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# THE ROLE OF SOCIAL WORKERS IN THE DEVELOPMENT OF TOURISM VILLAGES

(Descriptive Case Study in Cianjur Regency)

## *Abstract*

*The description of the role of social workers is considered important because the initiator of the formation of a village tourism program in Sukaratu Village is the social worker itself, so that if the role can be fully described it is not impossible the role of social workers. In the village of Sukaratu can be adopted by other communities in different regions that have the same commitment to community development. These findings indicate that the role of community social workers at the identification stage is more facilitative and educative. At the socialization stage, the role of social workers is more dominant in practicing the role of representation and education. Subsequent roles in the social worker planning stage play a more facilitative role and in the implementation stages of social workers practice more training (educational) skills. Then at the evaluation stage the social worker does not perform a representational role, but rather performs a facilitation role to facilitate the evaluation procedure and the various aspects that must be in the evaluation process. While the barriers experienced by social workers in implementing the community development process in Sukaratu Village is in increasing the number of people involved in the implementation of representational roles..*

*Keyword: Social Worker's Role, Community Social Worker, Tourism Village, Community Development*

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## **A. Pendahuluan**

This village is a strategic area in the development of natural and human resources potential. The village has always been the object of development launched by the central government, from a centralized development model to decentralization has been tried by the government to realize the welfare of society in rural areas in particular. Law No. 6 of 2014 on Villages is a tangible form of central

government in terms of channeling the authority and management of local resource forces to support equitable development and to foster development gaps between rural and urban areas.

The condition of regional development until the end of 2014 still shows the welfare gap between urban and rural communities. The poverty rate in Indonesia in September 2014 reached 27,777,778 people. With the distribution of the city reached the number of 10 356.69 people or 8.16% and rural areas reached the number 17 371,09 people or 13.76%. (Source: <http://www.bps.go.id/linkTabelStatis/view/id/1488> diakses 22 juni 2015).

The condition of rural poverty is quite ironic considering that the village is the spearhead of national development with abundant human and natural resources potential. Community development activities are then closely linked to empowerment activities. Because in addition to developing the potential of the community, it can also encourage active and initiative of community participation in combating various existing social problems, such as poverty and unemployment.

Community development activities should be able to give an

opportunity to a region or village to realize their interests and ideals according to their potential. Because basically each region has unique and different potential, so in the end the selected community development model will bring up "Local Products" with the characteristics and identities of related areas. Economically for example, there are areas that can be rice warehouses. There is also a potential area to become a tourist destination that is able to provide stimulus to increase the country's foreign exchange from the visit of foreign tourists to the country.

The development of the tourism industry is essentially an activity exploring all the potential of tourism, whether derived from human resources, natural resources and man-made resources. Therefore, comprehensive management is required and involves the participation of various stakeholders from the government, private sector and local communities to realize satisfactory services (Sunyoto Usman, 2006).

The development of rural tourism through the village tourism program then became a discourse in various regions in Indonesia as an alternative solution to suppress the rate of urbanization

and community development efforts. Therefore, the development of this tourist village in addition to preserving the existence of potential assets of the region, can also empower and improve the welfare of villagers through the creation of tourism package products, among others: Cultural Tourism (Cultural Tourism), Nature Tourism (Ecotourism)) And so on.

The tourist village is a community-based tourism development model. This means that the local community is a leading sector and plays an important role in the development of tourist villages with the ability of the community itself, the skills of the community itself which aims to improve the welfare and livelihood of the people of Sukaratu Village.

Therefore, community participation is a very important aspect in the success of the village tourism program.

Community-based society is one of the concept of community development which in this society becomes a major role in the development of tourism village development. Village tourism is seen as a form of community development. Herbert J. Rubin and Irene S. Rubin in Lee J. Carry (1970: 23) define it as follows:

'Community development involves local empowerment through organized community groups working collectively to control decisions, projects, programs and policies that affect them as a community' (1992: 43).

The definition illustrates that community development emphasizes the empowerment of local communities through the collective activities of organized groups to control decisions, projects, programs and policies that affect them as a community.

Cianjur regency is one of the districts in West Java who are actively carrying out community development and development activities in the field of tourism. Cianjur geographic location that became the strategic liaison link Cianjur-Jakarta, as an opportunity for the government of Cianjur Regency to develop the potential and assets of the region into a tourist commodity. At least until now Cianjur Regency has 26 tourist objects are packed in various types of tour packages, such as: nature tourism, cultural tourism, artistic tours, history and so forth. (Disparbudjabar2010).

