

# THE EFFECT OF NETWORK COMMUNITY BASED TOURISM IMPLEMENTATION ON INCREASING INDEPENDENCE AND INCOME (STUDY ON THE TOURISM VILLAGE OBJECT OF SITU LEBAK WANGI, PARUNG DISTRICT, BOGOR REGENCY)

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**Abstract.** This study aims to determine the impact of implementing network community based tourism on the increase and income carried out in the tourist village of Situ Lebak Wangi, Bogor. This research is conducted using a quantitative approach with a causality model to test the proposed hypothesis. The entire community in Pamegarsari Village, Parung District, Bogor is the population in this study. The sample in this study amounted to 100 samples obtained through a survey of accidental sampling technique. Based on the research conducted, it is found that Network Community Based Tourism has a significant positive effect on the independence and income of citizens of the Situ Lebak Wangi Area. Community independence can increase when there is community-based tourism development. Community-based tourism management makes its management involve a lot of the community. The community is provided with business stalls in the Lebak Fragrant Lake area to invite tourists while growing the economy of the local residents.

**Keywords:** network community based tourism; community income; community independence

## I. INTRODUCTION

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Tourism is one of the leading potential sectors that can be developed to increase regional income. As one of the efforts made to develop regional original income, the existence of a development program and utilization of regional tourism resources and potential is expected to support economic development in the related area [1]. Procurement and development of the tourism sector can trigger demand both related to consumption and investment which can be an opportunity to carry out production activities that increase regional revenues that encourage and accelerate economic growth [2].

The existence of this tourist destination is expected to be a new economic driver for the surrounding community. Situ Lebak Wangi itself has water tours and rides, as well as the beauty of the water panorama. Situ Lebak tourism will be managed jointly by all parties, including the Village-Owned Enterprises (BUMDes) so that it can provide great benefits for Bogor residents.

The development of tourism in an area can help in accelerating economic growth. It is due to the existence of opportunities that can be utilized by the community to develop their business [3]. In tourism activities, most tourists will make buying and selling transactions; it will certainly lead to a demand (tourism final demand) for goods and

services in the market. Then, this demand will indirectly increase the demand for goods and their raw materials (investment derived demand) as materials for producing products so that tourist demand for these goods and services can be met [4].

The existence of significant economic development as a result of the development of the Situ Lebak Wangi Tourism Village will also have an impact on the development of community independence. The existence of this independence is one indication of the success of a region in facing the challenges of regional autonomy. Community independence in principle is dependent on the financial ability of the community to find sources and opportunities to earn income and the community's dependence on local governments through the provision of assistance, community financial independence illustrates that the community has the ability to finance the necessary development activities [5].

Both independence and income that the community has succeeded in obtaining is one of the impacts of the implementation of Community-based tourism. According to Suansri [6], CBT is not only a tourism business carried out with the aim of providing maximum profits for investors. The main objective of CBT is to provide benefits to the community and environmental resources through the existing tourism sector. CBT is one of the results of a community development strategy by utilizing the tourism sector as a medium to strengthen the competence of rural institutions that are managers of tourism resources related to inviting local communities to participate in the activity.

Carrying out the development of the tourism sector will not succeed without the participation of the community as one of the authorized and domiciled parties and has an

important role in development in an area [7]. This is what underlies the concept of network community based tourism. Networking in CBT is a form of cooperation based on a voluntary agreement where all parties have the same commitment and run community-based tourism. In addition, Suansri [6] stated that the network interaction between tourism aspects in CBT can increase the effectiveness of achieving the CBT mission.

Network community based tourism is also carried out by the parties who manage Lebak Wangi tourism area. The development of Situ Lebak Wangi Tourism Village is a form of government initiation through the collaboration of BUMDes and local village stakeholders, in which manages and develops it with the community. Situ Lebak Wangi is claimed to be a suitable tour for tourists who want to breathe fresh air and seek tranquility. BUMDes and village governments work together with the community to develop stalls of traders selling a variety of food [8]. Other than that, near place of Situ Lebak Wangi tourism, a Café Lake has also been established which is able to pamper visitors when enjoying a meal, while looking at the beauty of Setu Lebak Wangi. The main purpose of this study is to examine the effect of CBT on people's independence and income. The formulation of the proposed hypothesis is in the following.

