

## **Community Participation in Implementation of 4 Pillars of Sustainable Tourism in Janti Tourist Village, Klaten**

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### **Abstract**

Tourism is a dynamic industry that significantly contributes to global economic growth by creating jobs and increasing income for both communities and governments. This study aims to analyze community participation in implementing the four pillars of sustainable tourism in Janti Tourism Village, Klaten Regency. Employing a qualitative approach, data were collected through interviews, observations, and analysis of relevant literature, including journals, books, and official documents. The data were then analyzed through three stages: data condensation, data presentation, and conclusion drawing or verification. The findings indicate that Janti Tourism Village has successfully evolved into a well-managed tourism destination by integrating community participation with sustainable tourism principles. The community plays an active role as tourism managers, cultural heritage preservers, and environmental stewards, facilitated through training programs, socialization efforts, and regular meetings. Additionally, community members have access to village meetings and performance reporting forums, ensuring their voices are heard in decision-making processes. The study confirms that Janti Tourism Village has effectively implemented the four pillars of sustainable tourism—sustainable management, socio-economic development, cultural preservation, and environmental conservation. These aspects are well-integrated within the village's tourism development framework. However, further improvements are needed to enhance community engagement and optimize the benefits of sustainable tourism.

Keywords: Community Participation, Sustainable Tourism, Tourism Management, Janti Tourism Village

### **Abstrak**

Pariwisata merupakan industri yang dinamis dan berkontribusi signifikan terhadap pertumbuhan ekonomi global melalui penciptaan lapangan kerja serta peningkatan pendapatan bagi masyarakat dan pemerintah. Penelitian ini bertujuan untuk menganalisis partisipasi masyarakat dalam penerapan empat pilar pariwisata berkelanjutan di Desa Wisata Janti, Kabupaten Klaten. Menggunakan pendekatan kualitatif, data dikumpulkan melalui wawancara, observasi, serta analisis literatur yang mencakup jurnal, buku, dan dokumen resmi terkait. Data yang diperoleh kemudian dianalisis melalui tiga tahap, yaitu kondensasi data, penyajian data, dan penarikan kesimpulan atau verifikasi. Hasil penelitian menunjukkan bahwa Desa Wisata Janti telah berkembang menjadi destinasi wisata yang dikelola dengan baik melalui penerapan prinsip-prinsip pariwisata berkelanjutan dan keterlibatan aktif masyarakat. Masyarakat berperan sebagai pengelola wisata, pelestari budaya, dan pengelola lingkungan yang difasilitasi melalui program pelatihan, sosialisasi, serta pertemuan rutin. Selain itu, masyarakat memiliki akses untuk menyampaikan pendapat melalui musyawarah desa dan forum pelaporan kinerja, sehingga keterlibatan mereka dalam proses pengambilan keputusan dapat terjamin. Penelitian ini menegaskan bahwa Desa Wisata Janti telah berhasil menerapkan empat pilar pariwisata berkelanjutan, yaitu pengelolaan yang berkelanjutan, pengembangan sosial-ekonomi, pelestarian budaya, dan konservasi lingkungan. Keempat aspek ini telah terintegrasi dalam pengelolaan pariwisata desa. Namun, diperlukan peningkatan lebih lanjut dalam memperkuat partisipasi masyarakat serta mengoptimalkan manfaat pariwisata berkelanjutan bagi seluruh pemangku kepentingan.

Kata Kunci: Partisipasi Masyarakat, Pariwisata Berkelanjutan, Pengelolaan Pariwisata, Desa Wisata Janti

## **INTRODUCTION**

The Indonesian government has designated villages as the frontline in efforts to achieve national development goals. Based on the provisions of the Village Law regarding fund disbursement, a village entity known as the Village-Owned Enterprises (BUMDes) was established to manage village assets and promote economic self-sufficiency. Additionally, based on the Decision of the Head of DISBUDPORAPAR Klaten Regency Number 2 of 2023 regarding the inauguration of the Janti Jaya Tourist Awareness Group (Pokdarwis), it was deemed necessary to establish this group to foster a positive attitude and support from the local community in embracing tourism. The formation of Pokdarwis aims to instill the values of *Sapta Pesona* (the seven charms of Indonesian tourism) to enhance tourism development and its benefits for regional progress and community welfare. The Janti Jaya Tourist Awareness Group is expected to create a conducive environment for tourism development, facilitate regional growth through tourism, and provide economic advantages for the local population.

