

**LAPORAN AKHIR  
PENGABDIAN MASYARAKAT SKEMA PPM INTERNASIONAL**



**DEVELOPMENT COMMUNITY-BASED ECOTOURISM (CBE) OF  
KALISEMO VILLAGE, LOANO DISTRICT, PURWOREJO**

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**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

Dibiayai Oleh Lembaga Pengabdian Masyarakat (LPM)  
Universitas Muhammadiyah Yogyakarta  
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## PROTEKSI ISI LAPORAN AKHIR PENGABDIAN

Dilarang menyalin, menyimpan, memperbanyak sebagian atau seluruh isi laporan ini dalam bentuk apapun kecuali oleh pengabdian dan pengelola administrasi pengabdian.

## LAPORAN AKHIR PENGABDIAN

### Informasi Data Usulan Pengabdian

#### 1. IDENTITAS PENGABDIAN

##### A. JUDUL PENGABDIAN

Development Community-based Ecotourism (CBE) of Kalisemo village, Loano district, Purworejo
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##### B. SKEMA, BIDANG, TEMA, DAN TOPIK PENGABDIAN

Skema Pengabdian	Bidang Fokus Pengabdian	Tema Pengabdian	Topik Pengabdian
PPM INTERNASIONAL	Sosial Humaniora - Seni Budaya - Pendidikan	Ekonomi dan sumber daya manusia	Sumber daya manusia dalam lingkup organisasi industri

##### C. RUMPUN ILMU PENGABDIAN

Rumpun Ilmu 1	Rumpun Ilmu 2	Rumpun Ilmu 3
ILMU SOSIAL HUMANIORA	ILMU SOSIAL	Bidang Sosial Lain Yang Belum Tercantum

#### 2. IDENTITAS PENGABDIAN

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Faiza Husnayeni Nahar, S.E., M.Ec.	Anggota Pengabdian	Mengevaluasi pemberdayaan masyarakat untuk pariwisata
Revi Yudhistira	Anggota Mahasiswa	Pelaksana kegiatan pengabdian kerjasama LN
Muhammad Hirdhan Aghnia	Anggota Mahasiswa	Pelaksana kegiatan pengabdian CBT Desa Kalisemo
Wulan Suci Andayani	Anggota Mahasiswa	Pelaksana kegiatan pengabdian CBT Desa Kalisemo
Arsyadu Rohmah Arraniry	Anggota Mahasiswa	Pelaksana kegiatan pengabdian CBT Desa Kalisemo
Muhammad Fathullah Wijaya	Anggota Mahasiswa	Pelaksana kegiatan pengabdian CBT Desa Kalisemo
Alfi Hikmah	Anggota Mahasiswa	Pelaksana kegiatan pengabdian CBT Desa Kalisemo
Sefila Ananda Talia	Anggota Mahasiswa	Pelaksana kegiatan pengabdian CBT Desa Kalisemo

#### 3. MITRA KERJASAMA PENGABDIAN (JIKA ADA)

Pelaksanaan pengabdian dapat melibatkan mitra kerjasama, yaitu mitra kerjasama dalam melaksanakan pengabdian, mitra sebagai calon pengguna hasil pengabdian, atau mitra investor

Mitra	Nama Mitra	Kepakaran
Desa Kalisemo	Sarimo, M.P	Kepala Desa_Pendidikan/Guru

#### 4. KOLABORASI PENGABDIAN (JIKA ADA)

Pelaksanaan pengabdian dapat melibatkan kolaborasi, yaitu kolaborasi kerjasama dalam melaksanakan pengabdian.

Nama	NIK/NIDN/NIK	Instansi
Chuanchen Bi	E64329748	Master Program of Business Administration, Khon Kaen University

#### 5. LUARAN DAN TARGET CAPAIAN

##### Luaran Wajib

Tahun	Jenis Luaran
1	Publikasi di Jurnal / Publikasi Forum Ilmiah Nasional
1	Publikasi di Media Masa
1	Video Kegiatan

##### Luaran Tambahan

Tahun	Jenis Luaran
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#### 6. ANGGARAN

Rencana anggaran biaya pengabdian mengacu pada PMK yang berlaku dengan besaran minimum dan maksimum sebagaimana diatur pada buku Panduan Penelitian dan Pengabdian kepada Masyarakat.

Total Keseluruhan RAB Rp. 25,000,000

Tahun 1 Total Rp. 25,000,000

Jenis Pembelanjaan	Komponen	Item	Satuan	Vol.	Harga Satuan	Total
BAHAN	Hibah Alat/Barang	Pembangunan Spot Foto Desa Wisata Kalisemo	Unit	2	Rp. 6,000,000	Rp. 12,000,000
PENGUMPULAN DATA	Biaya Konsumsi Harian	Konsumsi saat acara funbike mengundang tamu eksternal	OH	60	Rp. 75,000	Rp. 4,500,000
PENGUMPULAN DATA	Uang Harian	Pengambilan data dengan 3 instrumen	OH	15	Rp. 100,000	Rp. 1,500,000
PENGUMPULAN DATA	Honorarium Asisten Lapangan	HR Asisten Lapangan	OJ	1	Rp. 1,000,000	Rp. 1,000,000

