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Questioning Locality: Community, Movement, Global Challenge

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"Questioning Locality: Community, Movement, Global Challenge"

Content:

Foreword from the Coordinator of iComicos 2016

Revolution in information and communication technology not only triggers global responses, but also drives local movements. According to Konieczy (2012) "Information and communication technologies (ICTs) have empowered non-state social actors, notably, social movements. Mass email campaigns, blogs, their audio-and video-variants (the podcasts and the videocasts), social networks like Facebook and MySpace, and other tools, such as Twitter, are increasingly popular among the movements and their activists." Consequently, changes are unavoidable, for those who live in big citties as well as in rural areas.

However, this phenomenon then leads to a paradox. It has a potential to widen up the reach of local wisdom, but it also challenges the locality to survive from any influences that come from any part of the world. The global issues have now become local and the locality has the chance to move beyond borders. The distinct between global and local is now being contested. Thus, it is important to discuss whether the locality will embrace the globalized world or will the local community confront it to find their own place.

The 4th Conference on Media, Communications and Sociology (COMICOS), organised by Faculty of Social and Political Sciences, Universitas Atma Jaya Yogyakarta (UAJY), aims to explore any possible answers of this question.

I am very pleased to welcome all the presenters and participants, who join this conference to enrich the knowledge on locality, community and global movements. Last but not least, I am wishing you a great time in iComicos 2016.

Yogyakarta, 18 November 2016

Birgitta Puspita, MA,

e-PROCEEDING CONFERENCE ON MEDIA, COMMUNICATIONS AND SOCIOLOGY

Analysis of Stakeholder Engagement in Developing Ecotourism Village:
the Case of Kadisobo Village, Sleman Yogyakarta

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Abstract

The purpose of this study is to analyze how stakeholder engagement model can effectively be used to identify relevant stakeholders for the development of ecotourism village. Stakeholder engagement is the process used by an organization to engage relevant stakeholders for a purpose to achieve accepted outcomes. Two indicators were used: interest and influence. Interest indicator relates to what extent the stakeholders have interest to the development of ecotourism village, while influence indicator relates to the influence or contribution of stakeholders to the development of ecotourism village. The classification of stakeholders is identified. The level of engagement is then analyzed. The results of stakeholder engagement is then used to develop what programs should be prioritized for the development of the ecotourism village.

Introduction

Sleman Regency of Yogyakarta has a great potential in the field of tourism. One of the reason is the close location of the regency to Mount Merapi. While it is about 27 km from the city center. Sleman regency consists of 86 villages that are full of beautiful paddy fields, clear river water, natural environment and clean air. It is typical rural atmosphere that can be an attraction to tourists. Tourism in the countryside could add to the welfare of the surrounding community.

Tourism villages in Sleman has the potential to be developed into a sustainable tourism or ecotourism. A popular and easily operational definition of ecotourism was provided by Honey (Honey, 2008):

Properly defined, then, ecotourism is travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It helps educate the traveler, provides funds for conservation, directly benefits the economic development and political empowerment of local communities, and fosters respect for different cultures and for human rights.

However, the existence of ecotourism villages in Sleman Regency cannot be well developed due to institutional weakness. The identified weaknesses are lack of human resources management as well as marketing in the field of tourism. Many villagers still doesn't realize the potential of their villages and thus gave little attention. Even the manager of a tourism village complained about this condition (kabarkota.com, 2015). Meanwhile, local government of Sleman Regency tended to slowly respond to the development of tourism village. Up to now, policy regarding the existence and management of tourism village is still being discussed between government and member of parliaments. Luckily, the issue of tourism village has been brought into five year local development plan of Sleman Regency (*Rencana Pembangunan Jangka Menengah Daerah*) (DPRD Kabupaten Sleman, 2016).

Very little work had been done to create a development model of tourism village in Indonesia. Our searching identified a development model of tourism village based on local wisdom (Hastuti, Suhadi, & Nurul,

2013) and a model-based development of tourism village on the role and interpretation of community as an alternative to creative economy increase in tourism destination development (Setyaningsih, 2010). Differ from the two researches, this research proposed a development model of ecotourism village based on stakeholder engagement. Thus, the research problem was how to develop an ecotourism village in Sleman Regency based on stakeholder engagement model. Further, this research identified relevant stakeholders, problems and challenges in developing ecotourism village. Through this paper, we argued that the ability to identify primary and secondary stakeholder contributed to a more focused development of ecotourism village.