Tourism is a dynamic industry that plays a crucial role in accelerating global economic growth (Haribudiman et al., 2023). This sector contributes significantly by creating and expanding job opportunities, thereby increasing income for both the community and the government. The growth of income through tourism has positioned this sector as one of the most potential drivers of regional economic progress. Additionally, tourism development is considered an effective tool for poverty reduction. According to data from Badan Pusat Statistik (BPS, 2024), Indonesia's poverty rate has declined, with the percentage of urban poor in March 2024 recorded at 7.09%, a decrease from 7.29% in March 2023. Meanwhile, the percentage of rural poor in March 2024 stood at 11.79%, down from 12.22% in March 2023. The development of tourism, particularly in rural areas, has successfully transformed the livelihoods of village communities, contributing to their economic prosperity (Pangesti, 2020).

Klaten Regency is recognized as one of the areas with the highest number of tourist visits in Central Java in 2023. The total number of tourist arrivals in Central Java reached 56,949,806, comprising 464,719 foreign tourists and 56,485,087 domestic tourists. In terms of international tourist visits, Klaten ranked second with 163,882 visitors, following Magelang Regency, which recorded 252,957 visits. Meanwhile, for domestic tourist visits, Klaten also ranked second with 6,293,175 tourists, after Semarang City, which had 6,470,037 visits (DISPORAPAR, 2023). Klaten Regency is known for its diverse tourism potential, especially its abundance of water tourism attractions due to the presence of numerous natural springs (Permana et al., 2023). The regency is often referred to as the "City of a Thousand Springs", highlighting its vast array of spring-based tourism destinations (Yulianto A & Kumalaningrum A, 2020). According to Badan Pusat Statistik Klaten (2015), there are 174 natural springs scattered across Klaten, with a significant concentration located in Janti Village, Polanharjo District.

Janti Village, administratively part of Polanharjo District, Klaten Regency, possesses great potential to develop into a highly attractive tourism destination. Over time, it has evolved into one of the most popular tourist destinations in Indonesia, thanks to its abundant natural resources, preserved local traditions, and strong support from both the government and the local community. Geographically, Janti Village is situated in lowland areas, where natural environmental wealth is harnessed as a core village asset. This natural potential is widely utilized in the daily lives of the local community—not only for agricultural irrigation but also for fish farming and tourism activities. Besides its rich natural resources, Janti Village is also a culturally vibrant community, where local traditions, such as traditional dances, arts, handicrafts, and culinary heritage, are still actively preserved.

The development of Janti Tourism Village has been successfully managed under the BUMDes Jaya Janti, in collaboration with POKDARWIS, with direct involvement from the local community. BUMDes Jaya Janti oversees various business sectors, including tourism, waste management (TPS3R), trade, and food security for both plants and livestock (Putri & Gustaman, 2024).

Recognizing its success, the Klaten Regency Government officially designated Janti Village as an advanced tourism village in 2023. As an advanced tourism village, it is expected to play a key role in stimulating the local economy. However, despite its achievements in boosting economic activity through improved facilities and tourism attractions, certain challenges remain. Not all community members have equally benefited from the tourism sector, as many residents lack the opportunity or platform to engage in tourism-related economic activities, limiting the full potential of local economic empowerment.

From a cultural perspective, awareness regarding the importance of local culture as an identity and tourism attraction is not yet evenly distributed among residents. This lack of cultural awareness can hinder preservation efforts, which should otherwise be a competitive advantage for the tourism sector. Regarding environmental management, although waste disposal efforts have been implemented through dedicated facilities, tourism-related waste generation often exceeds management capacity during peak holiday seasons, resulting in unresolved environmental concerns.

Despite the success of Janti Tourism Village, fluctuations in tourist visits pose a significant challenge. The village has experienced a decline in the number of visitors, which could be attributed to limited knowledge of sustainable tourism management, inadequate promotion, and growing competition from similar tourism destinations. These fluctuations can negatively impact the economic stability of the village community. Furthermore, with climate change and sustainability becoming global concerns, it is essential to ensure proper management and utilization of tourism potential. However, imbalances in economic, social, and environmental aspects of tourism development have led to various risks (Susilo & Dharmawan, 2021).

A more comprehensive strategy is required to increase cultural awareness, expand economic participation for local communities, and optimize environmental management, ensuring the sustainable development of tourism villages. Janti Village does not solely focus on economic tourism growth but also prioritizes sustainability aspects. The village actively involves the local community in tourism management to ensure that its benefits are directly experienced by the residents. Additionally, sustainable tourism principles, such as waste management and environmental conservation, are applied through waste management groups and the promotion of environmentally friendly practices.

