of tourism villages in Ponggang and similar contexts.

RESEARCH METHOD

The research methodology employed in this study is a qualitative-interpretive (Creswell et al., 2007). The case study approach was specifically used to investigate the context of Ponggang Village in Serang Panjang District, Subang Regency, West Java Province. This method allows for flexibility in interpreting data and reconstructing scientific ideas through argumentative

narratives, connecting the perspectives of Sherry Rubin Arnstein and Pierre Bourdieu with the socio-cultural, economic, and environmental aspects of Ponggang Village.

To gather the necessary data, in-depth interviews, observations, and document studies were conducted. In-depth interviews were particularly useful for obtaining specific information about community engagement in village development and tourism plans. Key informants for these interviews were selected based on their positions as heads of private organizations, public institutions, community leaders, traditional leaders, and young individuals, ensuring a representative range of perspectives. The leadership component was prioritized to ensure the inclusion of influential stakeholders in the development of Ponggang Village. In total, six key informants were willing to participate in the interviews, including the Headman of Ponggang Village (Initial A), the Leader of Karang Taruna (Initial Y), a Public Figure (Initial U), and local business actors. Due to the availability and schedules of the informants, the interviews were tailored to accommodate their availability and willingness to provide the required data. The data collection process involved in-depth interviews, video documentation, and transcription of the interviews. The research team faced challenges in scheduling interviews with village and sub-district governments due to social restrictions imposed during the Covid-19 pandemic and the implementation of Community Activity Restriction Enforcement (PPKM) regulations. However, with the enforcement of strict health protocols and the relaxation of the PPKM, the research team was able to visit and conduct interviews, adhering to the objectives of the study. In addition to that, during the in-depth interview process, a Sony A-6300 camera was used for video documentation of the residential areas and tourism potential of Ponggang Hamlet. Additionally, a Phantom 4 drone version 2 was employed to capture aerial footage. The visit and interview process were documented and can be accessed in Figure 1.

Figure 1. In-Depth Interview Documentation with the Village Head and Community Leaders of Ponggang Village

Interview the Headman of Ponggang Village



Interview with the Public Figure of Ponggang Village



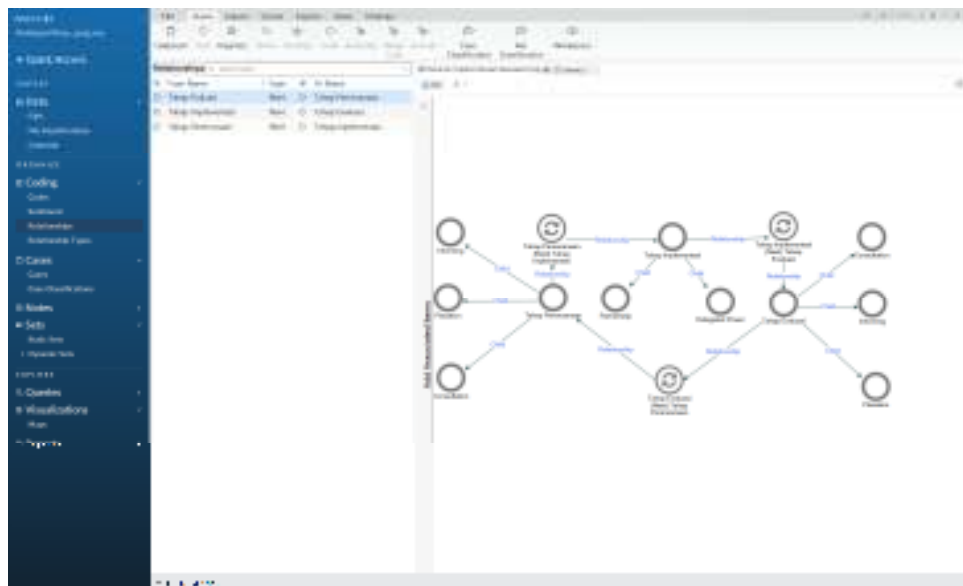
Source: Primary Data(2022)

The findings from the in-depth interviews are transcribed into verbatim data, which will be utilized in the data processing phase. Concurrently, continuous surveillance is necessary to monitor the dynamics within Ponggang Village as decisions are made regarding infrastructure development and facilities supporting tourism activities, including access to Curug (waterfall) and the provision of facilities such as Saung (traditional huts). Observation plays a vital role in describing the processes of community participation in the village's development. Through the setting of Ponggang Village, one can gain insights into the cooperative livelihood patterns shaped by shared ideals. The presence of 64 stalls, three shops, and 13 industries employing 18 workers demonstrates the economic development potential based on the village's primary sectors. Additionally, studying relevant documents is essential for understanding the residents'

sources of income and their livelihoods in Ponggang Village (Serangpanjang Dalam Angka District, 2019).