Theoretical Review

Stakeholder Engagement. Stakeholder engagement is traditionally seen as corporate responsibility in action. Stakeholder engagement can be understood as practices that the organization undertakes to involve stakeholders in a positive manner in organizational activities (Greenwood, 2007). Stakeholder engagement is a process of how to influence the parties who may be affected by the decision of the organization. Stakeholders like government, tourists, travel agents, nongovernmental organizations and so can accept or oppose the decision of the organization. However, organizations must have a strong influence and long term for all stakeholders. According to DiStaso, stakeholder engagement is now accepted as crucial to an organization's success. Over the years, stakeholder engagement has come to represent a variety of interactions with a multitude of audiences or stakeholders (Public Relations Journal, 2015). Most of the time stakeholder engagement model is used by corporates to identify stakeholders that may affect organization. If we look at a village as an organization, the same case can actually be applied to the development of ecotourism village.

A stakeholder refers to any individual or group that maintains a stake in an organization in the way that a shareholder possesses shares (Fassin, 2008). In the context of public participation, stakeholder can be defined as all persons or groups who have interests in the project or may be affected by the output performed by an organization. They are individuals or organizations that can influence and be influenced by organization. Why should stakeholder get serious attention from the management of an organization? This is because stakeholder's influence on the values, beliefs, policies, decisions, and management of the organization is likely to increase from time to time.

All organizations need to build relationships and communicate effectively with central and local governments, community organizations, interest groups and other stakeholders. For some organizations, this means the need for external relations team, while others depend on the structure of the organization to lobby effectively and build relationships with stakeholders. Thus, by engaging stakeholders, the continuity of organization activity can be adjacent with stakeholder interest.

Ecotourism. The integration of tourism with conservation was first made widespread by Budowski in 1976 in an article entitled 'Tourism and conservation: conflict, coexistence or symbioses. While the use of the term 'ecotourism' can be traced only as far back as the late 1980s (Orams, 1995). The most recent definition of ecotourism according to The International Ecotourism Society (TIES) is a trip that is responsible for natural areas to protect the environment, maintain the well-being of local communities and involving the interpretation and education, especially at the staff and guests (Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education) (TIES, 2015). Novelty (state of the art) of this definition is the inclusion of aspects of interpretation and education in this definition. It is important that all stakeholders relate to ecotourism have a thorough understanding of the areas visited. Visitors, for example, must not only look, but also learn something about the areas visited, good natural conditions, local communities, as well as cultivation produced. Management of tourism village, focus on developing programs that preserves natural environment and traditional values.

Ecotourism is a form of travel that is managed with conservation approaches. Ecotourism is a management of natural and cultural communities to ensure their sustainability and well-being, while conservation is an

effort to sustain the use of natural resources for present and future time. At a basic level, the overall goal of management strategies designed to control interaction between tourists and the natural environment is twofold: first, to protect the environment from detrimental impacts and, second, to provide for and promote enjoyable tourist experiences (Orams, 1995). Ecotourism has been widely recognized as a form of nature tourism which is expected to contribute to both conservation and development (Ross & Wall, 1999).

In Indonesia, the goal of ecotourism is to (1) Achieve the implementation of responsible tourism, which supports the efforts of environmental preservation of natural, historical and cultural heritage; (2) increase the participation of community and provide economic benefits to local communities; (3) Being a model for other tourism development, through the application of the principles of ecotourism (Yoeti, 2015).

Research Method

This study used qualitative research method. This technique systematically describe the facts or characteristics of a particular population or a particular field factually and accurately. This study is expected to obtain a complete picture and deep understanding of (1) how to develop an ecotourism village based on stakeholder engagement model; (2) problems and challenges faced in the development of ecotourism village based on stakeholder engagement model.

This study is characterized among other data collected initially described later compiled and analyzed on the branding strategy tourist village ecotourism in the area of oil and gas. This type of research will be able to capture a wide range of qualitative information with thorough descriptions and full of nuances that are more valuable than just a statement of the amount or frequency in numerical terms.

Data collection methods used were as follows:

1. In-depth interview was conducted by asking the informant based interview guide has been prepared. Interview guide were implemented more as a guide in developing the questions and not the rigid benchmark that must always be followed by researchers. Very likely the interview process progressed from informants answer. With this pattern, the researcher must be critical of the response of the informant. Informant's answers that add to new and important knowledge, were then explored by critically interviewed the informant.