Janti Village's efforts in developing a sustainable tourism model have received national recognition. The village was ranked among the top 300 advanced tourism villages in the 2024 Indonesian Tourism Village Award (ADWI). ADWI, organized by the Ministry of Tourism and Creative Economy (Kemenparekraf)/Tourism and Creative Economy Agency (Baparekraf), evaluates tourism villages based on predefined criteria (Kemenparekraf/Baparekraf RI, 2024). This event serves as an educational and motivational platform to inspire villages across Indonesia to explore their tourism potential while enhancing community welfare and economic quality (Jadesta Kemenparekraf, 2024). The recognition through ADWI further demonstrates Janti Village's exemplary role in sustainable tourism development in Indonesia.

Considering the growing importance of sustainable tourism, several previous studies have examined different aspects of sustainable tourism development. Prior research by K et al. (2022) explored the Rinjani Lombok Geopark as a model for sustainable tourism in West Nusa Tenggara, highlighting the crucial roles of government and private sector initiatives. Other studies, such as Rachman & Ismoyowati

(2023) and Widiati & Permatasari (2022), analyzed the importance of environmental conservation and community involvement in tourism development. However, unlike previous studies, this research uniquely focuses on community participation indicators (Marshall’s framework) and the implementation of the four pillars of sustainable tourism in Janti Village, Klaten Regency.

This study aims to examine how community participation contributes to implementing the four pillars of sustainable tourism in Janti Tourism Village. The findings are expected to provide valuable insights into sustainable tourism practices that can be adopted and applied by other tourism villages across Indonesia.

## RESEARCH METHOD

This research is a study with a qualitative approach. According to Sahir (2021), qualitative research is a deep effort to thoroughly understand a phenomenon. Through this approach, each case is studied in detail so that we can explore various unique and complex aspects of the issue being examined. Qualitative research places more emphasis on the process than on the outcome because the relationship of the studied subject will be more detailed if the process is the focus of observation. The data sources in this research come from primary data sources and secondary data sources. Primary data were obtained from interviews, observations, and documentation activities. The researcher has designed a series of systematic questions to investigate community participation in more depth. These questions are designed to uncover community participation in realizing sustainable tourism. The observation was conducted by examining the research objects and recording the observations at the location, including an overview of Janti Village, tourism conditions, activities, and groups involved in managing the village tourism, facilities, and infrastructure, as well as tourism product outcomes. In this study, interviews were conducted using a purposive sampling technique. Purposive sampling is data collection with specific considerations based on criteria that are appropriate and predetermined by the researcher (Sugiyono, 2013). Interviews were conducted with 9 informants including village government, BUMDes, POKDARWIS, tourism object managers, industry managers, cultural preservers, TPS3R managers, and tourists. The informant data in this study is presented in Table 1.

**Table 1. Informant Data**

Type of Informant	Role	Amount	Name of the Informant
Main	Village Government	1	Tri Prakoso
	BUMDes Jaya Janti	1	Didik Setiawan
	POKDARWIS	1	Mahesa Akbar
	The Community of Janti Village Involved in the Management of the Tourism Village	4	Mulat Suraji Agus Sadhono Agus
Supporters	Tourists of the Tourism Village	2	Irma Indah
	Number of informants	9	

The documentation data collection method was carried out by the researcher by personally taking documentation in the Janti tourist village, such as regional regulations, the organizational structure of related institutions, employee data, tourist data, achievement data, and photo documentation of tourism

management. To collect secondary data, the researcher conducted a literature review. This research involves an in-depth study of various written sources such as books, scientific articles (journals), official websites, and other sources. The results of this study are then used as a basis to strengthen the findings of the research (Jaya, 2021). The researcher conducted data validity testing through triangulation, where the researcher collected data while simultaneously testing its credibility. This is done by verifying the credibility of the data using various data collection techniques and different sources. Data analysis in this study is conducted interactively and continues until completion. According to Miles and Huberman, data analysis techniques consist of several stages, namely condensation (the process of simplification), data display, and conclusion drawing or verification (Tahir et al., 2023).

