Participation and Public's Expectations for *Mliwang Metu Banyune* as A Village Tourism Development Program

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Abstract

Corporate social responsibility seeks to promote the well-being of communities. Nevertheless, occasionally, these programs may fail to unfold as intended. The assistance of stakeholders is crucial to achieve the implementation of such programs. This study examines the extent to which the general public is engaged and has certain expectations regarding the industrial sector's contribution to the growth and ongoing upkeep of Mliwang as a tourist attraction. The "*Mliwang Metu Banyune*" program, implemented by Bangun Indonesia Solutions Company (SBI), acts as a catalyst for the advancement of the community. This initiative has a profound impact on societal expectations and participation. The aim of the study is to evaluate the efficacy of SBI's program. The study utilizes a quantitative descriptive methodology to assess the levels of public expectations and participation in the *Mliwang Metu Banyune* Program. The study was carried out in the village of Mliwang, Tuban, East Java, and involved sixty community respondents. The results indicate a significant level of public expectation for ongoing actions, along with substantial participation. Corporate social responsibility thrives due to both community engagement and aligned expectations. Significantly, this program receives assistance not just from affiliated corporations but also from stakeholders within the Mliwang community.

Keywords: participation; expectation; tourist village.

INTRODUCTION

Background

The degree to which a person's hopes align with the current reality is referred to as expectation. People often behave in a way that matches their expectations (Robbins, 2002). People behave in response to these expectations because they force people to act on the hopes they have cultivated in their brains.

Moreover, expectations are fundamentally the same as hopes since they are notions of what is wanted in the future (Dessler, 2006). As stated by Handoko (2011), expectations are subjective to people and may be reinforced by several things, including a person's perception of

self. Expectations frequently surface while thinking about something impending or concerning. People can learn to anticipate and react to how particular circumstances could arise (Malthis & Jackson, 2006).

Daily living is interconnected with expectations and participation, both of which benefit the environment in which we live. To fulfill the expectations they have created, the community must participate, and this leads to real activities in several areas, such as the economy and tourist management. The government's and the business sector's cooperation are essential in this situation to grow the local economy.

The description above highlights the significance of individual and community participation. Both participation and expectations have a significant impact on the industry. Industries situated within communities can influence and affect the surrounding environment. Expectations and community participation in advancing the economy require strong support from both private and government sectors. Private enterprises can support community economies in various ways, including providing grants and environmental management, as part of Corporate Social Responsibility (CSR).

Companies should adhere to Social and Environmental Responsibility based on Law No. 40 of 2007. Corporate Social Responsibility (CSR) plays a strategic role in companies, as it contains the key to how a company can operate sustainably. CSR emphasizes a company's good intentions to integrate social issue management. Social issues in this context encompass not only external concerns but also internal social matters within the company, including business ethics, environmental sustainability, employment, compliance with regulations, environmental consciousness, integrity, and respect for human rights (Fandeli et al., 2019).

PT. Solusi Bangun Indonesia Tbk (SBI), a company under the Semen Indonesia Group, also should implement CSR programs. As known, PT Holcim Indonesia Tbk changed its name to PT Solusi Bangun Indonesia Tbk, after a change in share ownership to the Semen Indonesia Group in early 2019. All Indonesian regulatory requirements regarding corporate CSR obligations affirm the same principle. Essentially, as a company, SBI is responsible for maintaining good relations and contributing to adding value to the community and other stakeholders.

SBI should establish specific policies as guidelines for implementing CSR programs for the company and its subsidiaries. One tangible CSR initiative is to support the strengthening of tourism in the areas surrounding the company's locations. The community, despite not being fully optimized, holds significant potential and can be effectively managed with the assistance of PT Solusi Bagun Indonesia (Muhamad & Kardiyati, 2023). Active community involvement will undoubtedly provide benefits to the government, the private sector, and the community itself.

Corporate social responsibility seeks to promote the well-being of communities. Nevertheless, occasionally, these programs may fail to unfold as intended. The assistance of stakeholders is crucial to achieve the implementation of such programs. If corporate social responsibility (CSR) works well, it will yield substantial benefits for numerous individuals. Otherwise, there will be a misallocation of cash. The following is the outcome of the CSR initiatives implemented in the village of Mliwang.