Jenis Pembelian	Komponen	Item	Satuan	Vol.	Harga Satuan	Total
PENGUMPULAN DATA	Tunjangan Kehadiran FGD	FGD pengumpulan data kualitatif	OK(Kali)	20	Rp. 100,000	Rp. 2,000,000
ANALISIS DATA	Honorarium Pengolah Data	HR pengolah data kualitatif	Per Penelitian	1	Rp. 1,350,000	Rp. 1,350,000

## 7. LEMBAR PENGESAHAN

### **HALAMAN PENGESAHAN** **LAPORAN AKHIR PENGABDIAN MASYARAKAT SKEMA:**

Judul : Development Community-based Ecotourism (CBE) of Kalisemo village, Loano district, Purworejo  
 Pengabdi/Pelaksana : Diah Setyawati Dewanti, S.E., M.Sc., Ph.D.  
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 Prodi : S1 Teknologi Informasi

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 Prodi : S1 Manajemen

Nama : Muhammad Fathullah Wijaya  
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Nama : Alfi Hikmah  
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NIM : 20190530025  
Prodi : S1 Ilmu Komunikasi

Mitra : Desa Kalisemo  
Nama Mitra : Sarimo, M.P  
Kepakaran : Kepala Desa\_Pendidikan/Guru

Kolaborator : Chuanchen Bi  
NIK : E64329748  
Institusi : Master Program of Business Administration, Khon Kaen University

Biaya : Rp. 25,000,000  
Biaya Dari Institusi Lain : Rp. 5,000,000

Yogyakarta, 21 Agustus 2022

Mengetahui,  
Kepala LPM,



Dr. Ir. Gator Supangkat, M.P., IPM  
NIK: 196210231991031003

## 8. RINGKASAN

Protecting environment and develop mitigation caused by Covid 19 pandemic are the main strategies could be developed by the tourism destination recently. Establishing protected areas constitutes for the conservation of marine-coastal and cultural-city encompass complex management challenges for the long-term sustainability of these landscapes. These society devotion program has main objective as to develop the Community Based Ecotourism (CBE) destination of Kalisemo village with leisure participation towards Well-Being. Two big concepts have been integrated in this research, Community-based Ecotourism and Leisure participation towards Well-Being. Community-based Ecotourism (CBE) has been promoted and widely adopted as an approach to sustain the community participation to develop the tourism sector with wellbeing. Two perspectives from the supply and demand from economic tourism has been achieved in this program. The environments perspective as the supply need to balanced, protect and conserve the natural resources to achieve sustainability. The leisure participation and wellbeing concept could be part of the demand side from consumers in tourist industry. The program measures through exploratory research design The first step for this program is to explore the tourist destination which include into ecotourism activities measures with a 4A assessment (Attraction, Amenity, Accessibility, Anciliary). During the first step, the implementation of CBE is measured by the weights of human wellbeing impacted from the tourist destination. In this phase, is also measure the leisure participation, environmental perception and wellbeing achieved by the visitors of CBE destination. These first steps is applied to respondents which are stakeholder who managed the tourist

destination. The second steps is applied through the sustainability program. In this phase, the evaluation of 4A assessment will carry out to improve the next stages of the program.

## 9. KEYWORDS

Community-based Ecotourism (CBE), 4A, wellbeing, sustainability.

## 10. HASIL PELAKSANAAN PENGABDIAN

### INTRODUCTION

Community-based Ecotourism (CBE) is a popular approach for ecosystem to improve the tourism income-gathering across the developing countries. CBE has also increasing the conservation and ensuring greater sustainability in managing natural resources (Stronza and Gordillo, 2008). The old paradigm of tourism development tends to be mass tourism with large scale development without concerning the environmental sustainability and exclude the local community interest (Insan et al, 2019). It has impacted to many aspects on human life, including the climate change. Ecotourism is providing the satisfaction, memorable experiences, new ideas or thought to tourist (Nugroho, 2011) with green living concept. Sustainability for ecotourism is equal valuable to society, then community involvement, community adoption rates for the sustainability of ecotourism has been slow in response (Simpson, 2001). But, several scholars stated the notable contributions to community participation for tourism development (Reed, 1997).

Leisure is recognise after completing work and other obligation (Huang, 2015) and define the leisure participation as the frequency to participate in certain activity or an individual participating in general leisure activity (Shrivastava, 2017). Leisure and travel allow people getting rid of dull and weary work, escaping from work or surpassing selfhood, developing self-creativity in leisure and satisfying the sense of achievement and performance at work. Therefore, leisure and travel therefore become important elements in life. Wellbeing is a pure emotional reaction with personal emotion, it stresses on individual positive and negative emotion, but not reflects the long-term and stable characters of wellbeing (Helliwell et al, 2017). Sustainability for CBE is based on the output for the activities, which is brought leisure participation, environments participation and wellbeing features in each society integrate with nature. Therefore, to explore each of the outcome from the visitors side and their participation on keeping the environment are the important for CBE. However, visitors are the backbone of the succesness tourism sector, it has to spread to the world each of tourist attraction and destination inviting the tourist to has leisure and wellbeing sensation. In this research, digital marketing is developed with smart application of learning ecotrism for all ecotourists whole of the world. Information and Communication Technologies (ICTs) play significant and important role in improving tourism business an ti can build long-term relationship with travellers, provide more flexibility in terms of service timing and destination and reduce operating cost (Buhalis&Amaranggana, 2013; Jovicic, 2019))