## RESULTS AND DISCUSSION

### Profile of Janti Tourism Village

Janti Tourism Village is located in Polanharjo District, Klaten Regency, Central Java Province. The location of Janti Village has close access to several district centers, namely Klaten Regency, Solo City, and Boyolali Regency. The strategic and easily accessible location of Janti Village is also one of the driving factors behind the progress of the tourist village. The road to Janti Tourism Village is quite well-equipped with signposts that make it easier for tourists to visit. Janti Tourism Village is one of the tourist destinations that offers travel experiences in the form of natural beauty and culture. Desa Janti offers tourism with the potential of local culture such as traditional arts, handicrafts, and traditional cuisine. Desa Janti also offers its natural beauty because this village is rich in water potential, which is utilized as a premier tourist destination in Janti Tourism Village. Tourist destinations that utilize the natural environment such as rice field views, mountain views, and water tourism.

The existence of this tourist village not only provides economic benefits but also preserves local wisdom and the local culture. With all its natural and cultural attractions, Janti Tourism Village has become one of the interesting tourist destinations in Klaten Regency that is worth visiting for tourists who want to enjoy the coolness of nature and the richness of Javanese culture. As a tourist village, Janti offers various tourist potentials in its area, including water tourism at Janti Park, traditional cuisine at Loka Batari, towel industry, fisheries, grape orchards, dance centers, plant and animal food security, homestays, and TPS3R.

The synergy between the village government, management, and local community greatly influences the development of Janti Tourism Village. The village community is involved and plays an active role in the management of the tourist village, making it one of the driving forces of the Janti Village economy. The collaboration carried out in the development and management process has created a unique attraction for tourists. This is evident in the number of visits to Janti Tourism Village, which has experienced fluctuations. Janti Tourism Village experiences a surge in visitors in December, as it enters the holiday season. The number of tourists in Janti Tourism Village in 2024 is presented in Table 2.

**Table 2. Data on the number of tourists in Janti Tourism Village in 2024**

Months	Number of Tourists
January	23.760
February	20.795
March	13.027
April	29.763
May	39.602
June	49.353

July	45.241
August	18.014
September	32.685
October	33.721
November	33.244
December	56.719

Source. secondary data, archives of Janti Tourism Village 2024

Janti Tourism Village also received several awards including the ADWI (Anugerah Desa Wisata Indonesia) 2024 as an advanced tourist village, the Klaten Innovation Award 2024, and an award in the district-level tourist village festival in Klaten. In addition, this village also received the honor of being directly appointed by the Head of the Tourism Department of Klaten Regency as the representative of Klaten's tourist village at the Central Java Tourism Village Exhibition event. The success of Janti Village is inseparable from the participation of the local community, who collectively contribute to the development of the village's potential, the improvement of service quality, and the preservation of cultural and environmental sustainability. Thus, Janti Tourism Village can become a leading tourist destination with high competitiveness.

### **Community Participation in the Management of Janti Tourism Village**

In general, the definition of participation is the involvement of individuals or groups of society in activities (Mardikanto & Soebianto, 2013). According to Fasli Djalal and Dedi Supriadi in Surat (2020) participation can be defined as decision-makers with group or community suggestions involved in providing advice and opinions, goods, skills, materials, and services. Another definition of participation is having the ability to identify one's problems, weigh various solution options, make decisions, and ultimately solve those problems independently (Surat, 2020).

Participation is crucial in various aspects of life. Community participation, in particular, becomes the key to success in development. Community participation in development shows that the community is aware and cares about the importance of development to improve welfare. This means that the community acknowledges that development is not only the responsibility of the government but also requires the active role of those who will directly benefit from it.

Tjokroamidjojo dalam Hutagalung (2022) defines community participation as the active involvement of citizens in the decision-making process, implementation, and utilization of development results initiated by the government. According to Wolcook dan Narayan in Mardikanto & Soebianto (2013), the meaning of community participation in development can indicate that participation is needed in the development of cooperation in the relationship between the government and the community or cooperation in "community networks." Therefore, it can be concluded that community participation is the involvement of the community in the entire development process, from planning to the utilization of results, which involves cooperation between the government and the community.

The participation of the Janti Tourism Village community in its management can be seen based on indicators, according to Marschall (2006) the indicators are as follows:

### **The existence of a forum to accommodate public participation**

In community participation, there needs to be a forum or group to accommodate community participation, which serves as a means to enhance participation and facilitate direct community involvement. Janti Tourism Village is managed by its community, which is part of the Village-Owned

Enterprise (BUMDes) Jaya Janti. BUMDes Jaya Janti serves as a forum or group that accommodates the aspirations of the community and provides services to the community. The existence of a forum that accommodates community participation is through the provision of socialization, training, and regular meetings. This is done to enhance the skill capacity of the community and provide a means for evaluating the management of Janti Tourism Village.