PT Solusi Bagun Indonesia realizes its CSR through the *Mliwang Metu Banyune* program in the Mliwang Tourism Village. This program aims to empower the local community with the expectation of enhancing their economic well-being. The research problem formulation includes: (1) How do community participation and expectations contribute to the *Mliwang Metu Banyune* program?; (2) What are the forms of community participation and expectations related to this development? This study examines the extent to

which the general public is engaged and has certain expectations regarding the industrial sector's contribution to the growth and ongoing upkeep of Mliwang as a tourist attraction. The "*Mliwang Metu Banyune*" program, implemented by Bangun Indonesia Solutions Company (SBI), acts as a catalyst for the advancement of the community. This initiative has a profound impact on societal expectations and participation. The aim of the study is to evaluate the efficacy of SBI's program.

LITERATURE REVIEW

Article 4 of Chapter II of the Law of Tourism Number 10 Year 2009 has many goals. They are enhancing human welfare, and economic development, eradicating poverty, overcoming unemployment, and a host of other issues. One industry that has a lot of potential to boost economic development is tourism. This is because tourism may boost investment, raise incomes, and generate employment.

One tool that may be used to reduce poverty is tourism. This is because tourism, particularly for those living in rural and undeveloped regions, has the potential to boost income and generate employment. One way to combat unemployment is via tourism. This is because tourism has the potential to generate employment across a range of industries, including direct tourist industries like restaurants, hotels, and transportation as well as indirect tourism industries like handicrafts, plantations, and agriculture.

One way to save resources, the environment, and nature is via tourism. This is because tourism may improve people's awareness of the significance of maintaining nature, the environment, and resources. Increasing national image may be achieved via tourism. This is because tourism can demonstrate to the rest of the world that Indonesia is a nation rich in culture, natural beauty, and friendliness. Each region is given liberty by law to develop its area. Although there have been many attempts to execute proposed tourist development initiatives, such as the creation of tourism communities, there are still many challenges in their way. One of the newest attractions in the travel industry is tourism towns. Usually, these settlements are built in rural locations that nevertheless have unique qualities. Natural resources in their original form, the village's distinctiveness, and the customs and culture of the locals are all features that are frequently found in tourist communities.

Furthermore, tourist villages act as an indirect catalyst for local populations to save and conserve the village's unique environment and culture. Because they are in charge of running and managing many areas of the village's growth, from benefit distribution to product selection, local communities have a big say in how tourism villages develop. One example of sustainable tourism is the expectations and involvement of the local people in the creation of tourism towns. To ensure the sustainability of local culture, natural habitats, biodiversity, and other essential support systems, sustainable tourism involves all stakeholders, especially community members, in resource management that satisfies economic, social, and aesthetic needs (Fandeli & Muhamad, 2019; Sunaryo, 2013).

The potential and distinctiveness of Indonesia's landscapes and cultures have led to the development of tourism settlements. This offers a chance for the development of rural tourism with an emphasis on cultural and environmental sustainability as its main draw. Rural communities that provide an insight into village life, social and cultural circumstances, customs, village spatial layouts, architectural authenticity, and other distinctive features that can be turned into tourism assets are known as tourism villages (Fandeli, 2002). In addition, a small number of visitors that remain in or near a village to experience traditional rural life might be referred to as tourism villages (Inskeep, 1991). From the time the development idea is first introduced until the assessment phase,

community perception of the tourist industry is directly linked to it. The growth of community-based tourism depends on these attitudes (Lee et al., 2019).

To promote economic growth and the reduction of poverty, local community involvement is essential, particularly in the tourist industry (Barasa in Scaglione, Marx, & Johnson, 2011). This has to do with the resources that are available as well as the distinctiveness of regional customs and culture. At every step of the development process, from planning to assessment, the local community is essential to the success of tourism villages (Wearing, 2001).

A person's expectation, or hope, is their conviction that their efforts will result in better performance and, in the end, better outcomes. The ability, resources, and support of a person determine whether or not aspirations are realized (Kho, 2020). The community's involvement in an activity, whether by words or deeds, is referred to as participation. Moreover, community involvement in development projects is defined as participation. One can absorb a sense of solidarity, accountability, and rivalry among other components of community engagement (Binarwan, 2008; Oktami & Dewi, 2013). There are several definitions and degrees of community involvement, including (Binarwan, 2008; Oktami & Dewi, 2013):

a. Manipulative Participation

Membership in a working commission, work organization, and/or groups based on representation is a feature of this participation paradigm. It is not predicated on personal involvement.

b. Passive Participation

People's participation is seen in terms of what has been decided or what has happened, with information from administrators without seeking feedback from the people about those decisions or information. The information conveyed is primarily for external professionals.