2. Library Study, researchers used a wide variety of data and theories collected through books, journals, newspapers, papers, seminars and online information such as research support policies in the field of higher education and other written materials as the basis of writing.

3. Observation, a systematic observation and recording of symptoms studied, is a complex process, which is composed of biological and psychological processes. In using observation that the most important is to rely on observation and memory of the author (Ruslan, 2006: 35).

Research Result and Discussion

Stakeholder Engagement. Stakeholder engagement is a means to improve communication, obtain broad community support, collect data and ideas that may increase corporate reputation or the public sector, and provide more space for sustainable decision making. Stakeholder engagement is a series of planned activities and is implemented based on a planning in order to gain recognition, acceptance and sustainable relationship between company and stakeholders. Many organizations have forgotten the importance of stakeholder engagement. Good stakeholder engagement will establish good relationship between organization and its stakeholders.

Engagement is not an end in itself, but a means to help build better relationships with stakeholders of Kadisobo ecotourism village. In the end, the fulfillment of stakeholder expectations are in line with the establishment of Kadisobo ecotourism village. The final goal is to create sustainable development for communities, the environment and the development of Kadisobo ecotourism village. Steps of stakeholder

engagement process is described as follows:

1. Stakeholder Analysis

Stakeholders can be identified and categorised in different ways. Waddock (2001) distinguishes between primary stakeholders that constitute the business (owners, employees, customers and suppliers) and critical secondary stakeholders on whom the business depends for infrastructure (e.g. communities and governments).

Stakeholder analysis is the process of systematically collecting and analyzing qualitative information to determine whose interests should be taken into account when developing and / or implementing a policy or program. At this stage, we mapped the relevant stakeholders in order to identify their expectations of the development of Kadisobo ecotourism village.
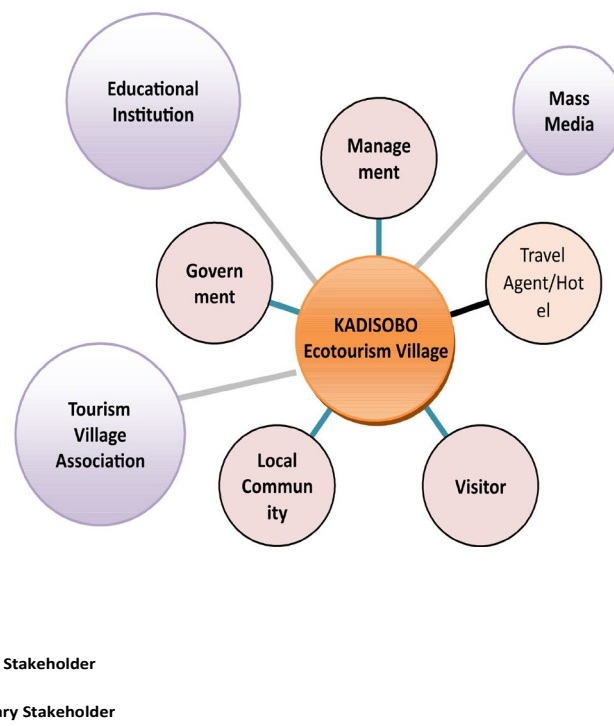
Tabel 1. Stakeholder Categorization

Primary Stakeholder	Secondary Stakeholder
Ecotourism village management, primary stakeholder who run the ecotourism activities of the village.	Mass media, search for news of ecotourism village.
Local government, acts as regulator that gives license and regulate tourism activities. Village management needs to gain support from government.	Tourism village association, village management can learn how other villages develop their tourism potentials.
Visitors, guests that will enjoy ecotourism activities at Kadisobo ecotourism village.	Educational institutions, students are potential stakeholders that can participate in outbound and other activities in the village.
Local community, they are not involved in managing ecotourism aspect of the village but it could affect tourism activities	
Travel Agent, stakeholder that brings visitors to ecotourism village.	

Thus, from the graphic above, there are two groups of stakeholders (primary and secondary) associated with the development of ecotourism village of Kadisobo. Primary stakeholders are the stakeholders who have interests and influence directly to organization's policy, programs, and activities. They should be placed as a key determinant in the decision making process, or at least asked for their consultation. While the secondary stakeholders are supporting stakeholders who have no direct relation toward the interests of a policy, program, and activities of the village, but has a concern that they can influence on public attitudes and government legal decisions.

