

COMMUNITY EMPOWERMENT IN THE TOURISM DEVELOPMENT PROGRAM IN KAMPUNG KETUPAT SAMARINDA

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Abstract

This study aims to analyze community empowerment in the tourism development program in Kampung Ketupat Samarinda, focusing on the stages of empowerment and factors that influence its success. The research method used is qualitative with a case study approach, through data collection techniques in the form of in-depth interviews, observation, and documentation studies. The results showed that community empowerment was carried out through three main stages: (1) Awareness Stage, including the introduction of tourism potential and local wisdom-based educational programs; (2) Capacity Stage, in the form of skills training and multi-stakeholder collaboration to increase community capacity; and (3) Enrichment Stage, where the community is given access and opportunities to manage tourism independently. Supporting factors for success include community motivation and government policy support, while inhibiting factors are budget limitations and inadequate infrastructure. This study concludes that community empowerment through community-based tourism development can improve economic welfare and preserve local culture, as long as it is supported by active community participation and collaboration between stakeholders.

Keywords: Community empowerment, tourism development

Abstrak

Penelitian ini bertujuan untuk menganalisis pemberdayaan masyarakat dalam program pengembangan wisata di Kampung Ketupat Samarinda, dengan fokus pada tahapan pemberdayaan dan faktor-faktor yang memengaruhi keberhasilannya. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus, melalui teknik pengumpulan data berupa wawancara mendalam, observasi, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa pemberdayaan masyarakat dilakukan melalui tiga tahapan utama: (1) Tahap Penyadaran, meliputi pengenalan potensi wisata dan program eduwisata berbasis kearifan lokal; (2) Tahap Pengkapasitasan, berupa pelatihan keterampilan dan kolaborasi multipihak untuk meningkatkan kapasitas masyarakat; serta (3) Tahap Pendayaan, di mana masyarakat diberi akses dan kesempatan untuk mengelola wisata secara mandiri. Faktor pendukung keberhasilan meliputi motivasi masyarakat dan dukungan kebijakan pemerintah, sedangkan faktor penghambatnya adalah keterbatasan anggaran dan sarana prasarana yang belum memadai. Penelitian ini menyimpulkan bahwa pemberdayaan masyarakat melalui pengembangan wisata berbasis komunitas dapat meningkatkan kesejahteraan ekonomi dan melestarikan budaya lokal, asalkan didukung oleh partisipasi aktif masyarakat dan kolaborasi antar-pemangku kepentingan.

Kata kunci: Pemberdayaan masyarakat, pengembangan wisata

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INTRODUCTION

Indonesia is the largest archipelago in the world with more than 17,000 islands rich in natural resources, culture, and diverse natural beauty. Indonesia's tourism potential, ranging from

mountains, beaches, tropical forests, to cultural and historical sites, provides great opportunities for the development of nature and culture-based tourism (Pratama, 2022). The Indonesian government has established tourism as a strategic sector in increasing local revenue (PAD) and creating jobs. Through Law Number 32 of 2004 concerning Regional Government, local governments are authorized to manage and develop tourism potential in a sustainable manner by involving the active participation of local communities (Yakup & Haryanto, 2019).

The development of the tourism industry has encouraged the application of the Community-Based Tourism (CBT) concept as an effective approach in the development of tourist destinations. This concept not only increases tourist attractiveness, but also ensures that local communities obtain direct economic benefits (Bangun & Adianto, 2024). This is in line with Law No. 10/2009 on Tourism, which emphasizes the principles of participation, benefits, and sustainability, with a focus on community empowerment (Permatasari, 2022).

One successful example of Community-Based Tourism (CBT) implementation is Kampung Ketupat in Samarinda, which was originally a slum area on the banks of the Mahakam River. Through mutual cooperation initiatives and local government support, this area has successfully transformed into a leading community-based tourist destination (Noor, 2020). Kampung Ketupat is managed by the Tourism Awareness Group (Pokdarwis) with the main attraction being the ketupat making process and the view of the riverside settlement (Putra et al., 2021). In addition, the development of an educational tourism program in Ketupat Village aims to introduce local culture while increasing awareness of tradition preservation (Sari, 2019).