To ensure the appropriateness and reliability of the collected data and information obtained from interviews, observations, and document studies, a triangulation approach is employed during data processing. This involves three stages: open coding, selective coding, and axial coding, all based on the verbatim data. The simplicity of keyword classification, identification, analysis, and the visual mapping of the analysis results are crucial factors to consider while processing the data. Research tools such as Nvivo apps are utilized to facilitate the data processing, as illustrated below.

Figure 2. Visualization of analysis results using the Nvivo application



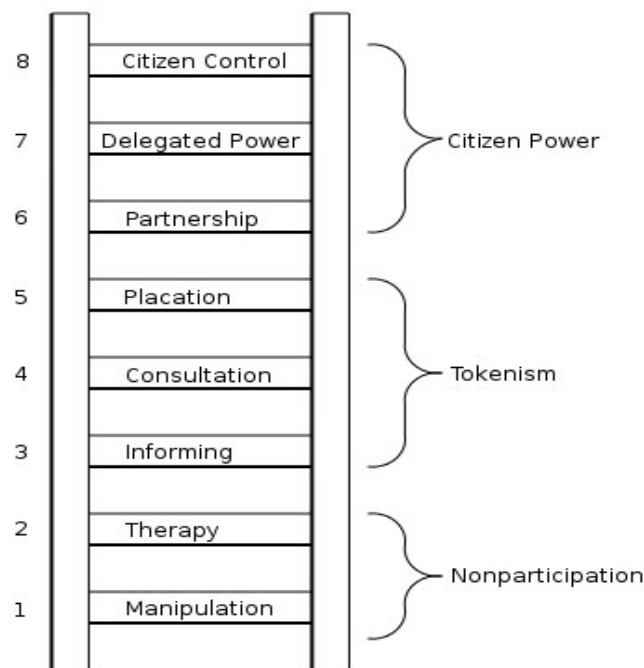
Source: Primary Data (2022)

During the initial step of data processing, referred to as "Open Coding," all identified aspects are categorized and grouped based on relevant keywords and organized into nodes. Subsequently, the findings are selected and sorted according to the scope of discussion, employing selective and axial coding techniques. This systematic approach ensures that the managed information is reliable and can be referenced when describing the outcomes of identifying, categorizing, analysing, and visualizing the form and level of community participation in transforming Ponggang into a tourist town.

RESULT AND DISCUSSION

The level of community participation in Arnstein's participation ladder can serve as a gauge to assess the readiness of Ponggang Community in becoming a tourist village. The eight levels of participation, namely manipulation, therapy, informing, consultation, placation, partnership, delegated power, and citizen control, can be adapted to fit the social and cultural context of the Ponggang community. By adapting these levels to fit the social and cultural context of the Ponggang Community, it becomes possible to assess the current level of community participation and identify areas for improvement. This evaluation is crucial in determining the community's readiness to embrace the responsibilities and opportunities that come with becoming a tourist village.