c. Participation by Consultation

People's participation through consultation or answering questions. Outsiders define the problems and the information collection process and oversee the analysis. There is no involvement in decision-making in the consultation process, and the views of the people are not considered by outsiders.

d. Participation in Material Incentives

People's participation through support in the form of resources, such as labor, food support, income, or other material incentives. For example, farmers may provide land and labor, but they are involved in experiments and learning processes. The weakness of this participation model is that if the incentives run out, the technology used in the program may not continue.

e. Functional Participation

Participation is seen by external institutions as a final goal to achieve project targets, especially cost reduction. They may participate by forming groups to determine goals related to the project. This involvement may be quite engaging, and they are also involved in the decision-making process, but decisions tend to be made after the main decisions are determined by outsiders or from outside the community.

f. Interactive Participation

People's participation in joint analysis of development planning and the establishment or reinforcement of local institutions. Participation is seen as a right, not just a means to achieve project targets, but involves multi- disciplinary methodologies and structured.

g. Self-Mobilization

Individuals' involvement in autonomous endeavors that operate independently of outside organizations to effect systemic change. In addition to monitoring how those resources are used, the community cultivates partnerships with external institutions to seek guidance on the resources

and approaches they require. If NGOs and the government offer a structure to assist these kinds of initiatives, this can be developed (Binarwan, 2008; Oktami, 2013).

METHODS

Quantitative descriptive analysis is the data analysis technique employed in this study. The study utilizes a quantitative descriptive methodology to assess the levels of public expectations and participation in the *Mliwang Metu Banyune* Program. The study was carried out in the village of Mliwang, Tuban, East Java, and involved sixty community respondents. This research was conducted in the village of *Mliwang Metu Bayune*. The respondents were the community involved in the program. The stakeholders involved in the program also became part of the research. The research was carried out by distributing questionnaires and conducting in-depth interviews to obtain data related to community expectations and participation. In-depth interviews were conducted to obtain valid field data. The data was analyzed by grouping the results from the field data. The creation of tables and presentations of each respondent's answers was carried out. This enables the obtained data to be visualized in quantitative data.

Primary data came from documents, interviews, surveys, and observations. Participants in the program (stakeholders) completed a 45-question survey to provide information about their expectations and participation. Qualitative data gathered through in-depth interviews with a few participants and program stakeholders is also used to supplement this implementation method. The method used is to assess whether a program carried out by a company within the framework of Corporate Social Responsibility (CSR) is feasible or not. Feasibility evaluation is done by comparing the benefits generated by the program with the costs incurred by the company to implement the program. The main objective of this evaluation is to improve the well-being of the community in the context of environmental and economic aspects.

Calculate the satisfaction score is using a rating system from 1 to 4, where 1 is the lowest score and 4 is the highest, the Community Satisfaction Index score is calculated based on evaluating performance conditions and expectations for each aspect. The assessment's findings are then evaluated by considering the difference between performance and expectations to ascertain the satisfaction rating for every variable that was employed (Oktami & Dewi, 2013). The interval values and the predetermined satisfaction levels are as follows (Table 1).

Table 1. Assessment and Satisfaction Levels

Assessment	Satisfaction Level	Explanation
Interval 0	Lowest	Questioner
Interval 1	Low	Questioner
Interval 2	Average	Questioner
Interval 3	High	Questioner
Interval 4	Very High	Questioner

RESULTS AND DISCUSSIONS

Participation in the planning stage involves the highest level of community involvement. Planning a program encourages the community to be actively engaged in decision-making. Community participation and involvement must be comprehensive and not limited to mental involvement alone. Involvement should extend from the planning stage to the implementation stage. The community is also allowed to contribute its initiatives and creativity. Contributions of initiative and creativity can be conveyed during community group meetings.

Based on the questionnaire results that were distributed, the forms of community involvement in the planning stage include providing suggestions, offering criticism, giving advice, and just listening. Out of 30 respondents, 4 respondents (13,33%)

provided suggestions, 3 respondents (10%) offered criticisms, 5 respondents (16,67%) gave advice, and 18 respondents (60%) just listened. Therefore, it can be observed that the respondents are involved in the planning stage of Mliwang tourism development, including the participation in generating ideas.

