

The influence of village funds on community empowerment in tourism villages

Noora Fithriana^{1*}, Fransiska Eka², and Cahyo Sasmito³

¹Universitas Tribhuwana Tunggaladewi Malang, Malang, Indonesia, email: noora.fithriana@unitri.ac.id

²Universitas Tribhuwana Tunggaladewi Malang, Malang, Indonesia, email: fransiskaeka01@gmail.com

³Universitas Tribhuwana Tunggaladewi Malang, Malang, Indonesia, email: cahyosasmito1970@gmail.com

*Corresponding author

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ABSTRACT

This study aims to measure how much influence village funds have on community empowerment in Pujon Kidul Tourism Village using quantitative methods. This study collected primary data from closed questionnaires which were distributed randomly to 100 respondents including village government, youth leaders and community leaders. This research questionnaire is valid and reliable while the results of this study have been tested. The results of this study indicate that the predictor size of the variation of the independent variable on the dependent variable is 0.528 and every time there is an addition to the independent variable, an addition of 0.768 will also be experienced by the dependent variable. With these results, the conclusion is that there is an influence of village funds on community empowerment which implies that village funds have a positive influence on community empowerment. This positive influence can occur due to the adequacy of village fund financing for community empowerment as a priority area in the Pujon Kidul Tourism Village. By disbursing village funds to tourism villages, in this case, village communities are empowered.

Keywords:

village funds; tourist village; community empowerment

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INTRODUCTION

The village government is positioned as a subsystem that is authorized, obligated, and has the duty to manage and regulate the interests of its own community or better known as regional autonomy in the government system in Indonesia. In order to carry out these obligations, duties and authorities in village government affairs, a source of village income is urgently needed. Responding to the village's needs, the central government provided financial support in the form of village funds allocated from the APBN but transferred through the district/city APBD, which then became the right of the village. Of course, sush

village funds must be able to provide the maximum benefit that is prioritized on empowering village communities. In line with this objective, village community empowerment programs are funded from village funds must be able to benefit the improvement of welfare and quality of health, culture, and education. For this reason, the village head as the holder of village government power in village financial management must be able to manage and use village funds properly.

From the results of previous studies it can be concluded that the use village funds have a positive impact on society (Rachaju, 2022), which is proven by community empowerment through village funds in accordance with the mandate of the Village Law and Government Regulations with the scope of human development, business development and environmental development (Bili & Ra'is, 2017). Empowerment can refer to a person's ability, especially vulnerable and weak groups so that they must have the strength or ability to (a) fulfill all their own basic needs; (b) reach more productive sources; and (c) participate in village decisions and development that can affect them (Suharto, 2014). The direction of empowering rural communities is a faster and more effective way to achieve village government goals by involving the community and government units and prioritizing community needs in budget allocations so that village advantages can be utilized while still paying attention to their potential.

One of the community empowerment programs funded by village funds is a tourist village. In the Pujon Kidul village area, the village fund budget was IDR 172 million in 2012. This amount can only be used for operational funds. Then, the Head of Pujon Kidul Village mobilized community groups in the following year to manage existing local potentials, such as natural resources, agriculture, cultural arts, animal husbandry and the social life of the community. Until 2017, based on the 2018 Pujon Kidul BUMDesa Financial Report, the budget village funds Pujon Kidul increased to 490 million. The results of research regarding the level of management effectiveness village funds in Pujon Kidul Village shows that on the adequacy indicator, village fund financing is sufficient for community empowerment (Ardila, 2020). In 2022, the Pujon Kidul Village Government will also start compiling *Masterplan Development of Sawah Cafe*". The use of village funds realized in the Sawah Village Tourism Cafe is a turning point for support, empowerment and involvement of various parties, such as the village government, BPD, LKMD, PKK, religious leaders, youth groups, and other community leaders (including farmer/livestock groups). so that it can attract tourists with no less than 300 visitors every day, even if the holidays or weekends come, the visitors who come can increase up to 3000-5000 people per day (Hermawan et al., 2021). Thus, the development of a tourist village is a strategic step for Pujon Kidul to empower the village community.