The Village-Owned Enterprise (BUMDes) Jaya Janti conducts various activities to accommodate community participation, namely socialization and regular meetings. In addition to BUMDes, every tourist attraction in Janti Village also holds regular meetings to assess the performance of the tourism. Meetings to assess the performance and sustainability of tourism are conducted through village deliberations that align with the current situation and conditions. Once a year, BUMDes, along with parties related to the Tourism Village, holds a routine meeting for performance reporting. In addition to BUMDes, Janti Park Tourism also holds monthly report meetings to express opinions and suggestions in the management of Janti Park. Loka Batari culinary tourism also holds meetings. This was stated by Mrs. Mulat, the chairperson of Loka Batari, as follows:

"Every 1 to 2 months, ma'am, depending on the situation and conditions. This meeting is held as forum for the evaluation and development of Loka Batari in the future. This meeting is to facilitate coordination. The meeting was attended by all members, including the parking attendants, young men, and women." (interview, November 24, 2024)

In addition to holding various meetings to assess performance and opinions in tourism management, BUMDes Jaya Janti also organizes community participation forums in the form of socialization and training for the general public and those who work in the management of the tourist village. These activities include economic development such as MSMEs, tourism management, and the use of BUMDes funds for community purposes such as blood donation and waste management. Through socialization and training programs, BUMDes strives to enhance Human Resource skills in an effort to optimize the village's potential.

### **The ability of the community to engage in the process**

In addition to the existence of the forum, the participation of the Janti Village community is also measured by their ability to engage in the management process of the Janti Tourism Village. The ability of the community to engage in the management process of the tourist village is very important. By involving the community directly, it is hoped that the effectiveness and sustainability of tourism programs can be achieved. When the community participates in the management of tourist villages, they must possess skills and expertise in tourism management.

The local community of Janti is involved in the tourist village in areas such as tourism, trade, TPS3R, and plant and animal food security. The people of Janti Village participate in it as the responsible party for the tourist village, managers of tourist attractions, culinary vendors, cultural preservers, and environmental managers. In its implementation, the involved community members possess trained skills and utilize the existing potential. These skills and potentials are explored by POKDARWIS and bridged to be integrated into the potential of the tourist village.

Although not all members of the community are actively involved in the management process, the general public of Janti Village also plays a role in the success of the tourist village. This can be seen in the friendly attitude shown towards tourists and also in providing a clean environment. Therefore, it shows the community's awareness of supporting the village's progress by increasing interest in visiting the

tourist village. This involvement, has an impact on the community, namely the creation of job opportunities, a sense of being involved, and being supported in every activity in Desa Janti.

### **The existence of access for the community to express opinions in the decision-making process.**

The availability of access for the community to express their opinions in the decision-making process is one of the indicators of community participation. This is because access for the community to express their opinions in the decision-making process related to the development of tourist villages is the key to the success of sustainable tourist village management. By actively involving the community, the tourist village not only becomes a tourist destination but also a place for the community to participate in the development of the tourist village. This community participation will foster a sense of ownership and responsibility towards the sustainability of the tourist village. The existence of regular meetings, performance reporting, socialization, and training that have been held is useful for the community in conveying valuable opinions and inputs to ensure that the tourist village does not only focus on profit but also pays attention to cultural, social, and environmental aspects.

However, in its implementation, community participation is often hindered by the lack of awareness and understanding of the community regarding tourist villages. Not a few members of the community still prioritize profit over the development of tourist villages. Therefore, it is necessary to play a more active role in providing education and training to the community, as well as understanding related to tourist villages. In addition, POKDARWIS continues to embrace the community to get involved in the tourist village by creating a forum between POKDARWIS and tourism operators.

Community participation in the management of tourist villages is the key to success in the implementation of sustainable tourism. Through participation and direct involvement, the community plays an active role in maintaining environmental sustainability, local socio-economic development, cultural preservation, and sustainable management. Participatory management of a tourist village is carried out to ensure it remains sustainable and can continue to be enjoyed by future generations. Based on the research results, the implementation of the four pillars of sustainable tourism can be observed.