Ecotourism overs a wide range, so the definition can be divided into narrow and broad sense. Eco tourism in narrow sense, ecotourism is only a type of travel and a kind of original ecological tourism, which mainly refers to the activities of tourists to explore or investigate remote and uninhabited places, mainly including remote mountains, old forests, wasteland, desert plateau peaks. Nevertheless, broadly stated ecological tourism is a kind of on the basis of sustainable development, is the bottom line with nature, the relationship between the coordinator and nature (Zhen, 2019). Zhong and Chen (2017) defined ecotourism as a form of tourism that is centered on nature-based environmental education, whereby the culture and

resources of a recreational area is protected through tour commentaries, management and planning, thereby minimizing the impacts of tourism while educating visitors to cherish and preserve the environment and achieve sustainable utilization of ecological resources. Several scholars stated that the level of activity involvement increases the level of place attachment. Tseng, Lee and Jen (2019) developed three-dimensional leisure involvement scale that could be applied in leisure involvement related studies. These dimensional consist of attraction, self-expression and centrality to lifestyle.

Ecotourism program gave community surround alternative income sources and opportunities working in groups even the effect is small to improve the ever-changing society. Through the research in China, social freedom, food availability and collective action and cooperation were composite wellbeing score before and after the CBE implementation (Kibria et al, 2020). In this research, we examine CBE uses Identification of Ecotourism activities carried out with a 4A assessment (Attraction, Amenity, Accessibility, Ancilliary). There are three attractions can attract tourist arrivals namely Natural Resources; Cultural tourism attraction and Man-made attraction itself. The accessibility is synonymous with transferability, ease of moving from one region to another. If an area is not available with good accessibility such as airports, ports and highways, then there will be no tourists that affect the development of accessibility in the area. Amenity is all kinds of facilities and infrastructure needed by tourists during in the place of tourist destination (Insani, 2019).

Referring to Chang and Tam (2015), four dimensions of intellectual component, social component, familiarity component, and avoidant component are selected for leisure participation.

(1) Intellectual component: Intellectual component aims to evaluate the leisure activity engaged by an individual according to the motivation, including mental activities of learning, exploration, discovery, creation, and imagination.

(2) Social component: The social reasons for an individual engaging in leisure activity contain needs for friendship and interpersonal relationship and needs for being respected by others.

3) Familiarity component: The reason for the competency-familiarity of an individual engaging in leisure activity is to acquire achievement, control, challenge, and competition, and the activity property lies in physical natural instinct.

(4) Avoidant component: The reason for stimulation-escape of an individual engaging in leisure activity is that an individual presents driving force to escape from excessive stimulation in the living environment and avoid the contact with the society, to pursue the need for being alone and quiet environment, and to pursue rest and self-relaxation (Steinhoff 2015).

Cho (2015) explained that an individual being affected by external environment was stimulation; people received stimulation through physiology-based perception to appear feeling when the simulation achieved certain strength; the feeling of objects in the environment, through organization in the brain, allowed people understanding, organizing, and giving meanings; such a process was perception. Hayat et al. (2016) indicated that when a person received stimulation from the environment to a certain degree, the perception would generate in the brain (Brüggen et al. 2017). Ng et al. (2017) pointed out the effect of simulation on consumers' senses that the pleasant experience induced by environmental factors would have people stay for longer time. Huang and Lu (2017) stated Environmental factors were the simulation in the overall environment, aiming at internal and external environment to create the climate for consumers increasing the time for stay and enhancing consumption opportunities. Kuykendall et al. (2015) regarded environmental perception as an individual collecting preliminary information in the environment through senses; events from external environment were stimulation which was received by people through physiology-based senses; feelings would be generated when the stimulation achieved certain strength; such feelings were

organized in the brain to perceive the existence of object in the environment and to understand and organize the features; such a process was perception.

Referring to Hu et al. (2016), four dimensions are used for evaluating environmental perception.

(1) Contextual factor: referring to intangible background environment and non-visual perception which could affect consumers' subconsciousness, e.g. music, temperature, light, air-conditioning, noise, and odor.

(2) Design factor: indicating tangible and visual environmental components, which are divided into aesthetics and functions. The former contains architecture, style, color, pattern, and texture, and the latter refers to decoration, mark, comfort, and privacy.

(3) Social factor: including the appearance, behaviors, and number of people, e.g. number of people at site, customer type, buyer/seller behavior.

Marina et al. (2017) regarded well-being as the state of physical and mental health, which could be measured with mental health. Such a point of view ignored the effects of short-term emotional fluctuation and long-term stable personality traits on well-being. Dinisman et al. (2017) also indicated well-being as individual subjective perception, containing personal subjective positive emotion to overall life satisfaction. Olagunju et al. (2015) pointed out well-being as an individual dealing with living environment and events with positive emotion, reducing negative emotion, and enhancing individual satisfaction with overall life.

