

The Empowerment Of Rancakalong Village In The Development Of Culture-Based Tourism Villages

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Abstract

Villages are now no longer seen as an area that only depends on the regional government, but villages are now self-governing communities where the Village Law states that villages have a function in managing government, village finances, village development, and obtaining facilities. and guidance from the Regency/City government. Building a village is not something easy. Development requires participation from all elements of village society. Village development does not only focus on physical development, but village development also includes economic development and social development. Development in an area or village is an inevitability that must be carried out by regional governments and village governments, one of which is through development that has beneficial value for regional governments, village governments and the community. Developing tourism is the most appropriate step taken by regional governments and village governments where tourism is an important aspect for a country and regional government. With tourism, a country or more specifically the local government where tourist attractions are located provides benefits to the welfare of the community and becomes a source of development costs for government administrators. Empowerment and development of an area or village of course needs to be supported by the entire community, through community empowerment in developing an area. This research uses a qualitative research approach, namely research that produces analytical procedures that do not use statistical analysis procedures or other quantification methods, based on efforts to build the views of the people being studied in detail, formed with words, a holistic and complex picture. Qualitative research is scientific research that aims to understand a phenomenon in a social context naturally by embedding a process of in-depth communication interaction between research and the phenomenon being studied. This approach was chosen with the consideration that the nature of research data is able to maintain the integrity of the object, meaning that various data related to research are understood as an integrated unit.

Keywords: *Empowerment, Tourism Village Development, Culture Based*

1. Introduction

A village is a legal community unit that has territorial boundaries that has the authority to regulate and manage government affairs, the interests of the local community based on community initiatives, community rights and the interests of the local community. origin, and/or traditional rights. which is recognized and respected in the government system of the Unitary State of the Republic of Indonesia[1]

Etymologically, the term village in the Sangsakerta language village means homeland or homeland or birthplace. A village is a legal community unit that has the authority to manage its own household based on the rights of origin and local customs recognized in the constitutional system of the government of the Republic of Indonesia.[2]

Since the enactment of Law Number 6 of 2014 concerning Rural Areas, villages have been the target of accelerated development, this aims to provide opportunities for rural communities to develop and strengthen village potential, the results of rural development and to strengthen the rural economy. Improving society will ultimately improve the economy of rural communities. In return, prosperity must be achieved for rural communities.

Villages are now no longer seen as an area that only depends on the regional government, but villages are now self-governing communities where the Village Law states that villages have a function in managing government, village finances, village development, and obtaining facilities. and guidance from the Regency/City government[3]

In the current era of decentralization, there must be a dimension of increasing human resources to be able to provide good services to the community and be able to manage natural resources sustainably. Direct community participation is very necessary and needs to continue to be strengthened and expanded[4]

Law Number 6 of 2014 explains that the aim of village development is to improve the welfare of village communities and the quality of human life as well as eradicate poverty through fulfilling basic needs, developing village facilities and infrastructure, developing local economic potential, and utilizing natural resources. [5]

The tourism sector is considered to have great potential for national economic growth. Every region in Indonesia has tourism potential that has great attraction. In 2019, tourism contributed 4.7% to Indonesia's GDP. Tourism has a broad fundamental spectrum of national development starting from being a tool for national unity and unity, poverty alleviation, sustainable development and economic improvement[6]

In tourism development, tourism can be distinguished, among others:

1. according to geographical location, [7]

a. Local Tourism

Local tourism has a relatively narrow scope and is limited to certain places

b. Regional Tourism

Tourism that develops in a place or area whose scope is wider when compared to local tourism, but narrower when compared to national tourism

c. National Tourism

National Tourism in the narrow sense Tourism activities that develop within the territory of a country.

National Tourism in the broadest sense is tourism activities that develop within the territory of a country, apart from domestic tourism activities, foreign tourism is also developed, which includes in bound tourism and out going tourism.

d. Regional-International Tourism.

Tourism that develops in a limited international area, but crosses the boundaries of more than two or three countries

e. International Tourism.

Tourism activities are developing in all countries in the world, including regional-international tourism and national tourism.