Stakeholder analysis is essentially developing a short description of a variety of stakeholders that can affect or be affected by organization activities. Many organizations are reluctant to conduct stakeholder analysis due to lack of information about the benefit of doing stakeholder engagement process. From the analysis of these stakeholders are then identified the influence and interests of each stakeholder.

2. Assess the Influence and Importance of Stakeholder

Stakeholder analysis technique is built upon the interests versus influence factors that allow in-depth analysis of the stakeholders who are the key players. Emphasis on aspects of interest, organization examine how stakeholders consider the impact of the existence of organization and its activities run against their expectations. While through the emphasis on aspects of influence, organization assessed the stakeholders on aspects of the legislation, control of resource strategic, formal/informal channel of communication to other stakeholders (including the "gatekeeper"), the level of dependency with other stakeholders, and leadership/ authority. Based on this assessment, a table for matrix influences and interests was made as follows:

Tabel 1. Stakeholder Influence and Interest

Stakeholder	Influence	Interest	Primary/ Secondary
Ecotourism village management	High	High	Primary
Local Government	High	High	Primary
Visitor	High	High	Primary
Travel Agent/Hotel	High	High	Primary
Local Community	High	Low	Secondary
Local Mass Media	High	Low	Secondary
Educational Institution	High	Low	Secondary
Association	Low	Low	Secondary

After the identification of level of influence and interests, identified stakeholders were then grouped into stakeholder engagement model to determine the best form of participation (engagement). By placing stakeholders into stakeholder engagement model, we then can decide which communication action suit which stakeholder. The model also helps prioritizing of communication action toward primary stakeholders.
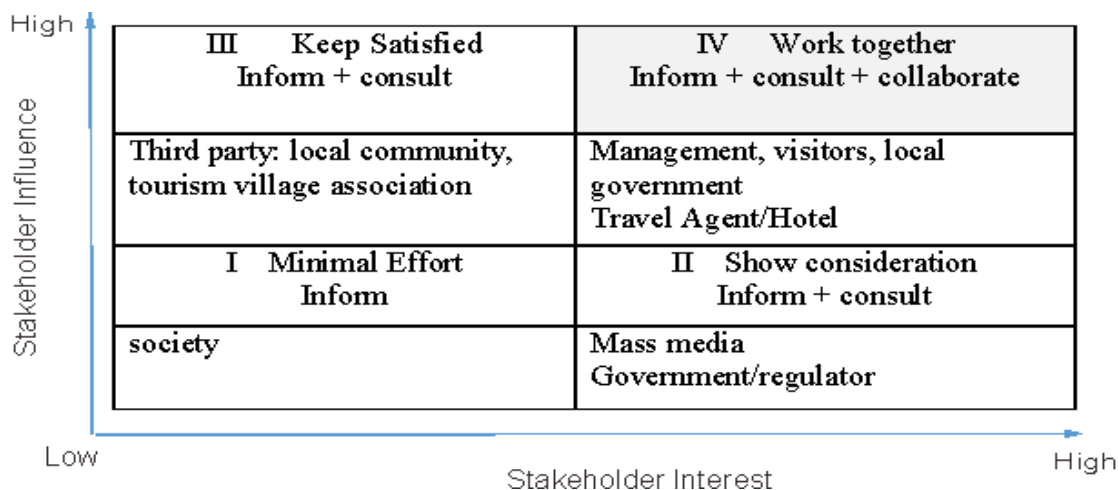
From the matrix above, stakeholders included in quadrant IV were stakeholders to be informed, consulted, and collaborated. The assumption was stakeholders of this quadrant were primary stakeholders. They were main stakeholders that contribute to the development of ecotourism village. Stakeholders of this quadrant have high interest and influence in the development of ecotourism village. They were the ones whom village management needed to inform, consult and collaborate with since the early stages of the development of Kadisobo ecotourism village. This will have an impact on more targeted programs whilst stakeholder support can be achieved. In the end, activities of Kadisobo ecotourism village can go adjacent with stakeholders' interest.