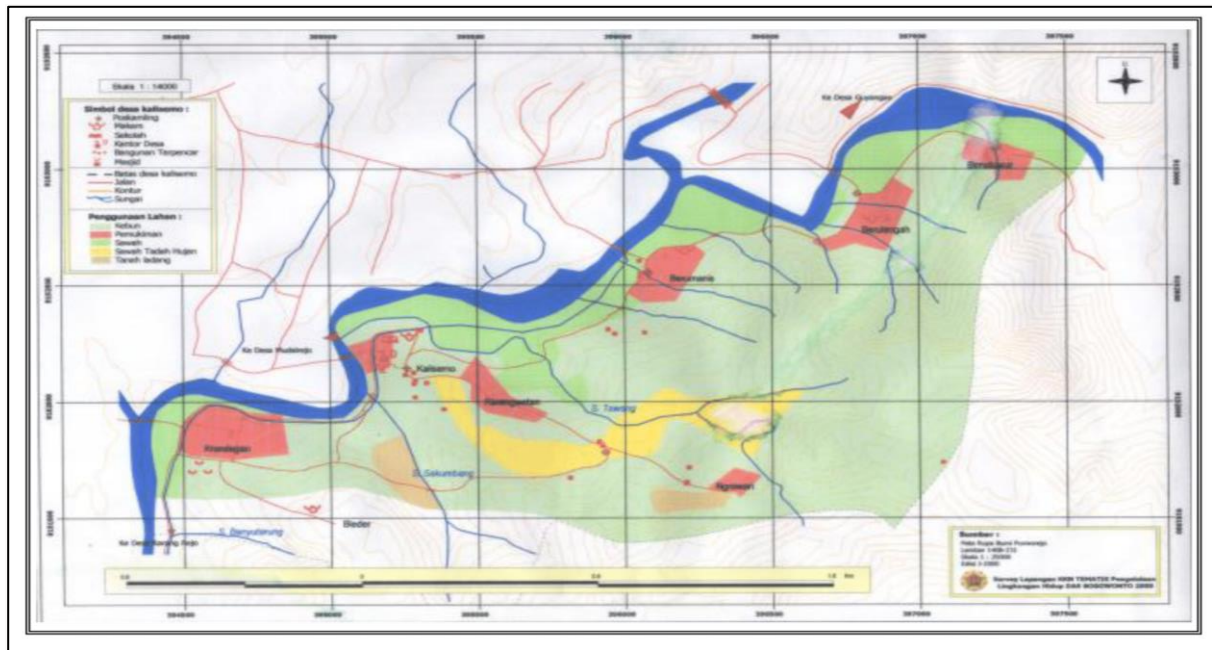
Referring to Ju (2017), well-being covers two dimensions in this study.

(1) Emotional well-being: including the measurement of positive emotion and perceived overall life satisfaction.

(2) Positive functioning: containing psychological well-being and social well-being. Overall speaking, subjective well-being covers two dimensions of emotional well-being and positive functioning.

Kalisemo Village is one of the villages located in Loano District, Purworejo Regency. The location of Kalisemo Village is directly adjacent to the villages of Mudalrejo, Loano, Karangrejo, Kalikalong and Guyangan. The vision of Kalisemo Village is "Kalisemo Mulyo" which has the understanding that Kalisemo Village is prosperous and noble. Kalisemo Village is divided into 5 RWs and has hilly soil conditions. The total area of Kalisemo Village is 286,750 hectares. The total population in Kalisemo hamlet is 670 families where approximately 80% of the population works as entrepreneurs.





The Kalisemo Village area is located along the river as a source of water for the residents of Kalisemo Village. Kalisemo village is directly adjacent to the villages of Mudalrejo, Loano, Karangrejo, Kalikalong, and Guyangan. In 2018 gradually began to build a bridge that can be passed by 2 and 4 wheeled vehicles. The bridge is located on the main road leading to the village complex and connects Kalisemo Village with Mudalrejo Village. Some infrastructures that have the potential to attract local and foreign tourists, one of which is the bridge, which is referred to as a suspension bridge. If this bridge is re-colored, then the bridge can become an icon of attraction for Kalisemo Village. A tourist village is defined as a form of integration between tourist attractions, accommodation and supporting facilities that are presented in a structure of community life that blends with prevailing procedures and traditions (Victoria br. Simanungkalit, Destry Anna Sari, Frans Teguh, Hari Ristanto, Ika K, Leonardo Sambodo, Samsul Widodo, Masyhud, Sri Wahyuni, Henky Hermantoro, Henky Hermantoro, 2015).

The development of tourist villages can be recommended by applying the concept of Community Based Ecotourism (CBE) as a fundamental development. Community development tools and environmental conservation are managed by the community. The development of CBE is aimed at increasing visitor awareness and learning about the way of life of the community in Kalisemo Village. CBE development requires good community participation in the concept of community-based tourism, where the community needs to be strengthened by human capital in managing tourism destinations so that they are sustainable (Sunaryo, 2013). Kalisemo village has a population where the level of education is still relatively low. Therefore, strengthening the capacity of human resources so that Kalisemo Village can strengthen community participation in every Kalisemo Tourism Village development activity (Nugroho 2018). In various studies, although all infrastructure and village potential are ready to be marketed as tourist villages, if community empowerment and participation is weak then the implementation of tourist villages cannot continue (Marlina 2019).