This study departs from a hypothesis that suspects that there is no influence of Village Funds (DD) on community empowerment. This is because many previous studies have looked at community empowerment from the influence of the Village Fund Allocation (ADD), moreover there are many other factors that influence community empowerment (Hardianto, 2022). In this case, of course village funds provide an opportunity for villages to manage village community empowerment autonomously (Rachaju, 2022). Therefore, the influence of village funds on community empowerment in the Pujon Kidul Tourism Village was measured in this study in order to prove the truth of the research hypothesis. PP 60/2014 refers to the village as a community unit that has the authority to regulate and manage the interests of the local community. To carry out this authority, villages are equipped with village funds sourced from the APBN to finance governance, development implementation, community development and community empowerment. Therefore, the variable village funds in this study are described according to their use based on PP 60/2014 which includes:

financing government administration, implementing development, coaching, and community empowerment.

To optimize its use, villages are given the authority to organize and manage their authority according to village needs and priorities. This means that village funds must be used to fund all of these things. One of the priorities for using village funds has been to finance village community empowerment, because developing village community empowerment is a village obligation. Based on Permendes-pdtt 21/2015, setting priorities for this use among others aims to determine village-scale programs and activities so as to increase the capacity of villagers in income. One of the priorities for funding village funds is the implementation of village-scale programs and activities in the field of village community empowerment. The definition of village community empowerment based on Permendes-pdtt 21/2015 is an effort to develop self-reliance and community welfare, and utilize resources that are in accordance with the essence of the problem and priority needs of village communities that are agreed upon and decided through village meetings. There are four indicators that can be used to measure community empowerment, namely: access, participation, control and benefits (Wrihatnolo & Dwidjowijoto, 2013). In these four indicators, what is meant by access is the convenience of the community in accessing empowerment programs so that the community can be proactive and not left behind. The next indicator, namely participation, is meant as the same right that all members of the community have in utilizing resources. Furthermore, the control carried out by the village government can also help the effectiveness of community resources. Lastly is the benefit indicator, where when community empowerment is effective and on target, then positive benefits will emerge for all communities. Thus, the community empowerment variables in this study include several indicators, namely: access, participation, control and benefits.

METHOD

This research is quantitative research. Quantitative research is a way to test theoretical objectives by examining the relationships between several variables (Creswell, 2016). This type of quantitative research is used in order to test the relationship between two variables, namely village funds and community empowerment. The location taken was the Pujon Kidul Tourism Village in Pujon District, Malang Regency because the village funding was sufficient for development and community empowerment so that it was considered sufficient to have an impact evenly on the entire community (Ardila, 2020). In the field, this study obtained primary data from closed questionnaires which were distributed randomly to 100 respondents. The number of respondents has been calculated using the Slovin formula from a tourism village community population of 4,473 people, with an error tolerance limit of 10%. Thus, the 100 samples of this study include the tourism village community which, if broken down, consists of: village officials, youth leaders (tourism awareness groups and youth organizations), and community leaders (RT/RW, PKK, BUMDes managers) due to the use of village funds in the village program. Pujon Kidul Tourism has the support and involvement of various parties.

The independent variable in this study is the Village Fund, while the dependent variable is Community Empowerment. The village fund variable (X) has four indicators: government administration financing, development implementation, community development, and community empowerment. The four indicators of variable X are translated into two question items in the questionnaire. Similar to the village fund variable (X), the community empowerment variable (Y) also uses four indicators consisting of: access, participation, control and benefits. The four Y variable indicators are also translated into two question items in the questionnaire. Thus, the questionnaire contains eight questions regarding

village funds and eight other questions regarding community empowerment. These questions were all made in the form of multiple choices with alternative answers that could be chosen as follows: (a) Strongly Agree (SS), (b) Agree (S), (c) Less Agree (KS), (d) No Agree (KS), or (e) Strongly Disagree (STS), so that the intent of the question can be captured more clearly by the respondents.