Seeing this quite open tourism development opportunity, Sukaratu Village located in District

Gekbrong moved quickly to take part in exploiting the momentum of opportunity. This is what then encourages social workers from Societa Indonesia to participate in the potential development of the Sukaratu community. Societa Indonesia itself is a social welfare organization engaged in social services to individuals, families and communities that exist in Cianjur regency. Its contribution in the development of Sukaratu village potential is implemented in community development activities through the Village Tourism program

The idea of making Tourism Village has started to emerge in 2008. The first step taken is to identify the various potentials that can be managed and developed its existence. In 2010 Sukaratu Village has succeeded in establishing itself as a Cultural Tourism Village, Integrated and Independent. Through the packing of this Village Tourism program, Sukaratu Village seeks to improve the welfare of its citizens. This welfare will be achieved if there is adequate accessibility, both economically and non-economically to the internal and external resources owned by the Sukaratu Village community.

The success of Sukaratu Village that turned into a Tourism Village deserves appreciation, because not all rural areas can change quickly without offset the skill of identifying potential with the model of its utilization. So that community development activities undertaken by social workers in the form of village tourism programs should get more attention, because it could be a community development activity undertaken by social workers in the village of Sukaratu can be a model of community development in other areas.

Thesis research conducted by Dewi Kartikawati in 2014 under the title "Community Empowerment Through Village Tourism Program in Sukaratu Village, Gekbrong Sub-district, Cianjur Regency, West Java", at least gives an overview of community development process done by community workers in Sukaratu Village. The results of this study explain that the development process is done to form a tourist village through several stages, among others: identification stage, sosialisasi, planning, implementation and evaluation

At the community development stage there must be a role undertaken by social workers. Among the roles that such social

workers can perform are facilitative, educational, representational and technical roles. The role is implemented to support the success of the previously proclaimed community development program. So it is necessary to describe the various roles performed by social workers, so that their contribution to this community development activity can be seen clearly and completely. Because basically, if this role can be clearly described or described, then the role of social workers in community development activities is not impossible to adopt also by people in other areas to develop the potential of the region.

Therefore, based on the above urain, this research will lead to the description and description of Social Working Role in Developing Rural Community in Village Tourism Program in Sukaratu Village, Gekbrong Regency, Cianjur Regency, West Java.

The purpose of this study is to determine the role of social workers in an effort to improve rural tourism. While the purpose of this research are:

1. Describe the role of social workers in the Identification stage of the village tourism program in Sukaratu Village

2. Describe the role of social workers at the socialization stage in the village tourism program in Sukaratu Village
3. Describe the role of social workers in the planning stages of the village tourism program in Sukaratu Village
4. Explain the role of social workers at every stage of the village tourism program in Sukaratu Village
5. Explain the role of social worker in the Evaluation phase of the village tourism program in Sukaratu Village

## **B. Result and Discussion Sukaratu Village's Potential**

Sukaratu Village is one of the villages in Kecamatan Gekbrong Cianjur. There are 8 villages that are part of Gekbrong Regency, including: Bangbajang, Songgom, Cikancana, Kebon Village, Gekbrong Village, Cikahuripan, and Cintaasih. Initially Sukaratu Village is a combination of two villages namely Cikujang Village and Cibeleng Village and bageian from the famous warung area. However, in 2004 the Gekbrong region evolved into a new autonomous region of Gekbrong Regency. Sukaratu village also borders some of the surrounding villages, including: northern border

with Bangbajang village, south of Cikancana village, east of Cikancana village and west by Cikaipur village.

Based on data obtained by the Marine Service of Gekbrong Regency of Cianjur Sukaratu Regency. It can be seen that the total population of Sukaratu Village is 5,621 total in 2014 which consists of 2,839 male population and 2,782 female population. The composition of the inhabitants of Sukaratu Village when looking at available data is quite potential to be developed. The labor force in Sukaratu (18-56 yrs) has reached 3,335 people, this number on the one hand shows good resources in the community to do development, but on the other hand also shows the amount of work needs for them. . Some productive age groups (3355 people) of Sukaratu resident were in the working age group (18-56 years old) where 1664 were in school and unemployed and (2) disabled and unemployed.