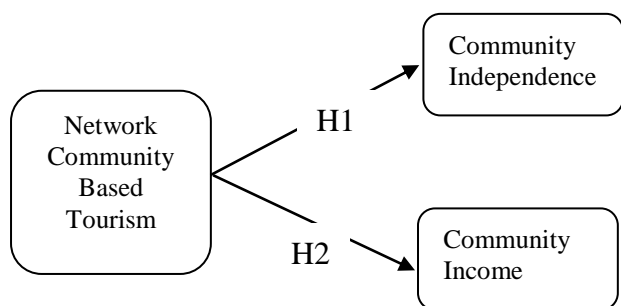


Figure 1. The formulation of the proposed hypothesis

H1: Network community based tourism has a positive and significant effect on community independence

H2: Network community based tourism has a positive and significant effect on people's income

### Network Community Based Tourism

Network community based tourism is a concept used in developing the tourism sector by empowering the surrounding community carried out together with the central government, local government and local communities [6]. Network Community Based Tourism emphasizes the understanding of values and assets owned in the form of culture, customs, local culinary and lifestyle owned by the community through community empowerment [9]. In the context of tourism development, this community will later become the main attraction for visiting tourists.

Network community based tourism tries to develop tourism by involving various parties vertically and horizontally. Building a vertical network through community involvement is carried out to make community members

realize that a good development program at Situ Lebak Wangi will have a positive impact on their survival which then creates a sense of responsibility in maintaining Situ Lebak Wangi [6]. Tourism is an activity related to numerous groups and individuals. Although CBT focuses on the community as the center of tourism management, they may not support CBT which will then become an obstacle if all stakeholders are not able to benefit or are not allowed to play a role [6].

Network community based tourism is one of media that can be chosen in community development and environmental care. Suansri [6] added that one of the goals of network based tourism is to pressure government at all levels to design, recognize and/or enforce rules and regulations intended to minimize the environmental, social and cultural impacts of tourism on local communities. UNEP & WTO [10] explained that community based tourism can be seen with economic, social, political and cultural principles. The following illustrates the 5 principles of CBT according to UNEP & WTO [10] and Suansri [6].

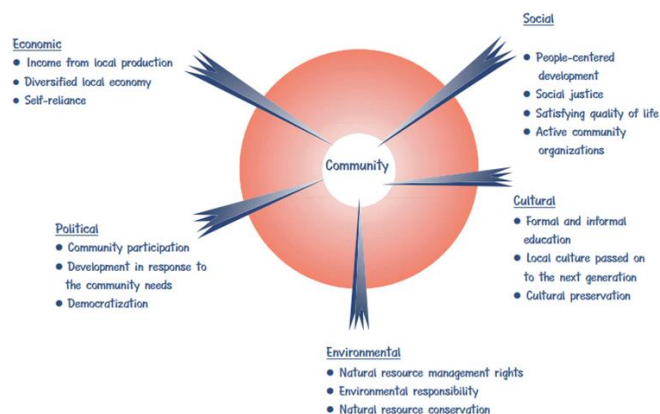


Figure 2. Five principles of CBT  
 Source: UNEP & WTO [10] and Suansri [6]

The dimensions and indicators to measure the implementation of network community based tourism according to [10] is defined in the following table 1.

Table 1. Dimensions and Indicators of Network Community Based Tourism

Variable	Dimension	Indicator
Network Community Based Tourism (CBT)	Economy	Availability of funds used in developing the tourism sector community based Absorption of labor There is a source of income for the surrounding community
	Social	The quality of life of the community has increased Cultivating a sense of community pride Community readiness and readiness
	cultivation	Helping the development of acculturation and cultural assimilation Increased public respect for other cultures Introducing local culture

**Independence**

Independence is a belief in one's own ability to solve problems at hand without the need for help from other parties. Independence can be interpreted as an effort made by a person to maintain his or her survival by not depending on others. An independent person can be said to be a person who is able to solve various problems he experiences, can make decisions, take the initiative and be creative, without neglecting the environment in which he is located. Thus, the independence of a region can be interpreted as the region's efforts to maintain the sustainability of the region by breaking away from autonomy and assistance from a larger region with a view to finding its own identity.

Village independence through the development of the village tourism sector that has been offered such as the Candirejo tourist village which presents various types of tourism managed by the Candirejo tourism village cooperative with the chairman, Mr. Tatak Sariawan. From the results of research conducted by Ahsani [11], it is known that the implementation of village independence is marked by the achievement of the village independence indicators, which are mostly supported by the implementation of the community based tourism concept in Candirejo Tourism Village. The result shows that Candirejo Tourism Village is classified as an independent village. The independent context in this case does not mean that Candirejo village is separated from government assistance funds, but at least to meet the main needs, activities carried out by the community, construction of public facilities, and economic activities have been able to be carried out independently [12].