METHODS

This study uses a qualitative approach with a case study method that focuses on Kampung Ketupat Samarinda. A qualitative approach was chosen because it allows researchers to explore social phenomena in depth in the context of real life. Creswell (2016) explains that qualitative research seeks to understand the meanings, experiences, and perspectives of participants, making it suitable for examining the social and cultural dynamics of a community. The case study method was chosen because it provides a comprehensive understanding of phenomena within a specific scope. Yin (2018) asserts that case studies are effective for examining processes, events, and the roles of actors in specific contexts.

Data collection techniques were carried out through in-depth interviews, participatory observation, and documentation. Interviews were conducted in a semi-structured manner so that researchers could obtain rich information while remaining flexible in following the flow of conversation. Observation was used to record activities, behaviors, and social interactions that occurred in the field, while documentation served to strengthen the data through archives, photos, and relevant notes. The main instrument of this research is the researcher himself, who plays an active role in the data collection and analysis process. Moleong (2019) emphasizes that in qualitative research, the researcher is a key instrument that determines the depth of the research results, because direct involvement allows for a more complete understanding of the context being studied.

The research subjects consisted of three main groups, namely the Head of the Tourism Awareness Group (Pokdarwis) of Kampung Ketupat Samarinda as the main manager, the local

community involved in daily activities and tourism management, and visitors who came to enjoy the tourist destination. By involving these three groups of respondents, the study sought to capture diverse perspectives in order to understand the social dynamics and community-based tourism management.

Data analysis was conducted inductively through three stages, namely data reduction, thematic data presentation, and conclusion drawing. To maintain validity, source triangulation techniques were used by comparing information from managers, communities, and visitors. This is in line with Patton's (2015) view that triangulation can increase the credibility and validity of qualitative research data. Through this approach, the study is expected to produce valid, in-depth, and relevant findings for community-based tourism development efforts in Kampung Ketupat Samarinda.

RESULTS AND DISCUSSION

Results

The results of the study show that community empowerment in tourism development in Kampung Ketupat takes place through three interrelated stages, namely awareness raising, capacity building, and enrichment. Based on the results of observations, the awareness raising stage is carried out by introducing tourism potential based on local wisdom, such as the tradition of making ketupat and utilizing the river as the main attraction. A community member said in an interview, "At first, we didn't realize that the tradition of making ketupat could be a tourist attraction. After the Pokdarwis (Tourism Awareness Group) held an information session, we understood that our daily activities actually had economic value." This statement shows that awareness is the foundation for encouraging community participation in tourism management.

The next stage is capacity building, which focuses on training in tourism management, visitor services, and digital marketing. Based on observations, the local community enthusiastically participated in this training. The head of Pokdarwis said, "We regularly hold training sessions on how to welcome tourists, maintain cleanliness, and use social media for promotion. This way, the community is better prepared to manage tourism." This shows that capacity building not only adds technical skills but also builds the community's confidence to actively participate.

The final stage is enrichment, which involves providing access to resources and support in developing tourism-based businesses. Observations show the emergence of various new business initiatives, such as the sale of traditional cuisine and tourist boat rentals. One visitor said, "We are happy because when we come here, we can not only enjoy tourism, but also buy specialties made directly by the locals." This testimony shows that community involvement adds value to the tourist experience while also boosting the local economy.

The factors that influence the success of community empowerment in Kampung Ketupat include the internal motivation of the community and government policy support. The community shows active participation in preserving culture and the environment, while the government provides support through infrastructure development such as tourist piers. However, the study also found obstacles in the form of limited budgets and facilities. A community leader said, "We still have difficulty holding regular training sessions due to limited funds, even though many people want to participate." This confirms that the sustainability of

empowerment programs is highly dependent on the balance between community motivation and external resource support.