2. Tourism According to Tourism Reasons

a. Business Tourism

b. Vacational Tourism

c. Educational Tourism

3. Tourism According to Its Object

a. Cultural Tourism

This tourism relies on the cultural and artistic attractions of a place or region

b. Recuperational Tourism

Health tourism. The purpose of tourists traveling is to cure an illness. Like bathing in hot springs, mud baths

c. Commercial Tourism

trade tourism, because this tourist trip is associated with national or international trade activities

4. Tourism According to Time or Time of Visit

a. Seasonal Tourism

A type of tourism whose activities take place in certain seasons. Included in this group is Summer Tourism or Winter Tourism

b. Occasional Tourism

type of tourism where the tourist trip is connected to an event or event

Indonesia is a country with enormous tourism potential, such as a number of very beautiful beaches, mountains with beautiful nature, diverse arts and culture, and even culinary specialties from each region in Indonesia. According to the research results of Yaya Mulyana et al. (2022), those:[6]

1. The number of foreign visits or foreign tourists to Indonesia in December 2016 rose 12.85 percent compared to the same month the previous year, namely from 986.5 thousand visits to 1.11 million visits. Likewise, when compared to November 2016, there was an increase of 11.07 percent,
2. Cumulatively, the number of foreign tourist visits to Indonesia during 2016 reached 11.52 million visits, an increase of 10.69 percent compared to the number of foreign tourist visits in the same period the previous year which amounted to 10.41 million visits.
3. The Room Occupancy Rate (Activity Implementation Team) of star hotels in 27 provinces in December 2016 reached an average of 56.50 percent or down 0.75 points compared to the Activity Implementation Team in December 2015 which was recorded at 57.25 percent. Meanwhile, when compared to the Activity Implementation Team for November 2016, the Activity Implementation Team for star hotels in December 2016 rose 0.74 points.
4. The average length of stay for foreign and Indonesian guests at star hotels in 27 provinces during December 2016 was recorded at 1.70 days, a decrease of 0.13 points compared to the situation in December 2015

From the consequences of studies conducted by way of Yaya Mulyana et al (2022), almost most people of those vacationer sights are located in villages. With the ratification of regulation no. 10 of 2009 regarding Tourism, the authorities stipulates that tourism development be persevered and stepped forward by way of developing and utilizing national tourism resources and capacity into dependable economic activities to boom forex profits, expand and equalize enterprise possibilities from employment, in particular for nearby communities, inspire regional improvement and introduce the country's nature, values and culture. In regulation no. 10 of 2009 concerning tourism states that tourism is a journey activity done with the aid of a person or organization of people via touring sure locations for the purpose of undertaking, personal development, or reading the distinctiveness of the tourist attraction visited within a transient period. (Article 1 number 1).[8] Tourism sports can't be separated from travelers as the subjects who convey them out. in keeping with Mariotti in Oka A Yoeti (1996), traveller locations have to have exciting matters to provide vacationers.

Tourism is an quintessential part of national development that is carried out in a scientific, deliberate, incorporated, sustainable and accountable way even as nevertheless providing protection for religious values, way of life that lives in society, environmental sustainability and best, as well as countrywide interests. this is the idea for the formation of regulation range 10 of 2009 regarding Tourism. Sustainability, in particular sustainability in the direction of environmental sustainability and high-quality, is one of the essential matters in tourism development[9]

inside the provisions of article three of Minister of Tourism law no. 14 of 2016 concerning tips for sustainable tourism destinations may be visible from the scope of the tourism vacation spot tips which consist of handling sustainable tourism destinations, economic usage for neighborhood groups, cultural preservation for the network and traffic and environmental conservation. these four things are blanketed within the standards for sustainable tourism[9]

Villages in carrying out self-governing communities. Theoretically, there are a number of roles that village governments can play in improving the welfare of village communities, [3] one of which is through development that has beneficial value for the village government and the community. The development that is meant here is how to explore potential in the village, in order to have this value, one way is by mapping areas or villages that have the potential to be developed into a tourist destination.

The improvement of rural tourism primarily based on the development of herbal, agricultural, social and nearby cultural capacity can be a tourism-primarily based improvement of network capability. Agro-tourism-primarily based network development can encompass the position and participation of rural groups. that is in line with the improvement of its natural and human resources. What should be paid attention to in developing tourist villages is how the network can be encouraged and developed sustainably, so that the ability of the village and community can be developed optimally. A visitor village is a rural region that gives authenticity in phrases of social subculture, customs, day by day lifestyles, traditional structure and village spatial shape, which is supplied in the shape of incorporated tourism components inclusive of attractions, accommodation and helping facilities.