The condition of education level that has been taken by Sukaratu community is still low. The majority of people have primary school graduates with a total of 3008 people. The low education of most Sukaratu residents has resulted in low job competitiveness in the labor market. The choices

available to them are very limited, so most of the villagers of Sukaratu work as farm laborers and farmers. The large number of farmers, farm workers and rice fields that exist, it becomes not strange if the economy is supported by many agricultural commodity products. Rice is one of agriculture superior product from Sukaratu with its pandan wanginya rice products. Marketing of its products have arrived in various regions, especially in Java, so people are also familiar with fragrant rice pandan which is a product of this Cianjur Regency farmers.

Although most of the Sukaratu community have low education level, Sukaratu area has wide tourism potential that can be developed to support the economy of Sukaratu community in general. Tourism potential that can be developed there if referring to previous research (Darwis, 2016: Goddess, 2014) is as follows:

#### 1. Cultural Tourism

Sukaratu Village is one of the villages that is now being developed into a tourist village based on the development of local cultural and artistic potentials. Sukaratu village includes a village built on the initiative of the people there who see the potential of

cultural diversity and art that lives and thrives in the life of the community, such as: Jaipong dance, rengkong tile and some traditions such as Jajangkungan, Sondah, Serseran, Wawayangan, Ngadu Panggal, Oray-orayan, Gatrik, Sorodot Gaplok, Congklak and others.

Based on the results of tarisasi inventory, there are at least 22 types of kaulinan overtime that is now maintained in the Sukaratu Village that has not been extinct.

## 2. Nature Tourism

Then in addition to the potential of cultural tourism, Sukaratu also has the potential of nature tourism offered include: natural attractions with the beauty of land pesawahannya, gardens and rivers Sukaratu village also has the beauty of the lake with mountains, because the village is surrounded by mountainous areas, namely Gunung Bubut, Gunung Kencana, and Mount Gajah which is the most favorite place to climb and camp.

The mountains surrounding the village of Sukaratu are very interesting natural scenery, especially when the planting season arrives, the green color of the rice plant with the combination of the lake with the mountains is very beautiful and cool eyes.

## 3. Tourism History

Historical tours are also offered by the people of Sukaratu Village to those who are interested to admire the history of their ancestors there. Kabayan graveyard is one of the places that can be visited there, this tomb is located or buried in Lemah Duhur area.

Then, there is also a trace of stone from the tread and tomb Eyang Deg Deg Jaya who is on the top of the Mountain Lathe, all of it is the legacy of the Sundanese. Cianjur is known for its many cultures. It is only the inheritance value of the ancestors. These remains are evidence of the death of life in Cianjur, especially in Sukaratu Village.

## 4. Culinary Tour

Culinary tour is one of the offers for tourists or guests who visit the Village Sukaratu. The main menu of this culinary tour is usually combined with various types of rice dishes such as salted fish, tempe orek, chicken, jengkol olive, chilli fried petai, sambel and various types of vegetables. The food menu can be enjoyed directly with the people there, the people there call this ordinary food term with the term "Botram". Botram is a meal together with the same meal menu and is done openly with a lesehan

style, and in a relaxed atmosphere, so the pleasure of eating will be combined with an intimacy atmosphere with many people's relationships. This shared food is not sponsored, no one takes care of it, but everyone serves a shared meal that can be eaten together.

### **Community Development based on Village Tourism Program**

Tourism is experiencing rapid growth. This is marked by the increase of foreign tourists visiting in January to October 2015 which reached 8 million foreign tourists cumulatively. This figure increased 3.38% over the same period in 2014 which only reached 7 million tourists. As for the number of domestic tourists who travel in January to October 2015 as much as 208 million trips. So if the calculated performance of tourism sector during 2015 to give the national gross domestic (GDP) of 4.23%.

Responding to the development potential of the tourism industry is very appropriate if the government and its staff began to promote development programs in various regions. Tourism development can be seen as a community development approach that aims to increase economic growth and improve the welfare of its people.

The development of the tourism industry is essentially an activity exploring all the potential of tourism, whether derived from human resources, natural resources and man-made resources. Therefore, comprehensive management is needed and involves the participation of various stakeholders from the government, private sector and local communities to realize satisfactory services (Usman, 2006).

Community participation in tourism development and management is an important factor, as they will understand tourism and its contribution to development efforts. This community involvement is considered important because it can encourage community support and acceptance of tourism programs related to their needs, in addition they also know more about what can be done and what can not be done in the environment where he lived. Therefore, the community should be given the opportunity to directly manage the potential it has, both human resources, natural resources and human resources.