### **Implementation of the 4 Pillars of Sustainable Tourism in Janti Tourism Village**

Sustainable tourism is an approach that prioritizes the balance between economic, social, and environmental aspects in the development of tourist destinations (Kumaji et al., 2021). This concept aims to minimize negative impacts on the natural and socio-cultural environment while maximizing benefits for the local community. According to Kisi dalam Rachman & Ismoyowati (2023), sustainable tourism encompasses all forms of tourism management and development activities that consider the integrity of nature, economy, and society, as well as natural and cultural resources. Sustainable tourism is a tourism approach aimed at preserving and experiencing tourism without damaging the culture, local communities, and the natural environment. The government, along with the Ministry of Tourism and Creative Economy/Agency for Tourism and Creative Economy (Kemenparekraf/Baparekraf) of Indonesia, is also implementing a sustainable tourism ecosystem in Indonesia. Currently, the Ministry of Tourism and Creative Economy (Kemenparekraf) is not only focused on the number of tourist visits in Indonesia but is more focused on promoting sustainable tourism. In this effort, the Ministry of Tourism and Creative Economy/Agency for Tourism and Creative Economy (Kemenparekraf/Baparekraf) stated that there is a need for the development of tourism pillars.

The concept of sustainable tourism development in Indonesia is outlined in the Minister of Tourism Regulation No. 14 of 2016 regarding guidelines for sustainable tourism destinations into four pillars, namely:

***Sustainable management (tourism business)***

Sustainable management discusses how tourism management works in a particular tourism context. Tourist destination management requires planning based on the fundamental principles of sustainable tourism development. These principles operate by considering environmental, economic, social, cultural, and other issues (K et al., 2022). In the process of planning and implementing a tourist destination, there needs to be a strategy to achieve effective management so that the sustainability of the tourist village can be maintained. In the sustainable management of tourism in Janti Tourism Village, various aspects such as collaboration and participation have been implemented.

First, sustainable tourism management through collaboration. The Janti Village Government aims to increase PAD (Original Regional Revenue), create a prosperous society, and make Janti Village an independent village. Therefore, the Village Government collaborates with the Jaya Janti Village-Owned Enterprise (BUMDes) to manage all business units. Then BUMDes Jaya Janti also collaborates with POKDARWIS (Tourism Awareness Group) in managing all tourism units. POKDARWIS was established in 2023 before being designated as a tourist village. POKDARWIS as a requirement for tourist villages regarding administration. The assessment of a tourist village must have a POKDARWIS, so a POKDARWIS is formed with a chairman, vice-chairman, tourism attraction sector, tourism development sector, public relations and human resource development sector, cleanliness and beauty sector, and order and security sector. The POKDARWIS management consists of the Janti village community who are part of the BUMDes management. Management is unified but structurally different. BUMDes manages all business units while POKDARWIS manages all tourism units. Everything is aimed at the Janti community, and they do not hire outside employees to avoid conflicts due to differing goals, which is pursuing profit. The task of POKDARWIS is to explore potential.

The management of the Janti tourism business is highly regarded due to the intense competition from similar tourist attractions, but the competitive strategy employed by the Janti Tourism Village managers is to provide excellent service to tourists. The services and facilities provided, such as birthday greetings for tourists, no binding rules like allowing outside food, and affordable tourism prices. POKDARWIS believes that by providing good service, tourists will always visit Janti Tourism Village. Tourism management through tourism packages such as Janti Park, towel industry, fisheries, waste management, fruit picking, and loka batari. Combining the potential of Janti Village so that the villagers with potential can participate in tourism.

In addition to paying attention to good service, the managers of Janti Tourism Village also promote tourism. Through creative, active, and innovative promotions, it has become one of the efforts in tourism branding, thereby increasing tourist interest. With the increase in visits, it also has a positive impact on the economy. Janti Tourism Village is active in promoting tourism through various platforms such as Facebook, Instagram, and their website.

Second, sustainable tourism management with participation. Community participation in sustainable tourism management is very important because the community must be involved in planning, implementation, and evaluation. Sustainable tourism management with community participation is an ideal approach to achieving a balance between socio-economic, social, and environmental aspects.

POKDARWIS explores the potential of the community and involves the community in the process of sustainable management. This participation is evident in the community's involvement in the implementation process, such as becoming tourism managers, cultural preservers, and environmental managers (waste management). The community is always involved in tourism events. Then, at the evaluation stage, the community is involved in regular meetings and village deliberations to provide suggestions and opinions to create better tourism.

### ***Sustainable economy (socio-economic)***

The economy is one of the important aspects highlighted in sustainable development. Because the economy is related to the level of welfare of the local community. In this aspect, sustainable development aims to create job opportunities for the local community. The Janti tourism program has a positive impact on the economy and well-being of its community. Through the existence of a tourist village, Janti has now become an independent village capable of financing itself. This is demonstrated by the community's involvement in tourism management, such as becoming employees at Janti Park, working at TPS3R Janti Pesona, and participating in sales at Loka Batari..