Table 2. Dimensions and Indicators of Independence

Variable	Dimension	Indicator
Independence (Joseph, 2016)	Improving the Regional Economy	Economic growth rate Increased investment value Presentation of increased production of superior commodities The growth rate of the tourism sector
	Developing Regional Food Availability	Percentage of regional food sufficiency
	Maintaining Regional Economic Stability	Inflation rate Index of economic development inequality between regions Gini Ratio (Index of Income Gap)

**Income**

Revenue becomes a major element in the income statement of an organization. Income is the capital added by the company as a result of selling the company's products [13]. It is because income can be interpreted as income or gain and the word income means income or gain or profit. Therefore, income can be interpreted as monetary income obtained and given to economic entities based on the achievements submitted in the form of income and wealth income from one job or entrepreneur [14]. The size of a person's income depends on the type of work.

Nawastuti & Lewoema [15] state that increasing regional potential, especially in the tourism sector, is

important which aims to increase tourism sector income and regional income. In addition, Diana & Setiawan [16] stated that Tourist Destination Areas (DTW) that use the concept of Community Based Tourism (CBT) but have low incomes are the Mangrove Information Center located in Panjang Baru and Bandengan, North Pekalongan District.

Table 3. Dimensions and Indicators of Income

Variable	Dimension	Indicator
Income	Income	Increase the income of the local community
	Employment Opportunity	Decrease in unemployment
	Consumption Pattern	Changing consumption patterns

**II. RESEARCH METHODS**

The approach used in this study is a quantitative approach with a causality model to test the proposed hypothesis [17]. In this study, the population used is the entire community of Pamegarsari Village, Parung District, Bogor Regency. The sample in this study amounted to 100 samples obtained through a survey through accidental sampling technique. Accidental sampling is a sample selection procedure involving the most easily found person or unit. The distribution of the questionnaires in this study was for the use of this survey research to obtain an overview of CBT and its effect on the independence and income of rural communities. In this study, the analytical technique chosen is SEM (Structural Equation Modeling) which was carried out with the help of the Smart PLS program [18]. SEM is a multivariate statistical testing technique that combines factor analysis and regression analysis (correlation). This technique aims to examine the relationships between research variables contained in a model. Analysis of PLS is carried out in three stages defined in the following.

**External model analysis**

This model establishes the relationship between latent variables and their indicators. In other words, the external model defines the relationship between each indicator and its latent variables. Tests performed on external models are in the following.

- Convergence validity. The value of convergence validity is the load factor value of the latent variable and its index. The expected value is >0.7.
- The mean of the extracted variance (AVE). AVE is the average percentage value of variance extracted between question items or variable indicator (AVE), and is a summary of the convergence indicator. For good demand, AVE value should be > 0.5.
- Multiple reliability. Data with composite reliability should be > 0.7 considered as high reliability.

d. Cronbach Alpha. Cronbach Alpha has strengthened reliability testing. Expected value for all structures are > 0.6

Evaluating the internal model by looking at the percentage of variance explained by looking at R2. Changes in the value of R2 can be used to assess whether several independent latent variables have a substantial impact on the impact of the dependent latent variable. According to Colton, the strength of the relationship between the two variables is divided into four aspects, which are in the following.

Table 4. Four aspects of the strength of relationship between variables

R-Square	Relationship Strength
0.00-0.25	Weak relationship
0.25-0.50	Medium relationship
0.51-0.75	Strong relationship
0.76-1.00	Very strong/Perfect relationship

### Hypothesis Test

The last step is to test the hypothesis using the criteria of using statistical values for hypothesis testing. For alpha 5% the statistical value used is 1.96 (Muniarti et al., 2013). Thus, the criterion to accept or reject the hypothesis is if the t statistic > 1.96, Ha is accepted and H0 is rejected. To reject/accept, the hypothesis uses probability, if p-value < 0.05, Ha is accepted.

## III. RESULTS AND DISCUSSION

Convergent validity is carried out with the aim of knowing the level of validity of each relationship between the indicator and its latent construct or variable. Convergent validity is measured based on the correlation between item scores or component scores and latent variable scores estimated through the Smart PLS program.