Discussion

The discussion of the research results focused on two main aspects: the stages of community empowerment and the factors that influence the success of empowerment in the tourism development program in Kampung Ketupat. Field findings show that empowerment takes place in stages—awareness, capacity building, and enrichment—which complement each other in a transformative process towards local independence. The awareness stage serves as a normative and cognitive foundation; observations show that the dissemination of local wisdom (e.g., the ketupat tradition and river utilization) successfully shaped a collective understanding of the economic and cultural value of tourism, thereby triggering initial community participation. The approach that places community participation as a prerequisite for the sustainability of empowerment is consistent with the literature on public participation, which emphasizes a shift of power towards community involvement in the development process (Arnstein, 1969).

At the capacity building stage, observation and interview data indicate that technical training—covering destination management, visitor services, and digital marketing—improves the practical competencies of local actors and their confidence to innovate. The head of Pokdarwis reported active participation in training activities and the implementation of more structured service practices; this is in line with studies on community capacity building, which emphasize that participatory training interventions contribute to improving skills and economic opportunities for local communities (Moscardo, 2008).

The enrichment stage, observed through the emergence of tourism-based businesses (traditional cuisine, boat rentals, local tour packages), represents a phase in which access to resources and external support became catalysts. Interviews with visitors and business operators show that community involvement in destination management enhances the value of the tourist experience while increasing household income—an indicator that empowerment has generated local economic added value.

Analysis of supporting and inhibiting factors reveals a dual dynamic. Internal support in the form of community motivation and commitment has proven to be a key social asset; active community participation not only preserves culture but also strengthens the local economic base. Externally, the role of the government—through regulation, infrastructure development, and destination promotion—is identified as a determining factor in increasing accessibility and attractiveness, for example, the construction of tourist piers that facilitate the flow of visitors. These findings are in line with sustainable tourism development guidelines that emphasize the role of policy facilitation and public infrastructure (Abka & Mardana, 2023).

However, structural barriers such as budget constraints, inadequate infrastructure, and operational constraints hinder the scale and continuity of interventions (e.g., training frequency, facility maintenance). Field findings on funding constraints limiting program implementation reinforce Tosun's argument that operational, structural, and cultural constraints often hinder meaningful participation in community-based tourism development.

Methodologically, the validity of the findings was strengthened through a strategy of triangulating sources (managers, community, visitors) and observation techniques—an approach recommended in the qualitative evaluation literature to enhance the credibility of interpretations (Carter, et.al. 2014). The implication is that policy updates and targeted resource allocation need to be integrated with sustainable capacity programs and meaningful participatory mechanisms so that empowerment is not only temporary, but becomes the basis for resilient and inclusive community-based tourism development.

CONCLUSION

Based on the results of research and discussion, it can be concluded that community empowerment in tourism development in Kampung Ketupat takes place through three main stages that complement each other, namely the awareness stage, capacity building, and enrichment. The awareness stage is an important foundation in building a collective understanding among the community about the potential of tourism based on local wisdom, which not only has cultural value but also contributes significantly to improving welfare. Furthermore, the capacity building stage provides space for the community to develop technical, managerial, and digital marketing skills, so that they are better prepared to play a leading role in destination management. The enrichment stage then reinforces the results of the previous two stages by providing access to resources, institutional support, and business opportunities, which ultimately encourages the emergence of creative tourism-based economic initiatives.

The success of community empowerment in Kampung Ketupat cannot be separated from internal and external supporting factors. The motivation of the community, reflected in their active participation, has become social capital that strengthens their involvement, while government policy support through regulations, infrastructure, and promotion has acted as a catalyst for the growth of a more structured and attractive destination. However, there are still obstacles in the form of budget constraints and inadequate infrastructure, which can reduce the effectiveness of programs and the continuity of empowerment activities.

Thus, efforts to raise awareness, capacity, and community participation must continue to be optimized through collaboration between communities, governments, and other stakeholders. The integration of community motivation with external structural support will be key to creating sustainable, competitive tourist destinations that can provide economic and social benefits while preserving local culture. This conclusion emphasizes that community empowerment is not only an instrument of tourism development, but also a means of social transformation towards community independence.

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