Figure 3. Ladder of Participation

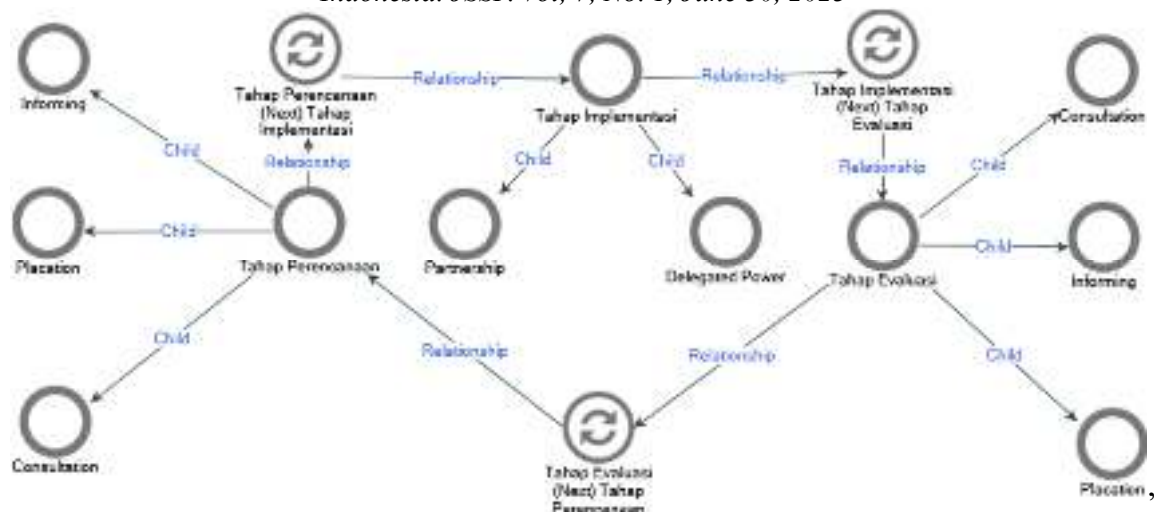


Source: Arnstein (2019)

According to Rosyida & Nasdian (2011), each stage of the Arnstein participation ladder can be further classified into three categories. First, non-participation implies a situation where participation is merely a government tactic (manipulation) or a superficial effort to pacify the community (therapy). Second, tokenism (placation) represents participation that is limited to information sharing without genuine consultation or implementation of community suggestions. Third, citizen power signifies a level of involvement where reciprocity and negotiation are present (partnership), where the community is granted decision-making authority (delegated power), or where the community has full control over the program (citizen control).

In the case of Ponggang Village, it is evident that the third category of citizen power is prevailing, as the nature of community engagement suggests reciprocity and negotiation. Particularly, the community holds significant decision-making power and plays an active role in shaping the development process. They are enthusiastic about actively participating in various ways to contribute to the success of tourism development in their community. In this research, the participation of the Ponggang community is analyzed and categorized into three stages: planning, implementation, and evaluation. The Ponggang community also actively participates in the Musrembangdes Village Development Plan Deliberation. This platform allows them to engage in discussions about development plans and the allocation of resources such as budget and staff within a specified timeframe. The implementation stage focuses on overseeing the program's execution, using performance indicators to track progress. An important initiative fostering community engagement is the Merdeka Belajar Kampus Merdeka (MBKM) program, which promotes collaboration between the village administration and educational institutions. This collaboration creates opportunities for the active involvement of local community members, including teachers and students.

Figure 4. Results of Primary Data Processing



Source: Data Processing, (2022)

To address issues, barriers, and evaluate program outcomes, all stakeholders involved in program implementation participate in Monitoring and Evaluation (MonEv) activities. These activities provide a platform for discussions, assessing budget utilization, and generating suggestions for future improvement. The agreed-upon activity calendar serves as a reference for partial evaluation, measuring the effectiveness of collaborations between the village government and external parties. Based on the findings obtained from the identification, categorization, and analysis, the level of community participation in Ponggang Village can be visualized in the accompanying image, providing a comprehensive overview of their engagement.

The development program of Ponggang Village is currently in the planning stage, which involves both the village government institutions and government cooperation institutions. While both stages offer opportunities for public participation, the form and level of participation differ. The planning stage within the institutional scope of the village administration involves bureaucratic and official processes, such as Musrembangdes activities, where all stakeholders, including community leaders, youth leaders, corporate representatives, and the general public within the Ponggang Village administrative area, have the chance to actively participate. However, the dynamics of village development planning activities often lead to token participation, where community opinions are merely heard but not consistently utilized for consultation or implementation (Placation). These circumstances are dynamic and can arise when specialized knowledge or skills are required, resulting in participants being informed rather than engaged. Furthermore, there may be instances where opinions do not align with available resources or current circumstances, leading to a situation where suggestions are accepted but cannot be put into practice (Placation) due to limited resources or inadequate support.

The Ponggang village government faces bureaucratic challenges stemming from coordination with relevant organizations, resource distribution, delegation of implementers, and managing the bureaucratic flow. These difficulties are evident from the initial stages of the tourism village development plan in Ponggang and the reactions of both the local community and external parties. In this context, to accelerate development, particularly in the tourism industry, the Ponggang Village Government has established partnerships with other entities. One such program is the Merdeka Belajar Kampus Merdeka (MBKM) program, which involves collaboration with universities. Academics and students work with the village administration and the Ponggang Village community, the beneficiaries of the program, to

propose research and volunteer projects and implement them accordingly. However, this partnership may limit community involvement, as decisions are primarily made by the university in collaboration with the village council, without extensive community representation. This indicates that the nature of community participation during the planning stage is mainly educational, consultative, and aimed at appeasement. As a result, the dynamics of community participation in the planning stage of the tourism village development program in Ponggang still reflect tokenism, where the community's involvement may be limited to superficial agreement without substantial influence over decision-making processes.