Tourism villages are a form of effort to improve the standard of living of village communities, namely by optimizing the potential of villages, through developing and empowering tourist villages. The development and empowerment of tourism villages based totally on neighborhood wisdom is presently being promoted by way of each the imperative and regional governments. regional governments via nearby autonomy have the authority to regulate their independent areas by way of adjusting economic, social, cultural situations and local capacity. Tourism is the most outstanding sector, because it has a strategic impact on the economies of many nations. The development of traveler villages now not handiest plays a role inside the tourism area. Tourism development not most effective will increase the united states of america's foreign exchange profits (forex), but additionally acts as a improvement catalyst that can have a fantastic impact on the creation and growth of employment and commercial enterprise possibilities, growing tax sales and national income. .

In this case, there needs to be coordination between interested parties so that by establishing coordination between parties, the goal of developing a tourist village will be achieved. Not only limited to coaching, tourism development must of course be supported by increasing human resources[3]

Sumedang Regency has quite large potential in the tourism sector to be developed, with the presence of various tourist attractions, both natural tourist attractions and artificial tourist attractions. Sumedang Regency, which is still famous for its strong cultural traditions, also has beautiful natural potential but has not been developed optimally. Seeing this, it is no longer impossible for the Sumedang Regency government to develop its tourism potential by managing it better so that it attracts tourists, not only local tourists but also foreign tourists. Apart from that, if it is developed very well it will contribute a lot to the original regional income of Sumedang Regency.

One of the villages that has the potential to be developed into a tourist village is Rancakalong village, where Rancakalong village has potential that other villages in Sumedang Regency do not necessarily have. , mountains and even arts and cultural educational tourism which has long been known to both local and foreign tourists. So far, tourism in Rancakalong Village has only been managed by the local government involving local communities as managers. This community involvement is known as Community

based Tourism (CBT). CBT is a tourism development model which assumes that tourism improvement ought to begin from attention of the values of network needs as an effort to build tourism this is extra useful to the desires and opens up possibilities for local groups[3] If we remember the history of Rancakalong village, Sumedang Regency, the village is famous for its art and culture, many domestic and foreign tourists come to visit the village. The many traditional arts and culture that the village has become its own attraction, so that people from outside the region and from abroad are visiting and visiting Rancakalong village, even though arts and culture are only available at certain times, this is not a barrier for tourists to come to visit. By looking at this potential, in the future, Rancakalong village will become a tourist village that can contribute to the surrounding community in improving welfare and to the government in supporting development as a whole in Sumedang Regency.

Currently, many traveller villages have emerged, no longer handiest in Sumedang Regency, but in nearly the complete unitary state of Indonesia, where regional leaders seem to be competing with every different to expose that the regions they lead have vacationer destinations which are suitable and worthy of being visited by tourists. by using relying on the capacity possessed by means of each place with the goal of improving the welfare of the community, as that is in keeping with the authorities program introduced via the Directorate wellknown of tradition and Tourism which has stipulated that tourism development be continued and improved by way of growing and utilising countrywide tourism assets and capacity it's far an economic activity this is relied upon to growth foreign exchange earnings, make bigger and equalize commercial enterprise possibilities from employment, in particular for local communities, encourage nearby development and introduce the nation's nature, values and culture.

If we look at the potential that Rancakalong village has, both in terms of population structure, natural potential and the culture that Rancakalong village has, this makes it possible for Rancakalong village to be made into a tourist village, but of course it requires efforts and cooperation from various elements of society, including in which the regional government and village government act as facilitators in developing tourist villages.

The development and empowerment of tourist villages in Rancakalong Village, Sumedang Regency is not only the community's task, but requires the involvement of other parties, such as the private sector, academics and other stakeholders. In this way, cultural-based tourism development can be realized, especially the role of academics in contributing by contributing ideas through research results that can be implemented in developing and empowering tourist villages.