With the presence of Janti Park, it can increase village funds and create job opportunities for the local community. Likewise with the employees at TPS3R and Loka Batari. Through Loka Batari tourism, the economy of the community has significantly improved. Initially, the community's income was only once a month and they sold goods at home, but with the advent of tourism, their income has increased to once a week. Loka Batari opens job opportunities for mothers, fathers, and youth organizations. The income generated by the stalls can reach up to 4.5 million per day. The stall fees are used for tourism development, youth honorariums, and parking. Each trader with an income of 100,000 - 500,000 pays 10,000, 500,001 - 1,500,000 pays 15,000. This applies in multiples.

Tourism in Janti Village has had a significant positive impact on the local economy and the welfare of the community. Through tourism potentials such as Janti Park, TPS3R Janti Pesona, and Loka Batari, the community can gain new job opportunities and experience an increase in income. This shows that sustainable tourism can be a major driver of economic growth and empower local communities. By continuously utilizing and developing the existing tourism potential, Janti Village has a great opportunity to become a successful example of community-based economic development.

### ***Cultural sustainability***

Cultural sustainability in tourist villages focuses on efforts to preserve by involving local cultural heritage, such as traditions, arts, and values present in the community. Sustainable tourism supports the promotion of cultural products such as handicrafts, performing arts, and traditional cuisine. Tourists are encouraged to participate responsibly, respect customs, and support local businesses. In this way, cultural sustainability helps preserve cultural wealth for future generations while providing valuable educational experiences for tourists.

The Janti tourist village has implemented cultural sustainability in its tourism sector. Educational tourism programs such as training in handicrafts, traditional cooking, and jaranan art. The local community plays a key role in developing the tourist village. Community involvement is not only to preserve cultural heritage but also to improve the economic welfare of the community. Support from the village government, BUMDes Jaya Janti, and POKDARWIS (Tourism Awareness Group) further strengthen the efforts to preserve culture and develop sustainable tourism in Janti Village.

The training in handicraft making in Janti Village consists of training in the towel industry. In this industry, not only are high-quality products produced, but they also serve as an effort to preserve culture and local wisdom. This industry is used as an educational tourism/outing class destination. Janti tourists can visit this industry to learn about the towel-making process, from sorting the materials to weaving, which has been passed down through generations. In addition to the towel industry, there is the preservation of traditional food through the Loka Batari culinary tourism.

Loka Batari is a traditional culinary tourism destination. What is offered at this culinary tourism spot are traditional dishes that are mostly rarely found, in addition to modern dishes. Loka Batari is managed by RW 4 Padakan, Tegalarum. The uniqueness of this tourism lies in its payment method, which uses clay coins. Clay coins were chosen to align with the traditional concept of tourism. Loka Batari was established based on the economic conditions of the community. The majority of the RW 4 community are farmers, but their income is not stable because it depends on the harvest season. Then the community explored new sources of livelihood through traditional cuisine. The reason for choosing culinary arts is that the community has human resource potential, namely the mothers in RW 4 who have cooking skills. Tourists can enjoy traditional cuisine with old-fashioned payment methods, supported by the natural ambiance of the Merapi and Merbabu mountains, bringing tourists back to a bygone era.

Seni Jaranan Suryo Kartiko is an art form that is part of the management of the Janti Tourism Village. Starting from the desire to preserve culture and also motivated by the tourist village. The village has a program to run SMEs related to tourism, one of which is the Suryo Kartiko horse dance art. Culture is a prerequisite for the existence of a village. The village has a program to run MSMEs related to the tourist village. The development of the tourist village and Janti Park led to the establishment of a jaranan art studio as a cultural aspect. The Suryo Kartiko Jaranan art is managed by 15 members of the Janti community. Those 15 people include fathers and mothers from the PKK (Family Welfare Movement). BUMDes and POKDARWIS provided support by involving Jaranan Suryo Kartiko as representatives of the cultural arts of Janti Village, including representing Janti Tourism Village in events such as the Purworejo performance representing Klaten district, the Brillian 1000 tree planting, and the village tourism event in Plaosan. However, there is no financial support yet for the development of the studio and property. BUMDes only provide funds if there is an event for transportation.

### ***Environment aspect (environment sustainability)***

Environmental sustainability has become an important focus in the field of tourism. This is because tourism is always associated with waste problems due to the large number of tourists. The environmental aspect of sustainable tourism is to minimize the negative impact on the environment due to tourism. Without management efforts that do not consider environmental aspects, it will impact the sustainability of tourism due to the lack of natural balance and environmental cleanliness.