In filling out the questionnaire, the respondents were asked to fill in their personal data and put a cross on the answer that corresponds to the state of village funds and the community empowerment they feel in the Pujon Kidul Tourism Village. Assessment of the contents of the question items for each variable in this questionnaire is based on a Likert Scale of 1-5, where the STS answer is worth 1, the TS answer is worth 2, the KS answer is worth 3, the S answer is worth 4, while the SS answer is worth 5. To measure the validity and constancy of research instruments, researchers tested the validity and reliability with Microsoft Excel. In the validity test, an instrument can be said to be valid if $r_{\text{count}} > r_{\text{table}}$. Because each item in the X and Y variables has a value of r_{count} which is greater than the value of r_{table} , then this research instrument is said to be valid. After the instrument is declared valid, a reliability test is carried out. In the reliability test, the Cronbach Alpha value for the X variable was 0.713 and the Y variable was 0.763, which means that the research instrument was reliable. Furthermore, the primary data is presented in tabular form so that it is easier to understand (Sugiyono, 2014) to then be analyzed using the coefficient of determination test technique (R^2) and simple linear regression test with Microsoft Excel.

RESULT AND DISCUSSION

A tourist village is an area or rural area that offers a whole atmosphere that reflects the authenticity of the village itself and unique and interesting economic activities, and has the potential to develop various tourism components in which there are many tourist attractions (cultural, artificial, natural). packaged in such a way as to attract tourists to visit (Prabowo et al., 2016). Pujon Kidul is a village located in Pujon District, Malang Regency, which has an area of 330,000 hectares which is very potential in terms of natural resources and tourism so that it can be combined with community agricultural commodities and nature tourism educational activities (Ira & Muhamad, 2020). In 2016, Pujon Kidul Village was proclaimed to be a tourist village by the Government of Malang Regency so that since then, new festivals and attractions have been developing well in Pujon Kidul Tourism Village while maintaining the original rural atmosphere and environmental sustainability as an attraction main (Ira & Muhamad, 2020). This development is carried out by empowering rural communities, especially productive workers.

To measure the influence of the independent variables on the dependent variable in this study in the Pujon Kidul Tourism Village, a simple linear regression test was performed. The results of the simple linear regression test are shown in Table 1. Table 1 obtains the feasibility measure of the model (R^2) of 0.528. That is, the variation in the village fund variable of 52.8% is expected to explain the community empowerment variable examined in this study. This is in line with the results of research which found that village funds had a positive effect of 57.8% on Village Spending in the Field of Village Community Empowerment (Lestari, 2020). Meanwhile, the remaining 47.2% can be explained by the influence of other variables not examined by this study, including: social, economic and environmental variables in the CSR program (Wahyuningrum et al., 2013), Village Fund Allocation (ADD) (Ardiansyah et al., 2022; Fathony et al., 2019; Setyawati et al., 2022), the role of village government (Bormasa, 2021); accountability, transparency and community participation (Putri et al., 2021), tourism attractiveness (Afriza & Abadi, 2015), assistance programs (Moonti et al., 2022), physical development (Yunarto, 2013), agro-tourism (Bimbi et al.,

2017), village original income (Lestari, 2020), as well as village potential and village government performance (Setyawati et al., 2022).

Table 1. Summary of simple linear regression analysis results
Model Summary

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	,726 ^a	,528	,523	1,874

a. Predictors: (Constant), DD

Source: Primary data processed

Previous research found that the contribution of the influence of Village Fund Allocation (ADD) on community empowerment was 43.8% (Fathony et al., 2019). In another study, the village fund allocation variable was able to explain the community empowerment variable by 51.2% (Setyawati et al., 2022). In fact, every time the Village Fund Allocation (ADD) variable increases, the community empowerment variable will increase by 0.523 (Kede, 2019). This means that the more the Village Fund Allocation (ADD) increases, the more community empowerment will increase (Ardiansyah et al., 2022). In Law 6/2014 it is stated that the Village Fund Allocation (ADD) is part of the balancing funds received by districts/cities of at least 10% after deducting DAK. Thus, the Central Government can postpone and/or cut the allocation of funds that should be channeled to the Village if the District/City Government does not provide the allocation.