Figure 5. Foot Washing Facilities (MCK) and Shelter (Saung)



Source: (primary data, 2022)

After the planning phase, the Ponggang tourism village development program moves into the implementation phase, where the outcomes of the discussions on the village development plan are put into action. Priority programs focus on the construction of physical infrastructure to support tourism and enhance the development of tourism villages. The community actively participates in activities that promote mutual assistance to fulfill the development objectives of the tourist village. As illustrated, the construction of restrooms (MCK) and shelters (Saung) near the Ponggang waterfall area exemplifies the development of physical infrastructure aimed at facilitating tourism and attracting domestic tourists to the region. These efforts serve as catalysts for the growth of tourism in Ponggang village. Interestingly, the residents of Ponggang village are highly supportive of the village government's efforts to develop the village's human, natural, and cultural resources, which contribute to rural economic growth. The implementation of the development plan involves a strategic division of roles between the village administration and external actors, particularly universities. The village administration focuses on developing infrastructure to promote tourism and utilize the cultural assets of the area, while external parties, such as universities, play a critical role in enhancing human resources and specific knowledge related to tourism within the local community.

The distribution of responsibilities between the village administration and external actors demonstrates the level of community power and the presence of partnership and negotiation. Collaborative efforts, such as building auxiliary structures and infrastructure through mutual aid, exemplify this shared responsibility. Additionally, the village government or external parties may delegate the management of supporting infrastructure to community organizations or groups, further empowering the community in the development process.

The monitoring and evaluation phase of the program is crucial for identifying weaknesses, challenges, opportunities, and threats to the development of the Ponggang tourism village. Participation in this phase is concentrated on infrastructure development projects, with the village government organizing the monitoring and evaluation activities. External parties

also have a role in monitoring and assessing the programs they organize in collaboration with the village government. The level of community participation in the supervision and evaluation phases is similar to the earlier planning phases, involving activities such as informing, consulting, and placating. However, there are factors that contribute to the categorization of community participation as tokenism. Firstly, the village development program aligns administratively with the vision and mission of regional leaders and may only involve the announcement of notices, limiting genuine community involvement. Secondly, conflicts of interest between groups can hinder the agreement on priority programs for future development, leading to participant dissatisfaction. These circumstances indicate that the review stage of the program still reflects token participation, where the community's opinions may not be fully considered or implemented. Overall, while the residents of Ponggang village actively participate in various aspects of the development program, the nature of their involvement can vary, ranging from genuine partnership to tokenism. The continuous evaluation and improvement of the program's processes and community engagement are necessary to ensure meaningful participation and maximize the potential benefits for the village and its residents.

The findings of this study reveal that the participation of the Ponggang village communities in the planning and evaluation stages of tourism village development reflects conditions of tokenism. However, the needs of the participants at the Citizen Power level are limited during the implementation stage of development programs. Ponggang village possesses natural resources, such as river water that can be harnessed as an alternative energy source through mini hydro power plants, as well as natural and educational tourist attractions (Setioputro, 2014). Additionally, the residents of Ponggang village are highly enthusiastic about enhancing their knowledge and skills for local economic development, exemplified by their engagement in the sale of Pong's chip products (Putri et al., 2021). Moreover, Wahju et al. (2022) highlight the presence of various Micro, Small, and Medium Enterprises (MSMEs) in the food sector in Ponggang village, including opak, reneking, cassava chips, Wajid, ayam kremes, taro chips, banana chips, Seroja, grocery, kicimpring, and stick. The collaboration between the Ponggang village government and universities aims to develop these MSMEs and enhance product marketing using the AIDA approach. The active interest of Ponggang Village residents in training events organized by academics demonstrates the positive reception of the university-government collaboration in maximizing natural resources and developing human resource capacity. Consequently, the community acquires expertise in improving the quality of select items and selling locally produced goods.