The identification of the potential on Kalisemo Tourism Village starts from the existing resources, for example, infrastructure, facilities, attractions in each regional cluster. After identifying the potential of the village, it is necessary to explore the social phenomena of the

Kalisemo Tourism Village community in order to get the uniqueness so that it can be presented to tourists. Based on (Budhi Pamungkas Gautama et al. 2020), village tourism is a form of tourism where a group of tourists live in or near traditional life by studying village life and the local environment. Meanwhile, rural tourism is understanding rural communities with traditions, heritage, art, lifestyle, geography and values that can be demonstrated based on each generation. The potential of Kalisemo Village in developing the creative economy of MSMEs needs to be developed, namely SME's of blacksmiths, plaiting and peyek. The art developed in the Kalisemo Tourism Village is the Kuda Lumping dance where this art is a local wisdom that can be a cultural attraction presented to tourists. Creative economy development can improve the welfare of society as a whole (Herlina, E., Syarifudin, D., Yulia 2019). The development of this creative economy can start with the development of innovation (Rahmat and Cahyadi 2019) but it will be better by sticking to local culture.

## **SITUATION ANALYSIS**

By identifying the tourist attractions and improve infrastructure from natural resources along in Kalisemo Village is the first stage for the situation empirical analysis. Identification can be started by geographical observation, namely the road infrastructure along RW 1 to RW 5. Through this results, it is recorded with photos the potential natural tourist attractions in Kalisemo Village. This observation also identifies which infrastructure which needs to be repaired, repainted or built with the Kalisemo Village icon for photo spot purposes as a tourist attraction. In addition, identification of tourist attractions is carried out by in-depth interviews with stakeholders regarding the readiness of village leaders in implementing the Kalisemo tourist village. The second stage is identify the MSME needs and strengthening the MSME capacity. Prior to strengthening the capacity of the all MSMEs, identification was carried out by means of group discussions together with the managers of the MSMEs. This discussion is aimed at finding out what capacity building needs are needed by MSMEs.

The further stage is the making of video to be part of marketing instruments. In Kalisemo village will initiate a funbike activities which attended by the stakeholders in district and UMY. This activity has the aim of marketing and informing the tourists of the beauty of Kalisemo Village with its tourist attractions. With this implementation, it will be ratified that Kalisemo Village becomes one of the tourist villages in Loano District. Preparation for the implementation of this activity was carried out by group discussion by inviting several key informants to identify how much community participation was. In addition, group discussions were also held with MSMEs in 5 RWs so that the strengthening of tourist attractions was supported by the creative economy of each MSME. The potential of tourism villages is strengthened with a cultural base in Central Java, carried out by empowering the community and forming pokdarwis. It is hoped that the community can actively participate in community management (Tri Indrianti, Ariefianto, and Halimi 2019) so that with the potential of a Kalisemo tourist village, it is hoped that it can be formed. Developing 2 main photo booth with attractive and keep the local wisdom is carried out as the grant from this program.

Funbike was prepared by inviting UMY as guests to try bicycle tracks that were challenging and also fun because of the natural location that is difficult to find on other bicycle tracks. In addition to inviting guests from UMY, this activity will invite the local government and the surrounding community to take part in this funbike activity. Togetherness between UMY, the local government and the community in this activity will be the highlight of the event to declare the Kalisemo tourist village to the outside world. This activity will produce short videos as well as complete videos that will be uploaded on social media. During this activity, the assessment

of CBE based on 4As will also delivered to the tourists. To spread the best place and spot for having healthy and beautiful nature photo booth through video is the main aim for this program.

The last stage is the marketing of Kalisemo Village through social media. Marketing of Kalisemo Village as a tourist village is the core of the sustainability. The aim of this program is made the tourism activities in Kalisemo is implemented with local wisdom and support environment and natural resources as the main attractions.

## **METHODS**

Exploratory research design deals with exploring into the phenomenon. In case of marketing research, it is used in cases when the problem must be defined more precisely, and to gain additional insights before an approach can be developed. It is not used most times to generate a course of action for decision making. At the exploratory design stage, the information is loosely defined. Exploratory research design focuses on collecting either secondary or primary data using an unstructured format or informal procedures to interpret them. Among all the three classified research designs above, exploratory research designs incorporates the least amount of scientific method and rigour because of aims and structure. Some examples of exploratory research designs include in-depth interviews, focus groups, and projective techniques.

In-depth interviews are an unstructured and direct technique of obtaining insights in which a single respondent is probed by a skilled interviewer to uncover underlying motivations, beliefs, attitudes and feelings on the topic of enquiry. It endeavours to understand the nature and make-up of the area being researched, rather than precise measurement. In-depth interviews can last from 30 minutes to 2 hours and can provide ample information. This technique allows the researcher to collect both attitudinal and behavioural data from the respondent from all time frames (past, present and future). A unique characteristic of this technique is that the interviewer has ample chance at probing the respondent and collect indepth data. The interviewer can use the answers provided by respondent and turn them into related questions ensuring a more detailed answer.