3. Level of Stakeholder Participation
   Based on this stakeholder engagement model, we subsequently determined the level of participation

and forms of communication in accordance with stakeholders and vision of the development of Kadisobo ecotourism village. The level of participation affected the form of relationship to be developed and further assisted in developing relevant programs. By analyzing their views and comments, ways to develop and maintain relationship could be identified. Within the context of this research, stakeholder participation can be in the form of stakeholder consultation forum, meetings, face-to-face interviews, questionnaires, and others, in which stakeholders were encouraged to express their views on the issue. Data collected from these stakeholders, along with other secondary data, were then analyzed and became the guidance to develop Kadisobo ecotourism village.

As researchers, we needed to tell them about the news, to consult with them and collaborate on policy, and empower the stakeholders. We also partnered with stakeholders in every aspect of the decision including the development of alternatives and the identification of the preferred programs. Stakeholders in this quadrant have a maximum level of participation, which is up To Empower/To Collaborate. Thus, based on stakeholder engagement and the priority needs in developing ecotourism village, we defined road map and some development programs.

Kadisobo Ecotourism Village: the Development Strategy

A tourist destination is a combination of many products and services that can be difficult to put together. Nonetheless, it is a challenge to build a new tourist destination. What interesting about this is sometimes there is not many changes needed to build a new destination. One of the reason is the desire of visitors to enjoy natural atmosphere of the destination, for example, countryside, rice field, and traditional living that can be found in a village.

Tourism Village can be defined as *where small groups of tourist stay in or near traditional, often remote villages and learn about village life and the local environment* (Inskeep, 1991). It is a place that has certain characteristics and values that can be a special attraction for tourists with a special interest in rural life. This suggests that the main attraction of a tourist village is the life of the villagers and natural atmosphere that are unique and cannot be found in urban areas. The chosen of Kadisobo ecotourism village was based on an argument that this village is still in the growing categorization. Also, for the past few years we have been involved in community empowerment through some programs like horticultural agriculture and cultural workshop.

To start developing ecotourism village, we based on the regulation and information issued by the Department of Cultural and Tourism District of Sleman Regency. According to Head of the department, there were 38 tourism villages by the end 2013. There is a tourism village that has been very independent, 7 tourism villages with self-contained classification, 8 tourism villages with developing classification, 15 tourism villages with growing classification as well as 3 tourism villages which their institutions need to be reactivated. Based on this classification, Kadisobo ecotourism village is included in the growing classification. It means that Kadisobo ecotourism village still needs to develop its tourism potentials to attract more visitors coming to the village. In doing so, through stakeholder engagement process, we consulted management of Kadisobo ecotourism village using focus group discussion. Our discussion led to tourism potentials mapping of the village.

Second finding was the identification of village potentials. These findings need to develop more and become main activities of ecotourism village. The challenge is once the village potentials are identified, the designed programs must in line with the concept of ecotourism, as its primary purpose, an interaction with nature, and which has, as an integral part of that interaction, a desire to minimize or eliminate negative impacts (Orams, 1995). Simply saying, the developed ecotourism programs must be sustainable and minimize negative impact to both villagers as well as environment. Village potentials identified include fertile land that can be optimized for developing organic crop cultivation area; river that flows at the side of the village and suitable for water activities; and wide land that can be used for outbound activities. Some facilities like an open hall

that is placed in the village field also need to build as the center of activities. The need is immediate as visitors coming in groups require a hall big enough to conduct various activities, besides on the open playground. By having a hall, management of tourism village doesn't have to hire big tent which may cause high expense.

Based on these findings, proposed programs were then consulted with villagers in conjunction with the Department of Tourism and Cultural of Sleman Regency. One important program was counseling on the growing of tourism village in Sleman Regency and the potentials of Kadisobo had to become a tourism village. The speaker was invited from the Department of Tourism and Cultural of Sleman Regency. The counselling emphasis on the process of developing an ecotourism village and its impacts on villagers. The speaker assured villagers that Kadisobo deserves to be ecotourism village.

Principally, the development of Kadisobo ecotourism village follows the basic idea of ecotourism dimensions which are nature based, environmentally educated, and sustainably managed. The last dimension is taken to encompass both the natural and cultural environments involved in supplying the ecotourism experience (Weaver, 2001). Kadisobo is a village located in the northern region of Sleman Regency. Due to its geographic structure which is very interesting, Kadisobo can be developed into an ecotourism destination. Rice fields stretches on one side and a river flows on the other side. Kadisobo is also a good area of water infiltration. Therefore, this village is a fertile territory and various types of plants can be planted. It is not surprising that many villagers utilize the fertility of the soil for farming. This then makes Kadisobo is also called the Agricultural Tourism Village. Various community groups are also involved in agricultural activities, among others Lohjinawi Group (producing organic fertilizer and organic vegetable crops), Fish Farmer Group (KTI), PKK and others. This condition actually makes it easy for the development of ecotourism village.

