

DEVELOPMENT OF DIGITALIZATION OF THE POTENTIAL VILLAGE CULTURE AND TOURISM BASED ON LOCAL COMMUNITY PARTICIPATION IN IMPLEMENTATION OF VILLAGE LAW

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ABSTRACT

With the enactment of Law number 6 of 2014 concerning Villages, it becomes an opportunity for each village to be able to develop every potential it has independently according to their respective needs in order to realize community welfare. For the Special Region of Yogyakarta, the development of village potential is supported by Law no. 13 of 2012 concerning Privileges and strengthened again through the Regulation of the Governor of DIY No. 36 of 2014 concerning Cultural Villages / Kelurahan. The purpose of this community service is to foster and develop the potential of a cultural village-based village in Sendangsari Village, Pajangan District, Bantul Regency. So far, Sendangsari Village, the management of cultural resources, is still focused on aspects of the performing arts and traditional community activities. Whereas the village has good potential in the form of physical potential in the form of land, water, climate, geographical environment, livestock, and human resources, as well as non-physical potential in the form of a community with a pattern of interaction. On this occasion, the devotees focused on culture-based development. This community service procedure is by providing guidance and carrying out cultural-based village development. The target of coaching and development is youth groups / Karangtaruna groups, PKK women's groups, arts and traditions groups and the entire community of Widodomartani Village, Ngemplak District, Sleman Regency. The implementation of community service is carried out continuously. The steps to develop Widodomartani Village into a cultural village were carried out: 1) Collecting data and preliminary studies of available potential data to determine objects that can be developed; 2) conduct a field survey to collect data that will be used as material in mapping potential and problems as well as the facilitation that will be implemented; 3) Conduct studies through tabulation and analysis of the collected data using predefined analysis methods; 4) Determining the priority scale of the potential to be developed based on the needs, costs and benefits of development results; 5) Formulating a design or strategic plan oriented towards community empowerment to "develop a cultural village" based on the real conditions in the field; 6) Implementing the design or strategic plan that has been produced. Development and empowerment programs that are planned to be carried out by service providers include: 1) Inventory of village cultural assets; 2) Internalization of cultural education for the whole family; 3) Encourage the empowerment of village resources for activities or fulfillment of needs in the village environment; 4) training in village program management, and promotion in written form (pamphlets and leaflets, websites, and collaboration with other parties / agencies). 4) Focusing on technical personnel assistance programs tailored to the needs of Widodomartani Village, Sleman Regency.

Kata Kunci: Development, Cultural Village, Village Law and Specialties of DIY