Currently, tourism village developers in various regions, through utilizing the potential possessed by villages, are still individuals or groups and have not been managed independently by involving community participation, so that the development of tourist villages seems slow and difficult to develop, therefore it is necessary to empower village developers. tourism by involving community participation.

Based on the background that the author described above, the author conducted research with the research title "Empowerment of Rancakalong Village in the Development of Culture-Based Tourism Villages

2. Method

The research method used by researchers is descriptive analysis with a qualitative approach. Qualitative research is scientific research that aims to understand a phenomenon in a natural social context, which involves a process of in-depth communicative interaction between research and the phenomenon under study. This approach was chosen because the nature of the research data is suitable for maintaining integrity. from the object, d. H. different data in the research context is understood as a whole. Researchers carefully examine a program, event, activity, process, or group of people, with cases limited by time

and activity. This research uses a qualitative approach, namely a complex research approach. Taking photos [10]

3. Result and Discussion

A. Understanding Village Empowerment

Strengthening communities and villages is always associated with various problems, including: poverty, access to fulfilling the needs of a decent life, social inequality, institutions that do not function effectively, and the independence of village communities is an illustration of current societal problems. Village level. On the one hand, rural communities have strong social capital in the form of a way of life based on the strong principle of mutual cooperation. For this reason, strengthening rural communities coupled with the implementation of regional autonomy is one way to overcome this problem.

Academically, community and village empowerment is carried out because there is still community helplessness (marginalization, isolation and limitations of society); Issues of poverty and inequality that still occur; many programs are not sustainable and actually cause community dependency; and powerlessness can be caused by the structural conditions of society which contain elements of discrimination and domination.

Network empowerment is a form of development this is human-targeted and deliberate according to the capability, problems and needs of the network. Empowerment is supposed in order that people are capable of be empowered and feature competitiveness in the direction of independence [11]

Empowerment method encouragement or motivation, guidance or help in increasing the capability of people or groups to be unbiased. This attempt is a degree of the empowerment manner in changing behavior, changing antique habits to new, higher conduct.

the primary method in the concept of empowerment is that the community is not the object of various improvement projects, however is the subject of its own improvement efforts. based on this concept, community empowerment ought to follow the following technique:[6]

a) **There is a directed effort**

This effort is aimed directly at those in need, with programs designed to overcome their problems and suit their needs.

b) **There is community involvement which is the target of the empowerment program**

This aims to improve the community's abilities with experience in designing, implementing, managing and being accountable for efforts to improve themselves and their economy.

c) **Using a Group approach**

This approach aims to ensure that existing problems can be solved more quickly because many people are involved and provide input in solving the problem rather than alone.

Apart from being aimed at changing people's behavior so that they are empowered so that they can improve the quality of life and welfare, empowerment also emphasizes the process, not just the results (output) of the process. Therefore, the measure of the success of empowerment is how much participation or empowerment is carried out by individuals or communities. The more people involved in the process, the more successful the empowerment activities will be.

According to Moeljarto, empowerment has the following characteristics:

- a. The initiative and decision-making process to meet community needs must be placed on the community itself
- b. Increasing the community's ability to manage and mobilize existing resources to achieve their needs
- c. Tolerates local variations so it is very flexible and adapts to local conditions
- d. Emphasizes social learning

The method of establishing a community among the forms and non-governmental organizations, unbiased traditional organizational gadgets Empowerment is certainly a procedure. but, this process may be visible from the indicators that accompany the empowerment technique towards success. To decide the operational achievement of empowerment dreams, it is essential to recognise various empowerment signs which could display whether a person or network is empowered or not. on this manner we are able to see that once a social empowerment software is carried out, all efforts may be focused on something aspects of the alternate goal (as an example bad families) that want to be optimized.

The fulfillment of network empowerment may be visible from their empowerment regarding financial capacity, capability to access welfare, and cultural and political skills. those three components are related to four dimensions of strength, specifically: 'strength inside' (electricity inside), 'strength to' (energy to), 'electricity over' and 'energy with'.

community empowerment may be executed by way of many elements: authorities, universities, non-governmental companies, the click, political events, donor organizations, civil society actors, or through nearby community businesses themselves. government bureaucracy could be very strategic because it has many extremely good blessings and strengths as compared to other elements: it has finances, many officials, the authority to create criminal frameworks, rules for providing public services, and so on. The empowerment system may be stronger, extra comprehensive and sustainable if the various factors construct partnerships and networks based totally on the ideas of mutual accept as true with and recognize.