The fact of distributing village fund allocations shows that a good allocation of village funds has a contribution to community empowerment (Ardiansyah et al., 2022). If the Village Fund Allocation (ADD) can contribute to community empowerment, then the Village Fund (DD) should also contribute to community empowerment. This is because one of the priority uses is to finance village community empowerment. Therefore, if there is an increase in accountability in managing village funds by 1%, community empowerment will also increase by 0.059; if there is an increase in transparency in the management of village funds by 1%, then community empowerment also increases by 0.531; and if there is an increase in community participation in managing village funds by 1%, then community empowerment also increases by 0.655 (Putri et al., 2021). However, the results of this previous study indicate that the increase or decrease in the level of community empowerment is not affected by accountability in managing village funds (Putri et al., 2021) because the regression coefficient is close to 0.

In addition, Village Original Income (PADes) also shows a positive influence of 10.0% on Village Expenditures in the Field of Community Empowerment. Tourist attractions, amenities (facilities) and accessibility are shown by previous studies to have an effect of 2.7% on community empowerment (Afriza & Abadi, 2015). Guava picking tourism (agro-tourism) is also known to have a variation of influence of 69.2%, so it is said to be quite strong in influencing community empowerment (Bimbi et al., 2017). Furthermore, the contribution of physical development to community empowerment is 23.23% (Yunarto, 2013). The role of the village government is known to contribute 23.04% to community empowerment (Bormasa, 2021). Next are the variables of village potential and village government performance, where when each of these variables increases by one unit, community empowerment will increase by 0.727 units and 0.272 units (Setyawati et al., 2022). Community empowerment will also be affected 0.938 by the program *Corporate Social Responsibility* (CSR) which includes social, economic and environmental variables (Wahyuningrum et al., 2013). Finally, the variable that can be predicted to contribute to community empowerment is the assistance program where it is known that every change in

the social assistance program variable by 1 unit will affect empowerment by 0.785 units (Moonti et al., 2022). Thus, there is no variable that contributes perfectly to community empowerment. However, the variables whose feasibility has been predicted to contribute significantly to community empowerment are social, economic and environmental variables in the program *Corporate Social Responsibility* (CSR) (Wahyuningrum et al., 2013), assistance programs (Moonti et al., 2022), village potential (Setyawati et al., 2022), and agro-tourism (Bimbi et al., 2017).

In this study, a hypothesis was proposed which assumed that there is no influence of village funds on community empowerment. For this reason, this hypothesis is proven by conducting a test as shown in Table 2. The results of the t test in Table 2 show that $t_{count} > t_{table}$ namely $10.418 > 1.661$ so that H_0 rejected, which means that there is an influence of the Village Fund (DD) on community empowerment. Table 2 also obtains the results of the simple linear regression equation which can be seen that in a consistent or constant state, the community empowerment variable will increase by 0.768 from the beginning. This measure indicates that whenever there is an addition to the independent variable of village funds, the dependent variable of community empowerment will also experience an addition of 0.768. This implies that the Village Fund (DD) has a positive influence on community empowerment. This influence is a positive meaning of the Village Fund (DD) which is used for the empowerment of the community because previously the funds used for village and village community needs were only sober and very minimal. (Fadlillah & Kushandajani, 2019). However, the results of this study contradict the results of previous research where one of the results of previous research proves and analyzes that village funds for empowering village communities have an insignificant effect in a negative direction (Setianingsih, 2017). Other previous research concluded that the results of Village Fund (DD) operations in Banjarsari Village, Padasuka Village and Cidadap Village, Cidadap District, Sukabumi Regency had a negative effect on village spending in the field of community empowerment (Lestari, 2020). Thus, village funds have a positive effect on community empowerment in the Pujon Kidul Tourism Village, but the effect is negative in other villages.