The concept of rural tourism or better known the concept of Tourism Village is one of the concepts of tourism that positions



the community as the main actors in its management. The study of experts explained that the tourist village is a community-based tourism concept. Ernawati (2010) states that Community Based Tourism is a model of tourism management managed by local people who seek to minimize the negative impacts of tourism on the environment and culture while creating a positive economic impact.

This community-based tourism management model has been successfully implemented by social and community workers in Cianjur Sukaratu Village, West Java. His educational background as a graduate of Bandung Social Welfare School gave him a sensitivity to the social conditions of the Sukaratu community. Sukaratu village that has many potentials has not been utilized to improve the welfare of its citizens, due to the low quality of human resources caused by the low education owned.

Village tourism programs are then initiated by social workers there to develop the potential of the community. Community development efforts undertaken by social workers are not easy and time consuming, so to obtain optimal results required a mature

planning process. Because basically community development is one method of social change planned. So that this planned change should be professionally designed to overcome the problems and meet the needs that exist at the community level (Suharto, 2006: 2).

Herbert J. Rubin and Irene S. Rubin in Lee J. Carry (1970: 23) reveal that community development places great emphasis on empowering local communities through the collective activities of organized groups to control decisions, projects, programs and policies that affect them as a community. Therefore, a planned planning process is needed to mobilize the collective movement of the community, so that this mature planning process will be seen as a process to articulate the various problems and potentials of society, so it is not excessive if the community already understands the problem and its potential, then it will move towards change that is constructive.

Preparing to form a tourist village conducted by the Sukaratu community is well prepared and planned by the community and social workers as a companion program. Recorded from the research that has been done before (Dewi, 2013), there are several

stages where the community in realizing this tourist village, including the stage of identification, socialization, planning, implementation and evaluation.

a. The identification stage is the stage where the social workers and the community undertake a social mapping of the problems and potential of the village. The conclusion of the Tourism Village idea by social worker at this stage shows that the community development approach that he did was directive approach. This approach allows social workers to play a more dominant role than the community, assuming that social workers or community workers know what is needed and good for society at this early stage. Although in practice, community-based workshops questioned and responded with the community about what they needed, but the answers that emerged would still be measured in terms of good and bad according to community workers. This directive approach is made to

achieve short-term plans previously made by social workers, as well as to shape community awareness and stimulate community participation to participate in the program. The emerging community participation was then used to start building various matters relating to tourism needs, one of them by conducting deliberations to integrate various actions that will be carried out to support the realization of a tourist village in Sukaratu.

2. Socialization stage is one of the stages established to provide means of recognition, recognition, and adjustment to the existence of the program as a whole by the community. This stage is used as a strategy by social workers to attract various sources outside the community that are expected to assist in the process of program implementation, so the process of introducing the program or socialization of this Sukaratu tourist village program is done to the stakeholders. at the level of Cianjur Regency such as Tourism Department, Social

Service and Agriculture Department. Then the introduction of the program is also done to the groups who are still interested in the existence of this village tourism program, community participation and village officials become an important factor in the process of community awareness, convincing and strengthening the various community groups involved. directly or indirectly involved.

3. The planning stage, this stage is used as a momentum by social workers to adopt a more participatory(non-directive) community development approach. The presumption is that the community has understood its function and role in the process of making this village tourism program so that this planning stage is used as a stage to listen to the responses of aspirations from various parties that have previously been given socialization related to village tourism program People are given the opportunity to analyze and make decisions that will have a good impact on them, and are also given the opportunity to think of ways to achieve their goals. In practice, the community then designs various

program activities to develop the potential and solve the problems they face.

The various plans undertaken by the Sukaratu community at this stage include: the work schedule of gotong-royong work of the development of tourism facilities, the comparative study plan to the area that has successfully developed the tour, and set up working groups that coordinate the community in various tourism activities, such as Punggawa Ratu Pasundan. The non-directive approach undertaken by social workers is essentially to stimulate people's ability to determine the direction of self-determination and their own self-help. So in the end people will get experience learning through the thoughts and actions formulated by them.

4. Implementation Phase. This stage is the implementation stage of various plans that have been made before, both capacity building programs and the construction of various infrastructure supporting the tour program that will be presented to the visitors. Nuryanti (1993: 2-3) revealed that there are two components that must exist in the tourist village, including:

a) Accommodation

This accommodation is defined as a place that can be provided residents for tourists in the form of residence of their own residents (Home Stay). This concept is then implemented by the people of Sukaratu Village by not providing lodging such as hotels or guesthouses to visitors. But what Sukaratu people do is to provide accommodation to stay or stay at home to visitors in the form of a will of their own citizens.