B. Development of tourist villages

Village development is a process aimed at improving the quality of life of people living in villages. The concept of village development has the aim of improving community welfare. According to Zubaedi, [12]that community development is an effort to empower lower class people so that they are able to make the best choices for their future. Community development activities are a commitment to help the weak who still have great motivation to overcome their life problems both individually and as a group.

The community development process in sustainable tourism development is more directed towards participation and not mobilization. Community participation is an effort to position the community to be actively involved in the stages of the development process, both at the planning, implementation and monitoring and evaluation stages.

The concept of tourism improvement become delivered by the word fee on surroundings and development (WCAD) 1987. Sustainable improvement is part of sustainable improvement through considering present day needs by means of considering the capability of the next era to meet desires. Likewise, the WTO (1993) focuses on improvement ideas which encompass:

- a) **Sustainable ecological aspects**, namely tourism development does not cause negative effects on the local ecosystem. Apart from that, conservation is a necessity that must be pursued to protect natural resources and the environment from the negative effects of tourism activities
- b) **Sustainable social aspects**, which refer to the ability of local residents to absorb tourism businesses (industry and tourists) without causing social conflict.
- c) **Sustainable cultural aspect**, namely local people are able to adapt to tourist culture
- d) **Sustainable economic aspects**, namely the profits obtained from tourism activities can improve community welfare.

Tourist attraction is an important thing in tourism, the good quality of a tourist destination has a positive effect on the number of visitors and length of stay at the tourist destination. In this case, tourist perception is a criterion for determining the level of quality of a tourist attraction. In the opinion of James J. Spillane (1994) that developing a tourist village must have at least 5 (five) elements, which include:

- a) **Attractions**

An attraction is something that can attract tourists who want to visit it. Tourists' motivation to visit a tourist destination is to fulfill or satisfy some need or request. The characteristics of tourists being interested in a show include:

- 1) Has a tourist attraction, especially a cultural tourist attraction
- 2) Have at least more than one attraction that utilizes and upholds local culture

b) **Facility**

Facilities tend to support rather than encourage growth and tend to develop at the same time or after attractions develop. According to Gunn and Turgut (2002), facilities are service facilities and infrastructure supporting tourism which will later be able to meet the needs of tourists while traveling in a place. The facilities in question include basic facilities and supporting tourism activities, including:

- 1) Have lodging or accommodation facilities at least around the tourist village location
- 2) Has shopping facilities both inside and around the tourist village location
- 3) Have dining facilities at least around the tourist village location
- 4) Has basic tourism facilities (including public spaces, information, worship, security, sanitation, etc.) and tourism support facilities that can support the development and atmosphere of tourist attraction objects (art performance areas, art stages, audience seats)
- 5) There are improvements or construction of facilities to support tourist activities

c) **Infrastructure**

Infrastructure is a means of supporting tourism development, such as road access, availability of hotels or accommodation around tourist attractions.

d) **transportation**

There are transportation facilities that tourists can use to get to tourist locations It is)

e) **Friendliness**

The friendliness of the community around tourist attractions is a very important factor in tourism development, because with friendliness, tourists feel that their presence is accepted by the local community.

There are several basic criteria for developing tourist villages, including: (Arida and Pujani, 2017: 3-4).

- a) Existence of objects and attractions: the village has tourist destination objects, at least close to a well-known tourist destination object, so that it can be linked to existing travel packages,
- b) have physical access and market access,
- c) has partnership potential,
- d) the existence of community motivation and enthusiasm, and
- e) minimal availability of public facilities.

In making plans a visitor village, the primary factor that needs to be considered is to observe the circumstance and ability of the village, whether it's far in accordance with the characteristics of a traveller village. inside the method, tourism village improvement also desires to use strategies which can be participatory, self-enough and sustainable.