Participatory and Expectation Aspects of Planning and Developing Mliwang Village Tourism

From the analysis of several variables discussed earlier, it can be concluded that the forms of community participation in planning and development are as follows:
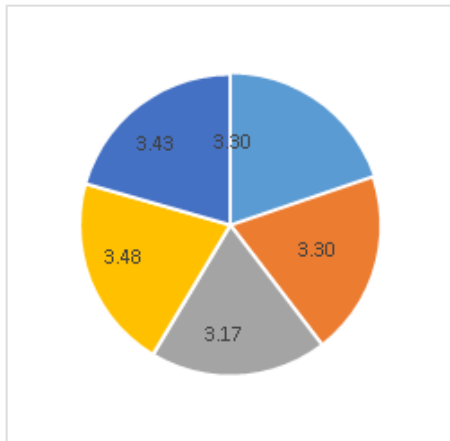

Figure 1. Participatory and Expectation Aspects of Planning and Developing Mliwang Village Tourism

In terms of program planning, it aligns with the community's capabilities and capacity, with the highest value being 3.48. This indicates that the community can participate and has a high level of expectation. However, in terms of the program's benefit acceptance aspect, it is not entirely on target because some aspects still have not been adopted.

Participatory and Expectation Aspects of Community Towards Program Implementation.

Program implementation is the stage where the program is carried out according to the previously established plan. In the implementation aspect, what is measured is the timeliness of program execution, the communication between the company and the community, the involvement of stakeholders in the program, and the even distribution of program implementation to all beneficiaries. The analysis results below represent the satisfaction index regarding the program implementation aspect.
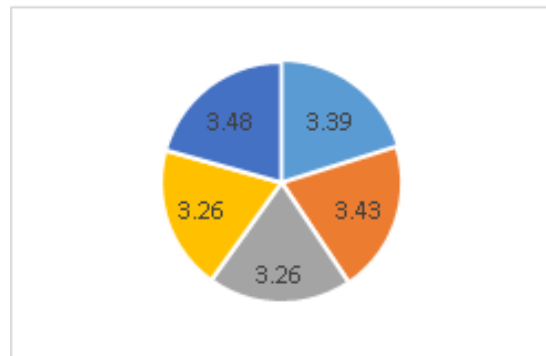

Figure 2. Participatory and Expectation Aspects of Community Towards Program Implementation

The graph above shows the highest level of participation and expectation among program beneficiaries during program implementation, with a score of 3.48, indicating "Very Good." Based on this index, it can be analyzed that the level of participation and expectation among program beneficiaries is high during program implementation. This high level of participation is because the program beneficiaries are a self- help community group formed not by coercion but to achieve common goals. During each meeting, the community actively expresses their opinions on the program's development.

Participatory and Community Expectations Regarding Program Benefits

A program is implemented with consideration for the benefits it provides. The measurement of the benefit aspect is based on five aspects: economic improvement, behavioral changes, increased knowledge, enhanced self-reliance, and increased cooperation among the community after the program. Here are the results of the community satisfaction index in the benefit aspect.
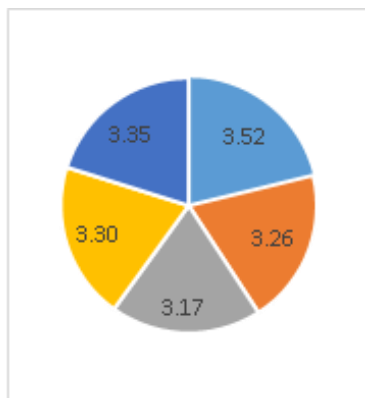

Figure 3. Participatory and Community Expectations Regarding Program Benefits

The figure shows the highest satisfaction index in programs that provide increased knowledge, which is 3.52 or "Very Good." Increased cooperation among the community and enhanced self-reliance also received an index with a "Very Good" rating. Based on these index values, it can be analyzed that program beneficiaries have a high level of participation and expectation resulting from the program's implementation.

On the other hand, there is a low index in the aspect of participation and expectations regarding the increased self-reliance of program beneficiaries, which is 3.17, but still falls into the "Good" category. The cumulative value obtained in the aspect of participation and expectation of the benefits of the program is 3.52, which falls into the "Very Good" category. This means that overall, program beneficiaries are very satisfied with the benefits received from the implementation of the *Mliwang*

Metu Banyune program. This program can improve the economy of the Mliwang Village community, cooperation among community members, and the self-reliance of beneficiaries. In this aspect, there is still room for improving the self-reliance of the community.