The residences provided are also relatively representative for the visitors, due to the choice of tour managers who can give the houses of people who still style the stage building with a cooking place in hawu that uses wood as fuel. Then can also use the homes of residents who already have a semi-permanent building style. Everything is done on the basis of providing a memorable experience for visitors by being able to follow and feel the lives of the villagers directly.

b) Attractions

Attractions that try to be served by the people of this Sukaratu Village is a variety of Sundanese art that allows tourists to participate following

the art of attractiveness. Art attractions are often displayed, among others: pencak silat, tutunggulan, degung, various traditional games such as egrang, sondakh, lori, clogs and others. Then in addition to art attractions, visitors can also participate in the activities of cooking traditional food from raw materials of cassava is usually done by housewives there.

Evaluation is a planned activity to know the state by using the instrument and the result is compared with the benchmark to get a conclusion. The main function of this evaluation is to examine the object or state in order to obtain appropriate information as a basis for decision making. At this stage the community is also evaluated by means of discussions and deliberations related to various tourism activities that have been undertaken and various actions to be taken to continuously improve the development of village tourism program. So that the effectiveness of activities that have been done in the field will be able to be seen and improved at any time.

The Role of Social Workers in Rural Development Through Village Tourism Programs

Status and role are the elements in the social structure that have significance for the social system. The social system is the pattern that governs the interrelationships between individuals in society. Empirically this status difference will affect how someone behaves in interacting with other individuals. Because people who have high social status will have different ways of behaving with people with low status, so that one's social status will determine its role and its role determines what it does.

The big Indonesian dictionary explains that his role is a device that tinkahlaku expect owned by people who are in the community (E.St Harahap, et al, 2007: 854). Then its role is also a dynamic aspect of position (status). If a person does his rights and obligations in accordance with his position, then he performs the role (Suekanto 1989: 234). The importance of this role is to regulate the behavior of individuals or groups in people's lives, because without this role it will be difficult to find a balance between one's own rights and obligations.

### **The Role of Social Workers in the Identification Stage**

This identification stage is an early stage in the process of making

village tourism program in Sukaratu Village. The involvement of social workers in this case as the originator of the idea of village tourism program is to underlie their ideas with various facts and data related to the urgency of the program. So to support and support the idea social workers perform technical roles by doing research. The results obtained from the research that human resources exist in Sukaratu village has not had much access to education; the majority of the population as agricultural laborers with the level of education equivalent to primary school education; and low income. But there is another potential that can be developed from the existing limitations, namely Sukaratu natural resources can be developed if the management of natural resources is optimized.

Armed with a study of the problems and potentials that exist in the Sukaratu community, social workers then continue their activities in the implementation of facilitative roles. Facilitating role is done by doing personal communication with community leaders who have influence in the community, this is done to be able to recognize the characteristics of these figures as well as recognize the characteristics of society in the

environment. In private communication this is a time where social workers can carry out the educative role of the informer. The provision of relevant information to the community especially regarding the existence of potentials in their area, the goal is to provide a new perspective to the community on the management of the potential that can provide benefits to them.

Then the next role that is socialized by social workers is to facilitate the group to accommodate the various aspirations of the community leaders as representatives of the groups they represent, it is done in order to invite them to be able to act constructively in community development efforts in this case in the making of village tourism program .

As the group has facilitated its existence, the role of the next social worker is to provide awareness or awareness raising. This awareness raising is done to identify the potential and the problem, so that the problem solving strategy is constructive. Then not finished there, social workers then provide support to the community leaders are willing to provide a space for discussion and dialogue, even the provision of consumption is also

given in discussion activities or deliberations conducted by the community. The provision of consumption in these activities, is done in order to build sympathy and confidence in the program to be made.

Then the next process is to build consensus and commitment among these leaders to support community development efforts through the village tourism program. Once this consensus and commitment has been established, the next role that social workers take is to utilize the available resources. In addition, the skills of this character to be able to support the success of this tour program. One form of utilization is to use the influence that the community leaders have to invite other communities to join and support the existence of tourism programs. The output of the discussion activities of prominent figures of the community is the formation of Punggawa Ratu team as the management team of Sukaratu Village, where the social workers are involved as the coordinator. Then the social worker puts the members of the community to be involved in the Queen's Punggawa team, according to their skills and skills.