To overcome lack of knowledge and unskilled guide, social engineering were designed in the form of customer service and guide training so that guides of Kadisobo ecotourism village can be more interactive and friendly in serving people who come to the village. In terms of customer service training, both conceptual and practical knowledge were given to assure villagers are open to visitors coming and walking around the village. They were emphasized to introduce Javanese traditional values in terms of behavior, tradition, and habits. The villagers of Kadisobo upholds the preservation of culture. It can be seen from the convening of several traditional ceremonies and dances as the appeal of art and culture. The traditional ceremonies include:
1. *Tedun* ceremony, held at the beginning of the rice planting season arrives.
2. *Wiwit* ceremony, held at the beginning of the harvest season of rice.
3. Pekbung, Karawitan, Kubrosiswo, Laras Madyo, Cokekan, Karawitan, Javanese traditional instrument and dance.

Thus, visitors can experience real life of Javanese village with its culture, while villagers can preserve its cultural tradition. The rural tourist experience in particular must be understood as the overall experience of a large number and diversity of resources, attractions, services, people and environments offered by a destination, not all principally designed for tourist use, but all of which impact on the experience and are potentially sought out and valued by tourists (Kastenholz, Carneiro, Marques, & Lima, 2012).

Other developed ecotourism program is organic farming of vegetables and fruit. This program is strongly supporting the idea of ecotourism, especially on the aspect of sustainability. Organic farming becomes an interesting trend for ecotourism packages. Vegetables and fruit picking can be developed into an interesting ecotourism package. Organic farming of vegetables and fruits then became an alternative that can be done in the villager's house yard. In the organic farming program, villagers were trained how to plant vegetables and fruit, how to pick up ripe fruits and how to use organic fertilizers derived from chicken manure waste. Besides that, the training had also gave result in the form of two kind organic fertilizers: solid and liquid fertilizers. However, further experiment on a variety of crops had to be done, so that fertilizer product can be commercialized besides for villagers own use.

Vast terrain on the edge of the river is very potential as a location for outbound activity to vary the tourism around the village. Kadisobo ecotourism village doesn't have any outbound infrastructure and instructor, despite high demand for outbound. Social engineering for outbound program was designed. Village youth is also potential to be trained as outbound trainers. Outbound program needs to be developed to be more varied in accordance with the target market and the needs of users (children, adolescents, adults). Folk games that can be adopted in outbound activities were also identified and merged into outbound program. For outbound Training, trainer from Faculty of Psychology, Gadjah Mada University was invited to give conceptual as well as practical knowledge to those who will be outbound trainers.

Lastly, another program was designed to assure that the development of ecotourism village is on the right track. The engagement of the Department of Cultural and Tourism of Sleman Regency in the development process of ecotourism village had created a program called one hotel one village. This program encouraged four to five star hotels situated at Sleman Regency to support ecotourism village. The support can be in the form of giving inputs for the development of ecotourism village based on the hotel's guests input who want to visit ecotourism village. It can also be physical development which still in line with the concept of ecotourism. The engagement of hotels is crucial as they can bring visitors to the village. In many cases of tourists coming from overseas, they want to visit ecotourism village to enjoy nature environment and village life. Thus, rice planting, bike riding, and fruit picking are some programs to offer. These programs are adjacent with the new concept of ecotourism as proposed by TIES (2015).

Conclusion

The use of stakeholder engagement has been very dynamic. Stakeholder engagement doesn't only used by corporation. It has now been adopted by many organizations. This paper shows how stakeholder engagement had been used to identify relevant stakeholders in developing ecotourism village. The identification of primary and secondary stakeholders helped determine types of stakeholder participation, which later identified the problems. Based on this condition, relevant programs can be determined. The use of stakeholder engagement especially in developing ecotourism village where sustainability, natural environment, maintain the well-being of local villagers, and preserving village tradition proves to be crucial. Stakeholder engagement proves to be a method for enhancing trust or as a substitute for true trust, as a discourse to enhance fairness or as a mechanism of corporate governance (Greenwood, 2007).

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