Table 2. Test t
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant) 1	7,360	2,544		2,892	,000
DD	,768	,073	,726	10,418	,000

a. Dependent Variable: PM

Source: Primary data processed

Village funds for empowering village communities can have an insignificant effect in a negative direction. This is because the village head has not maximized the use of village funds in the field of village community empowerment (Setianingsih, 2017). Several village heads, such as: Head of Manding Village, Head of Nanga Belimbing Village, Head of Tengkejau Village and Head of Kayan Sempau Village in Pinoh Utara District, Melawi Regency did not budget and used village funds for community empowerment. These village heads prioritized the use of village funds in the development sector. As a result, the contribution of village funds to village community empowerment has not been fully felt by village communities (Setianingsih, 2017). Therefore, the implementation of community empowerment programs should use a bottom-up approach (*bottom-up*) so that village communities can be involved in exploring ideas, implementing and controlling programs, and benefiting from village funds (Setianingsih, 2017).

Even if so far there has been a community empowerment program that has been realized it was on the initiative of the Village Government (*top-down*), not based on suggestions from the needs of the community itself (Rahmawati et al., 2021). Therefore, it is also necessary to provide transparent information from the village and the accuracy of the targets for the empowerment program. This is in order to increase public knowledge of the use of village funds for community empowerment. Because, community knowledge or understanding of village funds determines success in community empowerment (Isti et al., 2017). If this is the case, then the use of village funds must also be on target for community empowerment. The accuracy of the targets of the community empowerment program so that the use of village funds can be beneficial, such as: to improve the quality of the community, improve community skills, help the community's economy, create jobs and reduce unemployment (Ardiyani et al., 2021).

The village community empowerment sector is a priority for village fund financing. Community empowerment is an effort to provide power (*empowerment*) or reinforcement (*strengthening*) to the community so that community empowerment through the tourism village program is able to make the community empowered (Indrianti et al., 2019). In the context of community empowerment, of course things outside of this research that have been predicted for their feasibility by the results of previous research contribute significantly social, economic and environmental influences in a program, the aid program itself, village or agro-tourism potential must be considered and need to be proven by research subsequent research on Pujon Kidul Tourism Village. In previous research, village potential had a significant effect on community empowerment being accepted (Setyawati et al., 2022). The potential of the Pujon Kidul Tourism Village, namely natural tourism and educational tourism for farming activities, has been very well developed (Ira & Muhamad, 2020). Pujon Kidul Tourism Village in its development has been good at managing village potential in the form of natural attractions (Paddy Cafe) based *rural tourism* (Sari & Nabella, 2021). Previous research also accepted that agro-tourism (Guava Picking Tourism) had a significant effect on community empowerment (Bimbi et al., 2017). Apart from rice fields, one of the other natural attractions in the Pujon Kidul Tourism Village is agro-tourism (Picking Strawberries), where tourists can directly pick strawberries (Sari & Nabella, 2021). Thus, community empowerment in the Pujon Kidul Tourism Village needs to take advantage of local potential Paddy Cafe and picking strawberries with cooperation originating from the initiative of the tourism village community by collaborating with the Malang Regency Tourism and Culture Office which is tasked with developing human resources, providing technical assistance in the form of training, coaching and other activities needed by the community, as well as Tourism Awareness Groups (Pokdarwis) who served as a driving force in supporting the creation of tourism understanding in society (Dewani et al., 2017).