The concept of developing a tourist village is to make the village a tourism vacation spot. by way of combining herbal and cultural vacationer attractions, and public tourism facility offerings, as well as ok accessibility, with the approaches and traditions of village community lifestyles. the principle precept in village tourism is village development, namely the point of interest on empowering the community so one can expand their village independently. The development of vacationer villages is the government's challenge to enhance network welfare, via the improvement of productive groups within the tourism sector, according with nearby ability and assets.

The precept of developing a vacationer village is as an opportunity tourism product that could provide encouragement for sustainable rural improvement and has control ideas, inclusive of: (1) making use of local network facilities and infrastructure, (2) benefiting local groups, (three) small scale to facilitate the established order of reciprocal relationships

with nearby communities, (four) concerning local groups, (five) implementing rural tourism product development, and several underlying criteria inclusive of:

- a. The provision of facilities and infrastructure owned by local communities which usually encourage community participation and guarantee access to physical resources is a stepping stone for the development of tourist villages.
- b. Encourage increased income from the agricultural sector and other traditional economic activities.
- c. Local residents have an effective role in the decision-making process regarding forms of tourism that utilize environmental areas and local residents receive an appropriate share of income from tourism activities.
- d. Encourage the development of local community entrepreneurship.

Meanwhile, the planning principles that need to be included in "preliminary planning" are (1) even though they are located in tourism areas, not all places and environmental zones must become tourist attractions and (2) the potential of tourist villages also depends on the willingness of the local community to act creatively, innovative, and cooperative. Not all tourism activities carried out in villages are truly tourist villages, therefore, in order to become the center of attention for visitors, the village must essentially have important things, including:

1. Uniqueness, originality, special nature
 2. It is located close to an extraordinary natural area
 3. Relating to cultural groups or communities that intrinsically attract the interest of visitors
 4. Has the opportunity to develop both in terms of basic infrastructure and other facilities.
- Planning tourism in a village is not an easy task, especially in a situation that has a sensitive natural and cultural environment.

C. Rancakalong Village, Sumedang Regency

A traveler village is a form of tourism with gadgets and attractions in the shape of village existence which has special characteristics in its society, herbal landscape and tradition, so that it has the possibility to become a commodity for vacationers, particularly foreign vacationers. Village lifestyles as a traveller destination means the village is both an item and a topic of tourism, particularly as the organizer of numerous tourism activities and the consequences will be enjoyed by the community immediately. therefore, the active function of the community determines the continuity of this village's sports.

The achievement or failure of a traveller village to broaden is substantially inspired via how an awful lot and the way frequently a tourism hobby is accomplished, the region of the vacation spot is also one of the factors figuring out the development of a traveler village, management and assist from the local community and need to be according with the wishes of the local community. and no longer deliberate unilaterally. In developing a visitor village, the maximum crucial component is the guide of the area people/residents in efforts to develop the visitor village.

Sumedang Regency is a district located to the east of Bandung City, where Sumedang Regency consists of 26 sub-districts with 277 villages/sub-districts and an area of 1,558.72 km². Geographically, Sumedang Regency is surrounded by mountainous areas, which of course has advantages in terms of natural factors that can be used as a tourist destination.

Sumedang Regency currently has tourist destinations that are managed by the regional government and by the village. one of them is the tourist village in Rancakalong village, Sumedang Regency, this village has various unique and distinctive features ranging from rural natural tourism, mountains and even arts and cultural educational tourism which has always been known to both local and foreign tourists.

Based on the research carried out by the author, both through literature study and by visiting the research location, and also conducting interviews, Rancakalong village really has various unique aspects, both in terms of its community, rural nature and customs that are

still valid and have been passed down from generation to generation. their children and grandchildren, where the Rancakalong village community still maintains the arts and culture of the past (Buhun Art) such as:

1. Tarawangsa Art

The art of tarawang is an art that is celebrated as a form of gratitude of the village community to the creator (Allah SWT) for all the favors given, this art is included in one of the typical arts of Rancakalong Village from generation to generation, and usually this art is named at the time after doing the harvest, and as if the shape is wrong, then a folk festival is held.[12]



Image: JABARNEWS SUMEDANG.