The next activity undertaken by social workers is by making use of the networks or relationships they have. Some work relation from abroad like from Japan and Malaysia are invited to visit Sukaratu. It is intended to look for their impression of the environmental conditions of the Sukaratu community and all its potential. The impression that arose from this visit was good enough, they said that the condition of Sukaratu Village is still very beautiful and natural so there is comfort they feel when they are in Sukaratu. The impression that arise is then by social workers used as a tool for social animation to the community. Such social animation is a skill used by social workers to generate excitement, inspiration to the community so that they are motivated to perform the expected activities, in this case tourism activities in Sukaratu Village.

The role of social animation is also practiced when providing stimuli related to village tourism programs to the head of Sukaratu Village. Sukaratu Village status which is the runner-up of the village creation competition at the provincial level is discussed with the village head. The discussion raised is how to maintain the achievements that have been

achieved and preserve environmental conditions in the Village Sukaratu. Structuring the environment and the village community Sukaratu potential village, plus government attention such as the Department of Sanitation, and the Department of Industry and Commerce. Discussions made the village head move to maintain and develop the potential that has been excavated. Proposed ideas offered by social workers are acceptable, even the mandate to become a facilitator is also offered to social workers at the time.

The objections of these various stakeholders made the movement of social workers to realize their mission began to take shape. The response from Sukaratu Village Chief is to provide direction to his staff such as BPD, LPM, youth leaders to do re-mapping, related to the potential of the village which is still unknown.

Verbal presentations and computer usage are part of the technical role that social workers are running to present the results of the Sukaratu Village assessment to the Bandung Institute of Higher Education on Social Welfare. The result is STKS interested to participate in assisting the development of Sukaratu Village

community in the Village Tourism program.

Subsequent activities undertaken are various trainings that support the process of identifying the problems and potentials of the Sukaratu Village community. On this occasion the role of social workers is to conduct training. Together with a team from STKS, Punggawa Ratu, and the community in attendance, a group was formed to perform a more specific identification. Identification is done, among others, culinary identification, organization identification, and the identification of kaulinan barudak.

Other identification results are the identification of various arts and historical places that exist in Sukaratu such as Goa, rock pacakung, kabayan grave, degdeg jaya, and others. The results of the assessment encourage the public to explore the potential that exists in the environment. Furthermore, social workers also facilitate groups to be able to showcase all their potential, through "Cultural Hell" activities. The event featured a variety of artistic, culinary, kudinan barudak attractions discovered by the identification group. From these activities, can be seen various potentials owned by Sukaratu community. In addition,

by utilizing the network owned, this activity is also covered by some print media.

To identify potential, social workers are also involved in social animation to arouse citizens' enthusiasm in the program. What social workers do is showcase various video videos of tourist villages in Jogjakarta. The result is that people are increasingly interested in the idea of tourism made by social workers. Then on another occasion some community representatives were then invited to a comparative study for the Hong Community and Gending Karesmen in Bandung. The result of enthusiasm and trust from the community is increasing to realize the tourist village in Sukaratu.

Upon returning from a comparative study, the community representatives shared their experiences with other communities. Then the spirit and optimism of other communities also increased in the realization of tourist village in Sukaratu Village.

The impact of public trust on the village tourism program is the increasing mobilization and public participation in the formation of tourist villages. It is always fully supported by social workers while providing space for dialogue with communities or places to organize



training to support the implementation of village tourism programs.

### **The Role of Social Workers at the Socialization Stage**

The socialization stage is the second phase of the community development process in Sukaratu Village. At this stage the dissemination of information related to the potential that exists in the Village Sukaratu, this stage is used as a strategy to attract various programs owned by various sources outside. The hope is that this outsider program can be integrated into the village tourism program. The first role performed by social workers is to collect data that has been generated at the identification stage. The data is then processed into a written form which is then presented to various parties, including the government, educational institutions and related communities. This is done in order to run the role of the social worker who is looking for and obtaining sources from the community that can help the program, both in terms of financial, thinking or energy.

Socialization activities to the government are also used as an arena for the needs of the community regarding the sustainability of the program.