Janti Tourism Village is one of the tourist villages that utilizes natural potential as a tourist attraction. The tourist attraction that utilizes this natural potential is Janti Park. Janti Park is a water tourism destination located in Janti Village. Janti Park carries the concept of natural balance, which is a combination of gardens and water. The sustainability of water in water tourism is already synonymous with abundant springs. Efforts that can be undertaken include drilling. In addition to water sustainability, Janti Village also pays attention to environmental sustainability related to waste management.

The management of all waste in Janti Village, including household waste and tourist waste, is already handled by TPS3R Janti Pesona. TPS3R is a business unit under the auspices of BUMDes authorized

to manage waste. The TPS3R managers are the local community of Janti. This is because the initial goal was to empower the Janti village community, so the management is focused on the Janti village community and is centered on the environment in the Janti village. TPS3R stands on the support and role of the village government and BUMDes. The support from the Janti Village Government and Jaya Janti BUMDes includes the provision of building assistance and infrastructure. Infrastructure includes 2 three-wheeled vehicles, 1 unit of waste collection truck, a shredder machine, a sifter machine, and a separator machine. TPS3R Janti Pesona has been operational since February 2024. Although still relatively new in its process, TPS3R has already received various awards and has become a model TPS. TPS3R Janti Pesona has already received many awards, such as ProKlim from the Ministry of Environment, ranking 1st, and participated in the Waste Management Capacity Improvement Program for TPS3R and Waste Banks in Klaten Regency in 2024 at Hotel Amaranta Prambanan Yogyakarta.

TPS3R manages 100% of the waste from the Janti village community, totaling 644, which includes household waste and tourist waste (Janti Park and Loka Batari). The service data is calculated per household, not per family card. The service fee charged to the community is Rp 10,000/month. Garbage collection is carried out twice a week. The manager provides two trash bins at each house. Then, every day, the TPS3R manager collects the scheduled waste from each location twice a week. The waste at the Janti Park tourist area is divided into two. Every two weeks, it is sorted and collected by TPS3R Janti Pesona. Every month, TPS3R manages approximately 6 tons of waste, consisting of 3 tons of residual waste and 3 tons of other waste. TPS3R Janti Pesona has a principle that whatever is collected that day must be finished that same day.

The waste management process at TPS3R is divided into three categories: organic waste, inorganic waste, and residue. The management of organic waste begins with organic fermentation and then is ground, sifted, and mixed with ash from the incineration of residue. So, the processing of this waste goes from nature to nature. Inorganic waste such as paper, cardboard, and plastic is collected and then organized. Inorganic waste that is suitable for sale is then distributed to entrepreneurs who have already established a partnership with KSM TPS3R. The processing of residual waste is set aside and then burned. The ash from the burning is mixed with compost fertilizer made from processed organic waste. The ash from the burning process serves as a neutralizer for the pH of residual soil.

## **CONCLUSION**

Janti Tourism Village has become an advanced tourist village that has implemented community participation and sustainable tourism management. The community is involved through forums such as BUMDes Jaya Janti, which serve as platforms for training, socialization, and regular meetings. This participation is also evident from the active roles of the community as tourism managers, cultural preservers, and environmental managers. To express their opinions, the community has access to village meetings and performance reporting forums. However, further education is needed so that this participation does not only focus on economic benefits but also supports cultural, social, and environmental aspects.

Janti Tourism Village has already thought about and implemented the four pillars of sustainable tourism. In business management, collaboration and participation between the village government, BUMDes, POKDARWIS, and the community result in friendly service, affordable facilities, and creative promotions. From an economic perspective, this village has successfully created new jobs in the tourism sector and increased the community's income through various business units. Cultural sustainability is

preserved through the preservation of traditional arts, such as training in handicrafts, Jaranan art, and traditional culinary tourism at Loka Batari. However, the limited funds for cultural development remain a challenge. In the environmental field, this village has implemented waste management through TPS3R and involved the community in maintaining environmental cleanliness, although consistent environmental awareness among tourists and residents still needs to be improved.

Based on that conclusion, the author proposes suggestions that can be used as input for the Janti Tourism Village policy in the effort to develop sustainable tourism, namely conducting education and a more community-oriented approach to involve them in sustainable tourism in the Janti Tourism Village. More actively involved and utilize products made by the community. In addition, by providing funding for training programs and the development of tourism innovations. Lastly, conducting regular monitoring and evaluation is crucial to ensure that each program effectively supports the goals of sustainable tourism.

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