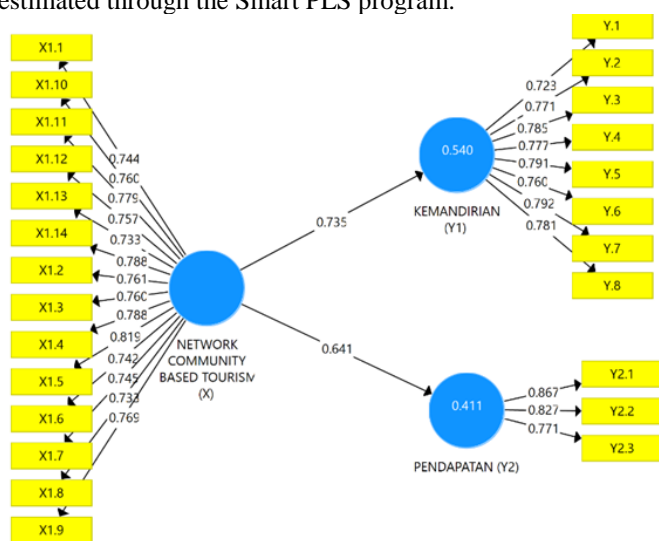


Figure 3. Convergent Validity Test Result

In this study, Convergent Validity is also determined by the Average Variance Extracted (AVE) score. The following presents the Convergent validity score.

Table 5. Convergent validity score result

	Outer Loading	AVE	Description
X1.1	0.744	0.582	Valid
X1.10	0.760		Valid
X1.11	0.779		Valid
X1.12	0.757		Valid
X1.13	0.733		Valid
X1.14	0.788		Valid
X1.2	0.761		Valid
X1.3	0.760		Valid
X1.4	0.788		Valid
X1.5	0.819		Valid
X1.6	0.742		Valid
X1.7	0.745		Valid
X1.8	0.733		Valid
X1.9	0.769		Valid
Y1.1	0.723	0.597	Valid
Y1.2	0.771		Valid
Y1.3	0.785		Valid
Y1.4	0.777		Valid
Y1.5	0.791		Valid
Y1.6	0.760		Valid
Y1.7	0.792		Valid
Y1.8	0.781		Valid
Y2.1	0.867	0.677	Valid
Y2.2	0.827		Valid
Y2.3	0.771		Valid

In the table above, it is known that all indicators have a loading value of >0.7. In addition, the AVE value for each construct is also more than 0.5; thus, all indicators are declared to meet the requirements of convergent validity.

### Composite Reliability and Cronbach Alpha

The calculation of the outer model, apart from being determined based on construct validity, can also be done by looking at construct reliability as measured by Cronbach alpha and composite reliability. The results of the PLS output for Composite Reliability and Cronbach alpha are shown in the following table.

Table 6. Composite Reliability and Cronbach Alpha Score Result

	Cronbach Alpha	Composite Reliability	Description
Independence (Y1)	0.904	0.922	Reliable
Network Community Based Tourism (X)	0.945	0.951	Reliable
Income (Y2)	0.761	0.862	Reliable

**Inner Model Analysis**

**R-Square Test**

The value of R<sup>2</sup> describes the degree of determination of exogenous variables on endogenous variables. The greater the value of R<sup>2</sup>, the better the rating level will be. The value of the coefficient of determination is shown in the following table.

Table 6. R-Square Test Result

	R Square	R Square Adjusted
Independence (Y1)	0.540	0.535
Income (Y2)	0.411	0.405

Based on the results of the calculation of R<sup>2</sup>, it is known that the independence variable has a score of 0.54 which means that CBT affects community independence by 54%, while the other 56% is influenced by factors that have not been discussed in the study. The R<sup>2</sup> score for the independence variable is included in the category of strong relationship. However, the income variable obtained a score of 0.411 which means that CBT affects the income variable by 41.1% while the other 58.9% is caused by factors outside this study. Obtaining a score of R<sup>2</sup> for the CBT variable on people's income is classified in a moderate relationship.

**Hypothesis Test**

Hypothesis testing is done by looking at the values obtained from the Path Coefficient formula contained in the inner model testing. To be able to determine whether or not a hypothesis is accepted is by looking at the significance value of t-statistics, and p-values. The decision-making basis applied is in the following.

H1: If t statistic is > t table 1.98 (n=100) and P Values is < 0.05

H0: If t statistic is < t table 1.98 (n=100) and P Values is > 0.05

Table 6. Hypothesis Test Result

	Original Sample (O)	T Statistics ((O/STDEV))	P Values	Description
Network Community Based Tourism (X) -> Independence (Y1)	0.735	17,146	0.000	Received
Network Community Based Tourism (X) -> Income (Y2)	0.641	10,700	0.000	Received

**Network Community Based Tourism Has a Significant Positive Effect on Community Independence in Situ Lebak Wangi**

Based on the test results, it is known that H1 is accepted where the community based tourism network has a significant positive effect on the independence of the local community. This study shows results that are in line with the findings of Ahsani [11] and [19]. Giampiccoli & Saayman [19] stated that community independence can increase when there is community-based tourism development [20]. CBT is

a tourism management concept whose management is carried out by the community in collaboration with village, regional, and central governments with the aim of minimizing negative impacts on the environment, culture and creating a positive community economy at the same time [21].