Social workers invite community representatives to participate in socialization activities to the government, this is done so that in the future people can understand how to convey good aspirations to the local government in particular. The government concerned in this case is the Social Service and Tourism Office of Cianjur Regency. Then the presentation was also conducted by social workers to Pasundan Community Circle, this community is engaged in preservation of Sundanese culture. Then in order to build the voluntarism movement, social workers re-run a representational role. This representation role is manifested by the public relations in various meetings with the higher education institutions and social institutions. The existence of Learning Forum activities in several universities institutions, including universities ever encountered are STKS, Unpas, Unpad and IPB Bogor. The core of the Learning Forum activity is that social agencies want to make room for educational institutions to contribute in building Sukaratu Village community in cultural tourism village program.

The results of this socialization event attracted the attention of

many people. Representatives of parliament, cultural, journalist, SKPD Cianjur then came to visit Sukaratu Village. Social workers at that time immediately facilitated the groups to build their commitment in supporting the village tourism program. All Suggestions for Sukaratu. The momentum of the presence of these figures is also made up of social workers, the Focus Group Discussion forum was soon made to make more technical planning related to the making of the Village Tourism program and the plan of declaring the tourism village as the peak of the socialization activities.

### **The Role of Social Workers in the Planning Stage**

This stage is the stage of goal determination process to be achieved by the community with the village tourism program in Sukaratu. This planning activity is conducted in conjunction with FGD (Focus Group Discussion) activities conducted by social workers with community and government leaders. The course of discussion is led by social workers beginning with problem analysis and a workable program plan. The role of the social worker here besides being a group facilitator, also exercised his technical role in

delivering verbal presentations to community leaders about the circumstances of the Sukaratu community at the time. Some of the issues discussed are as follows:

1. Lack of infrastructure to support tourism village activities and limited initial operational funding for program sustainability
2. Low quality of human resources
3. Promotion issues and publications

The problem was then responded by community leaders and the government in attendance. Among them by the chairman of the Circle of Friends Pasundan Abah Rukawan, with ordinary abah menyarang various sources that can be accessed by society Sukaratu. As for the problems of tourism support and operational funds, it links issues with government programs such as PNPM Mandiri in Tourism. Then for the improvement of the quality of human resources, the Department of Tourism has a program that can be integrated at that time, SAPTA PESONA PARISIKA program. Sapta Pesona is a requirement that must be realized to attract tourists to visit a particular area, Sapta Pesona's own coverage include: safe, orderly,

clean, cool, beautiful, hospitality and memories.

### **The Role of Social Workers in the Implementation Stage**

This implementation stage is the realization stage of the various plans that have been made in the previous stage. The form of social workers' involvement in this stage of implementation involves facilitating groups and providing support to groups when infrastructure development funds fall. Subsequently the aid fund for the infrastructure development went down, the social worker then gathered the aid groups in their home to be given direction related to the financial management to be done by the group. Information provided by social workers include: the use of money must be in accordance with what is written in the proposal and when making transactions purchases of goods required program must be accompanied by a memorandum note. This is done to facilitate the work of the community when creating accountability reports after the development program is completed and the form of implementation of the technical role of social workers for financial supervision.

The next assistance came from KESUMA Foundation and Pasundan University which for the manufacture of saung pasanggrahan. Saung facility is then used as a facility to gather and implement agricultural field schools program from the agricultural service. So with the existence of this saung facilities 9 groups of farmers in the village Sukaratu then taught to manage good agriculture by facilitators of the local agricultural service. Then the program that the nature of community capacity development also began to exist from several parties, both government and private. Capacity building training on community development was provided directly by the team from the Social Welfare College and tourism training came from the tourism agency through the socialization program of Sapta Pesona Pariwisata. The place of execution of the program is done in Sukaratu and some are done in Pangandaran. The role of social workers in this case is to manage the teams that participate in this training and choose a team representative who can represent other team members to attend the training in Pangandaran.

Entrepreneurship training is also conducted by several relationships

from social workers from Jakarta and some universities in Bandung. The role of the social workers at that time was to provide support to the groups involved by facilitating the training activities in their area of residence.

Entrepreneurship training is provided among others about food technology whose facilitators come from Universitas Pendidikan Indonesia and Pasundan Unipersitas. Then there is also the training of Guava Juice delivered by Unpad and CSR team of Bank BJB, then for processing of snack foods made from cassava is delivered by social worker relation, Mr. Wakhid and handicraft making (Knitting) delivered by the mothers of former Labor Female (TKW).