Participatory and Community Expectations Regarding Monitoring and Evaluation of the Program

The implementation of monitoring and evaluation of the program can usually be carried out during and after the program's completion. Monitoring is an activity conducted by the company to monitor or control the program's implementation to ensure it aligns with the planned program. On the other hand, program evaluation is performed to measure the performance during the program's implementation, to improve future programs. The measurement of the monitoring and evaluation aspect is based on five elements: the involvement of program beneficiaries in monitoring and evaluating the program, program monitoring by the company, the active participation of program beneficiaries in providing input for program improvement, periodic program evaluation, and follow-up on input for program development by the company.
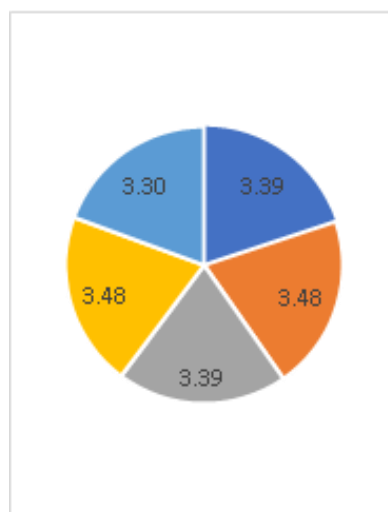

Figure 3. Participatory and Community Expectations Regarding Monitoring and Evaluation of the Program

The figure indicates that the highest participation and expectations are found in the item where the company consistently follows up on input for program development, scoring 3.48 or classified as Very Good. Other results show that the item related to input for program improvement scored 3.48 as well. The assessment results of this index can be analyzed to conclude that the majority of beneficiaries feel that the Company has been open and supportive to them. The community is given the opportunity to actively engage in program monitoring and evaluation. Moreover, beneficiaries also express satisfaction because the suggestions for improvement they proposed have been acted upon by the Company.
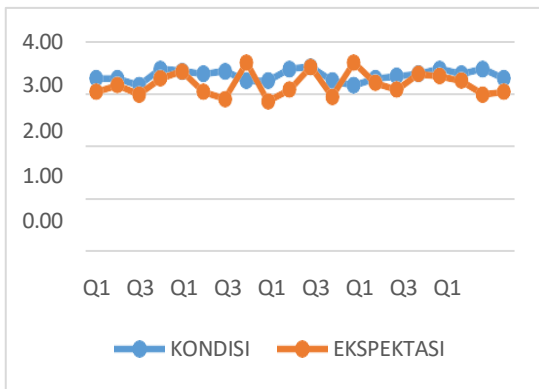

Figure 4. Participatory and Community Expectations Regarding the Overall Program

In the figure above, there are still elements with low satisfaction indexes. The item where the community is involved in the program monitoring and evaluation process by the company has a score of 3.30. Although this index is lower than other aspects of monitoring and evaluation, it still falls into the "Good" category. This means that the company has provided good program support. One reason for the low satisfaction index in this element is that the company aims to empower the beneficiary groups to be self-reliant. This is the company's target for future community development programs.

Corporate social responsibility can operate effectively with high expectations and participation from the community. The findings of this research are consistent with (Harianti, 2016), where community participation influences the realization of effective community empowerment programs. Several related studies include Utama (2018) and Widowati (2015). Community participation from the beneficiary villages or regions of corporate social responsibility aid must be able to actively engage. All stakeholders must collaborate to achieve sustainability, including one such initiative in the village of Mliwang through the *Mliwang Metu Banyune* program.

CONCLUSION

The level of participatory and community expectations in the Mliwang Tourist Village can be categorized as Interactive Participation. Interactive participation is a form of engagement in which individuals actively contribute to a process, decision, or activity. It goes beyond simply providing input or feedback; it involves actively shaping the outcome. Participation and expectations can be seen as rights that need to be fulfilled by the community. Local decision-making by the community will determine the community's position. It means the position is the community's ability to have power in managing their resources.

The study's implications underscore the significance of corporate social responsibility (CSR) initiatives in promoting community development and involvement. The results, in particular, highlight the importance of initiatives like "*Mliwang Metu Banyune*" in raising public expectations and encouraging involvement in projects focused on the upkeep and development of tourist destinations. Future studies in this field might examine the sustainability and long-term effects of CSR initiatives on community development. Furthermore, comparative studies conducted in various industries or geographical areas may offer insightful information about the efficacy of

various CSR implementation strategies. Future CSR initiatives can be better designed and implemented by taking into account the elements that lead to successful community engagement and meeting public expectations.

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