The development of Situ Lebak Wangi tourism presents an opportunity for local people to set up businesses. The village government, by involving the community in the management of Situ Lebak Wangi tourism, has become one of the tools to develop an integrated tourism sector. Community independence is achieved when numerous parties involve the community in the development of Situ Lebak Wangi tourism. In its development, Situ Lebak Wangi is managed by the community and the village government through various joint development programs with the tourism office. This development is accompanied by the provision of training and guidance related to the development of tourism services that are relevant to the situation of Situ Lebak Wangi. This development has resulted in tourism services such as the development of canoes, paddle ducks, and culinary centers, etc.

The independence of the Lebak Wangi community can also be seen from the high intensity of community activities in empowerment efforts where the implementation and procurement of facilities does not depend on funds provided by the government. The development of Situ Lebak Wangi tourism has opened up new job opportunities, especially for the people living around the village; in addition, with the establishment of the Situ Lebak Wangi tourist attraction, it attracts tourists to visit and automatically local products produced by the community locally becoming more recognizable. Network community based tourism is carried out through the central government network [21]. This goal is relevant to the NCBT principle that tourism development should be carried out together to empower local communities so that they can realize independence and prosperity. Synergy between networks in the management of Situ Lebak Wangi in the end is able to develop the independence of the surrounding community.

**Network Community Based Tourism Has a Significant Positive Effect on Citizen's Income in Situ Lebak Wangi**

Based on the test results, it is known that H2 is accepted where the Community Based Tourism Network has a significant positive effect on the income of the local community. Network Community Based Tourism is seen as a appropriate approach to determine regional conditions and effective in its use because it includes dimensions and involves various networks. Network Community Based Tourism does not only involve the role of the community. The Community Based Tourism Network also encourages the involvement of central, regional, and community governments to jointly develop tourism resources with the community. According to Burgos & Mertens [21], the involvement of various networks in the implementation of CBT is beneficial for various parties such as the government in formulating strategies for community economic

empowerment. Other than that, Mohanty [22] state that community-based tourism is able to create job opportunities that directly or indirectly have an impact on improving the quality of life of the community by providing a source of income for skilled and unskilled workers. The realization of Situ Lebak Wangi tourism is one of the concrete manifestations of the success of developing a Community Based Tourism Network [6].

Community-based tourism management makes its management involve a lot of the community. Public business stalls are provided in Lebak Wangi area to increase attractiveness for tourists while supporting the economic development of the local community. In all efforts from planning to development to date, Situ Lebak Wangi is still being carried out through BUMDes collaboration and the community to work together to carry out development. Heretofore, Situ Lebak Wangi is one of the tourist attractions that is able to present a calm and cool natural atmosphere. Situ Lebak Wangi has also been equipped with various tourist facilities such as paddle boats that increase tourist interest. In addition, Sugiyarto [23] stated that each level of change in tourists will have an impact on changes in the level of output, added value, labor wages or salaries, foreign exchange earnings, and balance of payments. Since its inauguration, there has been proven to be able to improve the quality of life for people living in tourist areas [24]. Other than that, the development of community-based tourism can have positive impacts including (1) opening job opportunities, (2) increasing job opportunities, (3) increasing revenue, and (4) participating in efforts to maintain local culture [25]. The level of basic needs owned by the community which includes clothing, food, and shelter is influenced by the level of income earned by individuals [26]. Community-based tourism network implemented in the management of Situ Lebak Wangi does not only pay attention to tourist satisfaction, but also ways to preserve the environment and provide benefits to local communities. The development of local potential through development is carried out by empowering the community is important and needs to be done as a form of attention in improving the welfare of the community. The development of community-based tourism is an opportunity for the community to identify their needs, explore the benefits of all resources so that the community can independently and creatively find a prosperous life.

#### IV. CONCLUSION

Based on the test results, it is known that network community based tourism has a significant positive effect on the independence and income of the people in the Situ Lebak Wangi Area. Community-Based Tourism at Situ Lebak Wangi can be achieved with awareness and active participation provided by the community in collaboration with other stakeholders. Tourism management based on Community-Based Tourism is something that stakeholders need to pay attention so that tourism management can prioritize the surrounding community. Network Community

Based Tourism has a significant positive effect on local community income. The application of CBT is beneficial for various parties such as the government in formulating strategies for community economic empowerment. Community-based tourism management makes its management involve a lot of the community. The community is provided with business stalls in the Situ Lebak Wangi Tourism Village area to attract tourists as well as support the economy of the residents around Situ Lebak Wangi.

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