<http://m.caping.co.id/news/detail/8583051>

The word tarawangsa is also contained in ancient books from the 10th century found in Bali. The word tarawangsa can be found in this literature with the other words "trewasa" and "trewangsah". Even at that time this art was already alive in Sundanese, Javanese and Balinese society. However, as time goes by, traces and artifacts of this musical instrument can no longer be found, and even people no longer know about this musical instrument.[13]

2. Art of Buhun Rengkong

Rengkong is a dancing activity performed by the axle carrier (paddy carrying device) by following the sound that appears from the axle hole. Rengkong is usually performed during the traditional ceremony of mother-in-law or to pick up the willing nyai (harvest).[14]



Image: Sumedang Express.

<https://sumedang.jabarekspres.com/2023/03/16/histori-kesenian-sunda-seni-rengkong-jawa-barat/>

Rengkomng art is the art of buhun with a religious breath, the dancer's feelings determine the rhythm and song he wants. Rengkong art is a form that is reflected through cultural arts, as a form of gratitude to the greatness of the Almighty because he has provided a very abundant harvest, this art is held after harvesting, Rengkong art is an art that never forgets the ethics of obedient customs and comply with the main issues[14]

3. Mulud Sholawat Art

Sholawat Mulud (Flying Gede) is an art that grew and developed during the spread of Islam. The art of Sholawat Mulud is held when commemorating the birth of the Prophet Muhammad SAW (Maulud Nabi). [14] This shows how Islam is very merciful to the world because it teaches not to be selfish and always gives blessings to all for all people. The most frequently mentioned name every day is Prophet Muhammad SAW. The mention of the Prophet's name is mostly done in the form of sholawat. Sholawat or salutation is an expression of love and longing for Prophet Muhammad by saying salutations, such as Allahumma shalli „ala Muhammad. Praying for the Prophet is a call from God[15]

The art of flying big was used in the context of spreading Islam, but later developed into ritual ceremonies such as baby thanksgiving, ruwatan, and hajat bumi rituals only used by the wider community at circumcision events, wedding entertainment facilities, and traditional ritual ceremonies.

4. Renggong horse

Renggong horse is one of the Sumedang arts, including in Rancakalong Village, which takes the form of Sundanese musical art and accompanies the horse dancing to the song being sung. In the past, the art of Renggong Horse was used at events after circumcisions aimed at entertaining the circumcised child.



Image: SISEMAR

<https://sisemar.sumedangkab.go.id/Front/artikledetail/seni-kuda-renggong-sumedang>

Renggong horse is a performing art originating from Sumedang. The word renggong means kamonesan or what is called skill, the way a horse is trained to walk to dance to the rhythm of music. The art of renggong horses is often used as entertainment for children's circumcision processions, holiday celebrations, and as a performer at festivals. The art of renggong horses continues to develop in Sumedang and has even become an annual tourist attraction tradition in Sumedang which is held every September 29. There is also clothing for the renggong horse, this art has become a typical Sumedang tourism object that cannot be found in other areas. The art of the renggong horse can be seen from the skill of the foot movements, as well as the horse's body following the rhythm of the accompanying music. The renggong horse has experienced development if you look at the shape of the horse, which is straight, strong and strong, and the horse accessories used. Accompanying musical equipment and other things, this development has become a means of performing more and more lively every day.[16]

Apart from the art and culture that is the excellence of Rancakalong village in Sumedang Regency, there are still many other unique and traditional foods that are still made by the people of Rancakalong village such as:

1. Leupeut Golong

Leupeut golong is a typical food from Cimanglid Village, Pasirbiru Village, Rancakalong District. This food is a dish that must be present and is a certain requirement when going to hold a thanksgiving event or what is known as the term hajat overtime in Cimanglid.

Hajat golong or hajat overtime is held in the context of ngahurip overtime against the hall and is held every month of Safar, precisely on the 10th of Safar

2. Until Wedang

Sampeu wedang is a food made from cassava and wedang that are combined into a harmonious combination. Sampeu wedang is made from cassava and nira water (lahang) added with other spices.



Image: Info Rancakalong <http://info-rancakalong.blogspot.com/p/kuliner.html>

3. Suro Porridge

Suro porridge is one of the traditional dishes inherent in Islamic society in Indonesia, especially in Java. Suro porridge ceremony or tradition is one of the traditional ceremonies performed by the Rancakalong Community of Sumedang Regency as an agrarian community, as a form of gratitude to the creator, and is performed every year regularly.



