

# COMMUNITY EMPOWERMENT TOWARD INNOVATIVE VILLAGES IN KEMADANG VILLAGE, GUNUNGKIDUL YOGYAKARTA

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## ABSTRACT

Innovative villages as a development orientation cannot be separated from the involvement of the government and other institutions to create empowered communities. This study aims to describe (1) the social intervention of Village-Owned Enterprises (BUMDes) through empowerment programs to develop the quality of tourism awareness groups in the village of Kemadang Gunungkidul. (2) The existence of a tourism awareness group around the Sepanjang coast during the pandemic in the context of empowering the local economy. Using a qualitative approach, this study interviewed the managers of Village-Owned Enterprises (BUMDes), managers of tourism awareness groups, community leaders, and culinary and service business actors in Tanjungsari. Data related to empowerment programs as a form of social intervention were collected through FGD, observation and documentation study. To explore data related to the quality development strategy of tourism awareness groups and their problems. Data analysis was carried out inductively so that it could be classified, interpreted and interpreted to obtain an overview of the objectives of this study. The results showed that (1) the presence of BUMDes had not had a big influence in the community. The forms of intervention carried out by BUMDes are: assisting the government in managing the village, monitoring the village assets of 13 beaches, lodging, fostering tourism awareness groups and saving and borrowing. (2) Pokdarwis where the Covid pandemic continues to exist by conducting activities outside tourism activities. The strategy is carried out by innovating tourism-conscious group businesses and diversifying productive businesses into alternative businesses when difficult times occur. Some of the problems faced by business actors who are members of the tourism awareness group are not only lack of visitors due to pandemics or natural disasters but their attachment to loan sharks is still relatively strong, so it requires an awareness process to be separated from the problems that are still inherent.

*Kata Kunci: social intervention, BUMDes, pokdarwis quality development strategy, business diversification*