Focus groups are one of the most popular qualitative research methods used around the world. Many times researchers and managers use the term focus groups to define qualitative research. Focus group is a formalized process of bringing a small group of people together for an interactive, informal and spontaneous discussion on a particular topic or concept. A focus group generally involves eight to twelve participants and can capture vast array of information. The focus groups timing can vary from 1 to 3 hours and is usually conducted in a congenial surrounding such as a hotel or specialist focus group research facility. By getting the group members to talk at length about the topic, the moderator can gather vast amount of information on ideas, attitudes, feelings and experiences about a particular issue. Focus groups are usually constructed using similar participants to encourage positive discussion. The advantage of selecting participants from the same demographics (age, income, gender and such other variables are called demographics) helps ensure that group members feel at ease with each other. It is believed that people with similar characteristics are more like to divulge their opinions in a group. However, in some cases a diverse group can also be selected to encourage a wider viewpoint relating to a concept or product. This is an extremely important issue as it is hard to control group dynamics when more than 12 people are involved in a discussion.

The identification of this facility is carried out in preparation for a major activity aimed at marketing the Kalisemo tourist village, which is called the funbike activity. From the results of this identification, it was found that the team can prepare activities for this funbike event. This funbike activity is an activity where the village community invites external parties to enjoy the beauty of the Kalisemo Village tourist attraction. The Head of Kalisemo Village has

prepared a 4 km bicycle track with a pit stop that presents the local culture of Kalisemo Village, namely Kuda Lumping. This fun bike presents a bicycle track with steep roads with ups and downs with surrounding locations served with beautiful views of the river and rice fields. This fun bike activity recorded into a short video which will be shared virally by the UMY PKM team and Khon Kaen University. Because this activity is expected to be a big event, various collaborations from UMY and also internal villages are needed. This activity seeks to show the potential and readiness of the Kalisemo tourist village in providing pleasure tourism, recreation tourism, and culture tourism. The concept of pleasure tourism is that it is hoped that the tourist attraction provided is entertaining and reduces nervous tension or stress in seeing the natural beauty presented by the Kalisemo tourist village. Recreation tourism is carried out to restore physical and spiritual freshness. Cycling is an activity that is booming these years. Culture tourism is tourism by studying the customs, institutions and way of life of the local people by explaining the history and showing the legacy of past civilizations (Hardiyanto, Soejanto, and Berlianty 2018).

The participation of the village community is very large in the successful implementation of this large activity. The community must be able to provide maximum attraction to guests from outside the village. In addition, their participation in shared bicycles is also a warmth for guests which can be shown in videos that will be disseminated on social media. With the first activity and the marketing development of the Kalisemo tourist village, it is hoped that many activities will come in collaboration with Kalisemo Village. After the funbike activity, the PKM team will conduct a monitoring and evaluation system from the identification of the development of the Kalisemo tourist village.

The event has been succeeded and invite approximately 120 person which divided by 70 bikers from outside the village and others were local community in Kalisemo village. During the funbike event, there were approximately 23 SMEs from local community in Kalisemo village were selling their local products. The event produce a short video which will be shared to the public through social media. Furthermore, indepth interview for head of village and several managers of the SMEs for local products in Kalisemo village prepared to be held after Ied Fitr.

## **DISCUSSION**

The indepth interview has been conducted for two groups clasiffied based on stakeholders and community. Group of stakeholders were interview to the head of village, head of family empowerment and the head of SMEs in Kalisemo village. The head of village define tourism is important for Kalisemo village because of one of the mission is to develop the tourism village as reveune generating for Kalisemo. To develop the tourism need the participants and community role in preparing the tourist attractions. The community play important role to develop the attractions and promote the positive side of Kalisemo village. Therefore, the community based is the tourism implementation in Kalisemo.