Image: <https://www.puasmerdeka.com/hiburan/049503540/mengenal-asal-ulus-makna-ert-filosofi-dalam-bubur-suro-yang-jadi-makanan-khas-sambut-1-muharram>

Bubur Suro tradition: as a local wisdom that is still practiced in Rancakalong District. Sumrdang, and takes place from generation to generation

In general, local culture has high values, both philosophical and sociological. It could be said that local culture is something exotic. The word exotic is defined as something foreign, or unknown to many people, thereby stimulating curiosity (Spillane 1994). Natural beauty, social life, spiritual wealth are attractions that can invite curiosity from the outside community. Therefore, this exoticism must be displayed in authenticity so that it becomes the main attraction in tourist destinations.[6]

Based on the results of research conducted by the author and based on literature studies, empowering Rancakalong village in developing a culture-based tourism village is very possible because Rancakalong village has various cultures that can be used as superior tourism. This shows that Rancakalong village has potential in developing cultural villages because of this. It has 5 elements in village development such as:

1. Attractions,

Rancakalong village, Sumedan Regency has art and culture as a tourist attraction, so tourists will feel happy because they are presented with interesting art and attractions, not only that, Rancakalong Village also has other culture as a tourist village attraction.

2. Facility

The facilities offered in the tourist village area currently still rely on home stays from the local community. In fact, not far from the location of the Rancakalong tourist village there are hotels and lodgings which are quite good and the prices are relatively cheap, besides there is also lodging provided for families.

3. Infrastructure

Supporting infrastructure is very important in the development of tourist villages. Currently the infrastructure in Rancakalong village is considered good, the road to the tourist village location is also relatively good. Some of the roads in Rancakalong village, Sumedang Regency are paved, and the width of the road allows it to be passed in both directions, especially now that access to Rancakalong village is easy, by being on the Cisundawa Toll Road, which makes the trip relatively short, just from Bandung to Rancakalong Village, just 30 minutes from the center of Bandung City

4. transportation,

Access to tourist locations in Rancakalong Village is currently very easy, there are many public vehicles that pass through the village, from rural transportation, motorbike taxis, even now it's made easier with the existence of online motorbike taxis and cars, even now there are many transportation services available. can be rented to the location

5. Friendliness

The people of Rancakalong village, Sumedang Regency are famous for their friendliness, with authentic village communities that still maintain their culture. Of course, community friendliness is the main factor in developing tourist villages.

Of the various advantages and uniqueness that Rancakalong village has, this does not necessarily make Rancakalong village a tourist village, it is very possible that this can be seen from the 5 (five) elements that are the basis for the formation of a tourist village as stated by James. J. Spillane (1994), but of course the development of tourist villages must receive support or involvement from the community in developing tourist villages.

The participatory approach allows various elements in society to be involved as widely as possible to participate in planning tourism village activities, including exploring sources and financing. The principle of self-reliance places the community as the main actor in successful development as well as the biggest beneficiary of village tourism activities. This is realized through involvement in planning, implementation, supervision and maintenance of activities as well as utilization of tourist village products.

4. Conclusion

Empowering Rancakalong Village in Sumedang Regency Culture-Based Tourism Village Development is not only the community's task, but requires the involvement of other parties. The idea of growing a traveler village is to make the village a tourism vacation spot. by combining natural and cultural tourist sights, and public tourism facility services, in addition to adequate accessibility, with the methods and traditions of village community existence. the principle precept in village tourism is village improvement, specifically the point of interest on empowering the network so that you can increase their village independently. The improvement of visitor villages is the authorities's challenge to enhance community welfare, thru the development of efficient groups within the tourism zone, in accordance with local ability and resources.

Rancakalong Village has the capacity to be developed, this could be seen from the 5 elements as the premise for forming a traveller village owned by means of Rancakalong Village, both in phrases of attractions, centers, infrastructure, transportation and additionally the friendliness of the village network. Rancakalong village can be developed into a culturally based totally tourist village, due to the fact other than these 5 factors, Rancakalong village is also supported with the aid of community participation in each interest carried out inside the village. This suggests that network empowerment is intending according with what's the idea for the shape of a traveller village. with out community

participation and with out empowerment from the network, it is impossible for this to be realized.

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