In the next development visits from various regions began to come for a tour in the Village Sukaratu. This is due to the existence of various news published online and electronic media. Social workers themselves in this case the liaison between the interests of the community and visitors, because before any visit the visitors must first fill out the reservation form booking tour packages provided by social workers. Once there is an agreement then informed the community package of tourism activities that these visitors want. The social worker's skill in using

media helps the community in promoting tourism activities in Sukaratu.

Then one of the most interesting is the camp activities involving 16 countries that promote the theme of peace. This camping activity lasted for 6 days and the participants lived in the homes of the people who have been provided. The impact of this camping activity is one of them is Sukaratu Village began ogled by the private sector and the government. This opportunity is not disiasiakan by social workers to build a network with these parties, with the private sector social workers build cooperation with one of the hotels in the peak area, the hotel will help inform the Village Tourism Program Sukaratu to the penghini hotel. Then with the government of social workers to establish various programs that can be integrated with village tourism programs, such as programs PNPM Mandiri Tourism, Child Welfare Program, counseling for drug abuse victims, RUTILAHU, Paket B until the making of formal school junior high school. The results of the collaboration show proof that the social worker's ability to run community relations skills, networking and obtaining various resources that can help the program is quite good. So if it is

linked with the social worker's initial mission to help reduce poverty in Sukaratu, then slowly begins to show results with the many parties who continue to support the improvement of the welfare of the people of Sukaratu Village.

### **The Role of Social Workers at the Evaluation Stage**

This evaluation stage is the stage of assessment of the implementation of activities that have been passed by the management team of Punggawa Ratu Pasundan. Activities conducted in the form of discussion and shering moment between team members who have followed the activities. This evaluation also serves as a forum for future program improvement activities, so it is not uncommon for the team members who participated in this evaluation event to evaluate each other's performance. The role of the social worker himself in this evaluation activity as a facilitator begins with facilitating the group to gather at home and followed by the delivery of information regarding the impressions and messages received from the visitors. Impressions and messages are then discussed through casual discussions between team

members and ultimately bring up suggestions for improvement or development of services that will be provided if there are more visits. The ideas and suggestions proposed by the community then by social workers are documented through media such as notes, cameras and computer work.

The evaluation phase is the stage where the Sukaratu people directly assess the results of the work they have done in the village tourism program. The role of social workers in the evaluation phase is already considerably reduced when compared to the previous stages, social workers play a more role as facilitator to continue to support and maintain existing changes. This is also due to the learning process that the community has passed along with the social workers has almost reached the end point, where their confidence level has been much improved when compared to the condition when the initial stage of identification. The achievement of these conditions is the result of various learning processes that social workers have poured into various Capacity building trainings, so that ultimately people are aware that their community development process is determined by themselves as the perpetrators of

the change and the various assistance that comes to them either from the workers social or other party position is only as a stimulus that leads them towards independence

### **C. Conclusion**

The research about The Role of Social Workers in Community Development Through Cultural Tourism Village Program In Sukaratu Village, Gekbrong Sub-district, Cianjur Regency, West Java, aims to describe the implementation of the role that social workers have and the obstacles experienced in every stage of community development that has been done from the start of identification, , planning, execution and evaluation. This research method using qualitative approach, with analysis of data discriptif by data gathering method through interview, documentation study and observation.

Based on the research objectives that have been stated previously, then the results of research that has been done to get the conclusion as follows:

1. The role of social workers in the identification phase focuses more on how to facilitate the community to be motivated to participate and educate people

to be aware of their potential and abilities.

2. The role of social workers in the socialization stage is more representational and educative.

The representational role undertaken at this stage is the social worker's strategy in searching for various sources that can help the implementation of the village tourism program and for the educative role of social workers to build confidence to the community and outsiders in order to support the program's sustainability.

3. The role of social workers in the planning stages is to play a facilitative role that is to facilitate the various aspirations of the community and stakeholders who will be involved in the program.

4. The role of social workers in the implementation phase is very stressful to the program to build the quality of human resources through various skills training for the community.

5. The role of social workers in the evaluation phase is more to facilitate evaluation procedures to the community and the location of their evaluation activities.

The social worker's barrier to the role experienced by social workers is in improving the quality of human resources involved in the program. This obstacle occurs when the role of Public Relations that has been run by social workers in accompanying the village tourism program can not be replaced by the community. So the role of PR is largely for promotion, networking and finding sources that can help the sustainability of the program can not be optimal. If this remains left to the program's sustainability it will be slightly threatened when there is a vacuum of role left by social workers.

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