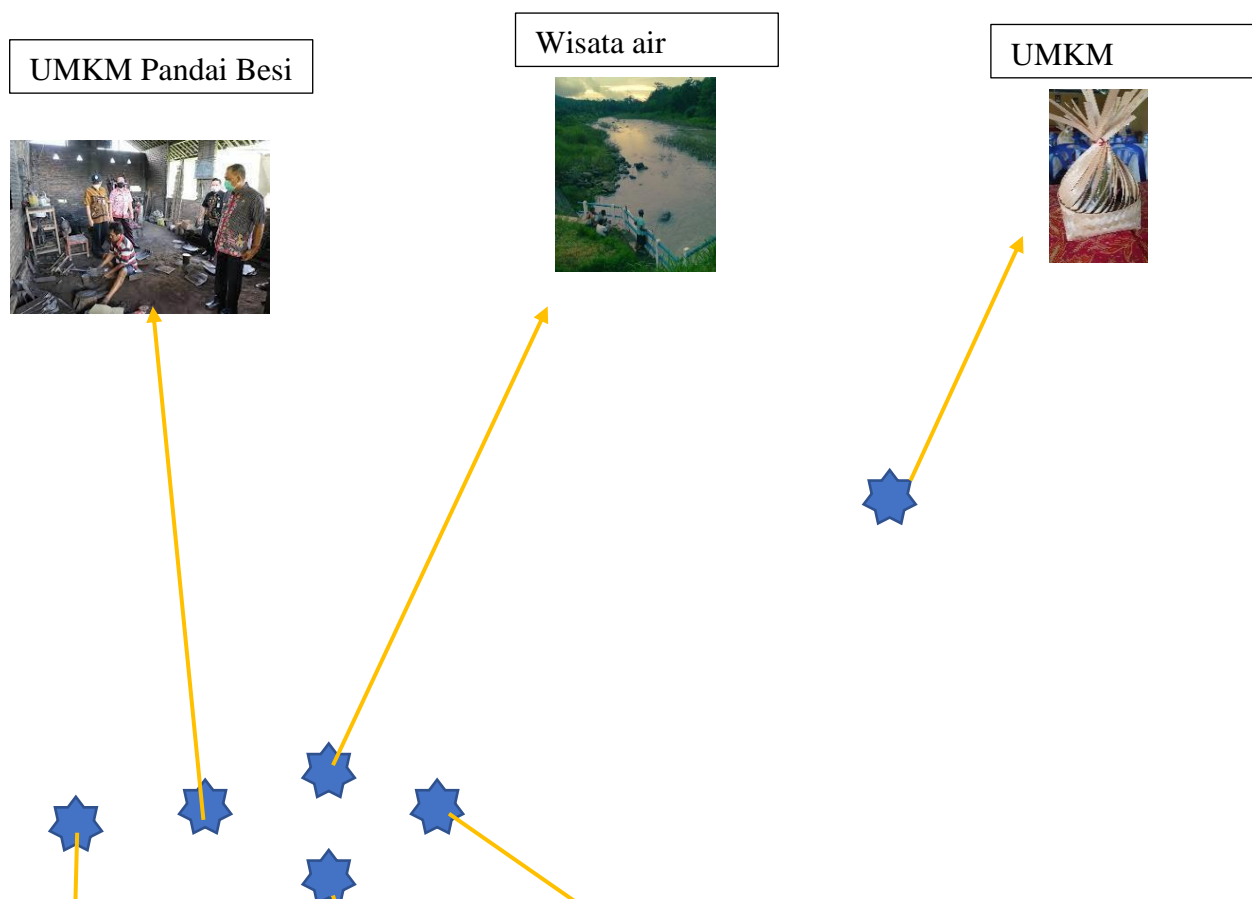
“The most important in developing the sustainable tourism is community. The most interesting tourism attraction is ecology and the beautiness of natural resources in the village. Therefore, the management for the village tourism is important” (Head of Kalisemo village, 18 December 2021)

The tourism structure services in Kalisemo village are defined based on the SMEs spread in each of RW (hamlets). Each of hamlets have their own speciality in SMEs, namely in RW 4 is for the art, culture and blacksmith. Meanwhile, in RW 5 is food production, namely honey and local snacks. The variety of local foods, culture performance and blacksmith are the capital owned by the village. The simple mapping of SME's in Kalisemo could be seen in Figure 1. Most of the productivity and environments are the crucial items to be manage by all of members in charge for Kalisemo. Community-based Ecotourism (CBE) is the main objective to prepare for Kalisemo.

The performance in each SME is rarely to be monitored for the performance. However, the head of the village had been aware the importance of increasing the capacity building for all of the SMEs. Therefore, he is active to find training and seminars to improve the productivity of each SMEs. The variety of tourism attractions for Kalisemo is limited. However, the village is already planned to build the flying fox to attract the tourist visit Kalisemo village.

Kalisemo has strength natural capital for the CBE implementation. It could be seen from the green environment kept by all communities. Paddy field and many forest surround the village still naturally keep and guarded by all community. The irrigation and paddy fields are the natural tourist attraction sold by Kalisemo village. The cleanliness of the water and beautiful river long side by side with the village make most of tourist looking for the peacefull place.

*“Kalisemo has nice place. The field, irrigation, garden side by side with the irrigation and water drainase, the water is clean, it's really beautiful. This is attract to the touriists to bike and have a walk here. Believe me.. but sometimes, we need family attraction, probably it can be add more the tourist attraction...anything..”* (Key Informant, Female, February 12<sup>th</sup> 2022)