Based on the level of community participation in tourism village development, adopting a participatory approach becomes an alternative solution to increase involvement and achieve a true sense of participation that empowers the people (Citizen Power). This involves gaining the government's trust through delegation for village asset management (delegated) and fostering collaboration with all stakeholders (partnership). Mamokhere & Meyer (2022) argued that the results of identifying and mapping the level of community participation in development programs can be comprehensively analyzed to recommend relevant development approaches aligned with the sociocultural context of a society. Additionally, participatory approaches tailored to the community's nature, based on patterns of social interaction within a particular community environment, can be implemented.

Nisa et al. (2022) presented the Arnstein participation ladder as a tool to measure the community's seriousness through their participation in development programs. Additionally, Kertaningrum & Widayati (2021) categorize community participation in development into four stages: involvement in decision-making, activity implementation, benefit reception, and evaluation. These findings suggest that the Arnstein participation ladder can be utilized to

gauge the community's seriousness by assessing their level and form of involvement in the planning, implementation, and evaluation stages of development programs.

The development of studies on community participation in tourism development yields contextual results. Karim et al. (2017) emphasize that participation is both the right and obligation of citizens to contribute to achieving group goals, allowing them to take part in development and make contributions through initiative and creativity. On the other hand, Laksono et al. (2020) stated that individual participation within groups for the development of tourism villages can be effective when employing a participatory approach, with community organizations such as Tourism Awareness Groups (Pokdarwis) playing a managerial role and serving as social drivers supporting the direction of village development. However, obstacles to tourism development in villages include a lack of strategic tourism potential mapping, insufficient organizational development, limited communication with partners, and conflicts between organizations. Meanwhile, Rahmanto & Rohmadiani (2020) utilize Arnstein's perspective to identify and analyze the level of community participation in tourism development, particularly in managing tourism potential in villages. They find that the nature of involvement has reached the level of Citizen Control, where the community possesses knowledge of tourism management (maintenance, promotion, socialization, and implementation) and takes initiative due to their total power. Conversely, Safii & Pujiati (2019) reveal that community participation in the development of tourist villages in Keseneng primarily manifests at the Placation level. This level is associated with obstacles such as limited budget resources, quality of human resources, knowledge and skills in tourism village management, and limited tourism facilities and infrastructure. These findings highlight the varying forms and levels of community participation in tourism village development programs in Indonesia and the challenges and outcomes associated with each level.

Community participation in tourism development facilitates the accumulation of capital in various forms, including economic, social, cultural, and symbolic capital, from the perspective of Pierre Bourdieu (Narottama & Moniaga, 2021). The experience of involvement and collaborative connections between the village government and stakeholders, particularly universities, in the context of Ponggang village, contribute to the accumulation of multiple types of capital, particularly social capital. This illustrates how the Ponggang community's engagement in the growth of tourist villages is an ongoing process of building social capital, where norms, beliefs, and networks expand in terms of quantity and quality. This connection between Bourdieu's perspective on capital and Arnstein's perspective on the ladder of participation can be thoroughly explored to gain insights into the dynamics of community participation in initiatives aiming to foster community resilience and ensure tourism sustainability. However, it is important to note that the scope of this research is limited to examining the nature of the Ponggang community's participation at the tokenism and citizen power levels, as well as its contribution to the development of tourist villages. Further studies are recommended to investigate the initial social capital of the Ponggang community, which forms and develops into a crucial factor for community resilience and significantly contributes to the development objectives of tourist villages. This initial social capital is closely related to the community's norms, beliefs, and networks.

CONCLUSION

Community involvement in the planning and evaluation phases of the tourism village development program contributes to a tokenism condition. However, during the implementation stage, community participation demonstrates a higher level of citizen power. One effective approach to enhancing community involvement and achieving citizen power is through collaboration with external parties in initiatives aimed at building natural, human, and

cultural resource capacity. By implementing a participatory strategy rooted in local cultural knowledge, specifically the "gotong-royong" pattern of social interaction, social capital is nurtured through the practice of mutual assistance, which strengthens norms, beliefs, and expands social networks. Therefore, by adopting a community-based tourism strategy that prioritizes the interests of the local community in each development program is crucial for the establishment of thriving tourism villages. To oversee the transformation of Ponggang village into a tourist destination, the establishment of a Tourism Awareness Group (Pokdarwis) can provide guidance and oversight. This group can play a vital role in ensuring that the community's perspectives and needs are considered and incorporated into the development plans, fostering a sense of ownership and empowerment among the residents.

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