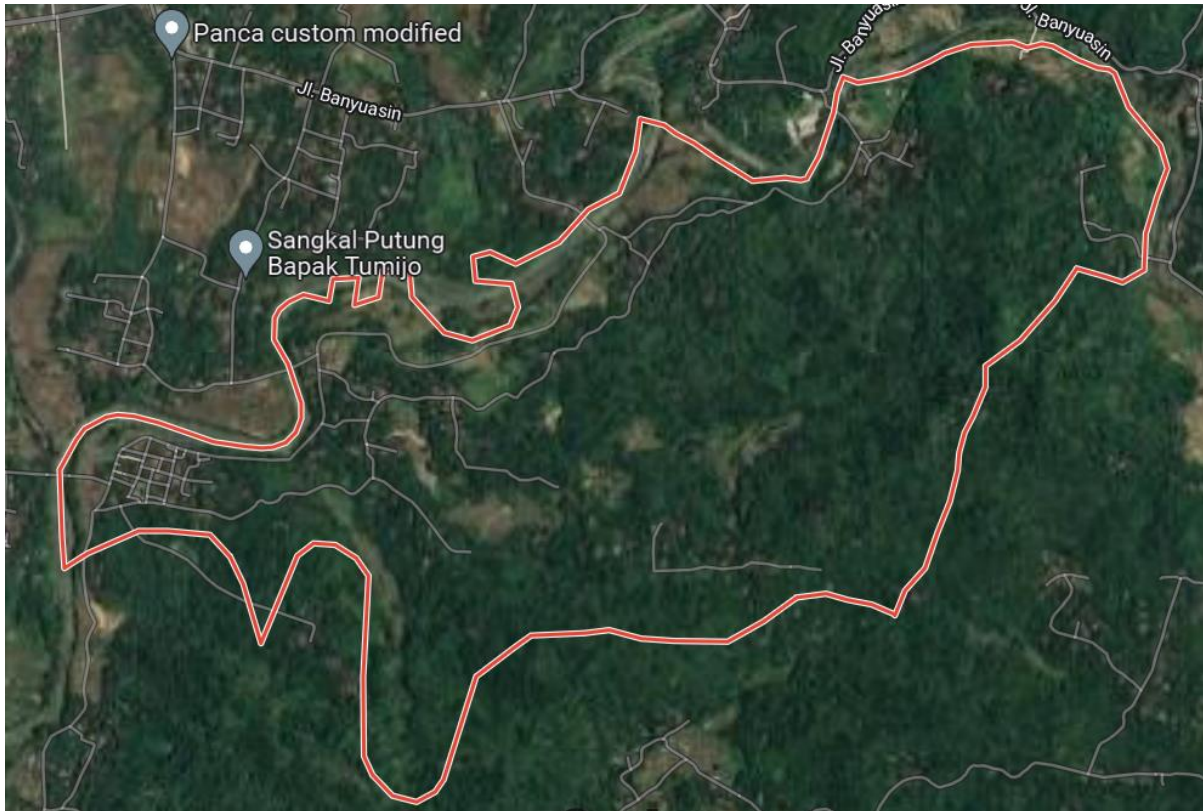


Figure 2. Attraction mapping of CBE in Kalisemo village

The human capital as one of the important assets in livelihoods for CBE in Kalisemo is measured low level. More than 98% people in Kalisemo were only graduated in high school level. Most of them are graduated in primary school (30.95%) and junior high school (25.85%). Therefore, the understanding on the concept of sustainable CBE and how to give good services to the tourists are limited (See Figure 3). However, the education access is already high, basic education facilities are easier to be access. The challenge is the awareness of community to receive formal and informal education to build capacity building. The physical capital is defined as the man-made goods to assists the production process, namely road, inventory and equipment. The physical capital of Kalisemo village is not the weakness on establishment of CBE. However, the width inside of the village access are the weakness for tourists who use big car or mini bus. Financial capital in Kalisemo is limited due to the income level of people in Kalisemo. Human capital and financial capital has strong correlation when it low other correlates decrease level.

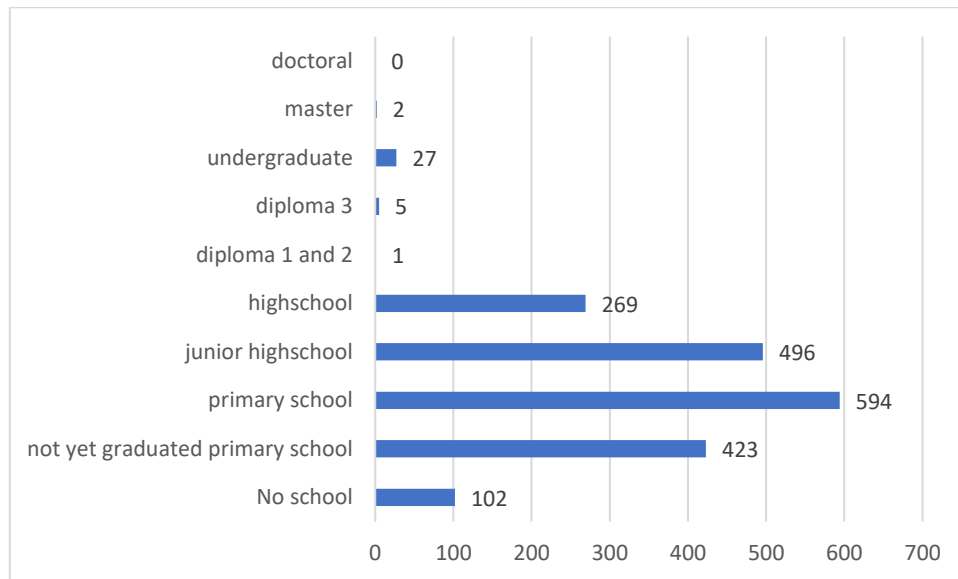


Figure 3. Education Level of Kalisemo community

#### 11. KESIMPULAN PENGABDIAN

As the conclusion, Kalisemo initiation to build CBE has been started based on the livelihoods assets. The main idea why CBE established is to increase the income or revenue of households in Kalisemo community. Main job of Kalisemo community is agriculture. However, since the agriculture could not support their daily basic needs, most of the wives sell the local snacks and arts to increase their income. The livelihoods assets owned by Kalisemo is limited, therefore, it needs to have livelihoods strategies to increase the revenue. Diversification applied in Kalisemo which male and female in one households work to improve their living standard. Therefore, to promote CBE, the tourism policies need to consider the households' human, social, natural and financial capital assets integrated to enhance the community development (Foucat et al, 2021).

#### 12. STATUS LUARAN WAJIB

This paper has been presented into the Seminar of Abdimas UMY

#### 13. DOKUMEN LUARAN WAJIB

The paper has been submitted into the proceeding of webinar of Abdimas UMY

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