So far, in the Pujon Kidul Tourism Village, the Capung Alas Pokdarwis have offered various kinds of tour packages and conducted training for Pokdarwis members to develop members' knowledge and skills related to tourism, such as training for tour guides. (Nadiazari & Nurhadi, 2019) whereas the village government through BUMDes has employed native residents using only the original KK and Pujon Kidul KTP (Sakti, 2021). The government of the Pujon Kidul Tourism Village has also tried to revive the business activities of its people by teaching them how to make masks and batik so that village people can apply them to tourists who want to learn the art of batik and masks (Hermawan et al., 2021). Prosperous BUMDes as a driving force for the economy of Pujon Kidul Tourism Village residents have conducted a lot of training to develop their resources and strengthen their institutions with the Department of Agriculture, the Office of Tourism and Culture of Malang Regency, as well as the Office of Community Empowerment and Villages of Malang Regency,

including: Tourism Destination Development Training from Community Based Tourism (CBT), Socialization of Sapta Pesona by Tourism Awareness Group (Pokdarwis), Socialization of Village Regulations Regarding the Development of Tourism Areas and Businesses, and Socialization of Business and Financial Management by BNI Malang City so as to be able to provide insight and increase knowledge to BUMDes managers and related communities involved (Adhibah et al., 2022). The community itself also has high responsibility and discipline regarding the importance of implementing health protocols during the Covid-19 pandemic so that Pujon Kidul destinations are safe to visit (Koerniawaty, 2022) until after the pandemic continues to maintain health protocols, and helps to record the number of tourist arrivals in a day when buy tickets. Academic partners from the University of Muhammadiyah Malang Service Team have also carried out a series of bamboo processing training activities in the Pujon Kidul Tourism Village in the form of a Bamboo Crafts Workshop with the village community (Lendriyono et al., 2021). For this reason, it is recommended that training related to human resource development be carried out periodically or programmed in the future so that the community is aware of the important role of human resources in the village community itself (Prabowo et al., 2016). In addition, it is suggested that the management of waste in the Pujon Kidul Tourism Village must be even better, both from managing through BUMDes and utilizing plastic and compost waste (Sakti, 2021).

By taking into account the local potential and the activities that have been running in the Pujon Kidul Tourism Village, it is important to hold human resource training to improve the quality of the English of the residents, especially the youth, entrepreneurship training (care for waste) in the form of making knick-knacks from waste to pay attention to the environment and training creativity, especially for teenagers, as well as training in making strawberry dishes and culinary delights, especially for women and PKK cadres who can become a magnet in itself in bringing in domestic and foreign tourists (Ahda, 2018). It is also necessary to provide assistance for the Visitor History Data recording system for tourism village managers and tourism village communities so that they can make records using assistance *software* Microsoft Excel is the most accessible and free of charge to use (Diansari et al., 2022). Not just the system *database* visitors through tablets that can automatically monitor the number of visitors Paddy Cafe every day (Sari & Nabella, 2021) but more on the application of adding or deleting visitor data into *sheet master* in the visitor data table, price list and *tour leader*, then enter the transaction that occurred into *sheet* transactions in the transaction table until creation *invoice* Of *sheet invoice* to be handed over to visitors (Diansari et al., 2022). Suggestions regarding various forms of training and assistance in the context of community empowerment in Pujon Kidul Village in the future need to be carried out jointly from village community initiatives (*bottom-up*) by cooperating with partners inside and outside the tourist village.

Previous research also accepts that aid programs have a positive and significant effect on community empowerment (Moonti et al., 2022). In the process of empowering village communities, the Pujon Kidul Tourism Village Government has attempted to revive the community's business activities by holding community empowerment programs. Pujon Kidul Village Community Empowerment Program, consisting of: (1) RT Cash Assistance of IDR 10,000,000 in each RT to empower the community, (2) *Homestay*, for people who have houses with empty rooms, they can offer it as accommodation facilities, (3) Animal husbandry education by utilizing community businesses that become cattle breeders, (4) Agricultural education by renting several plots of community-owned rice fields, (5) Art education by invite the local community to participate in handling tourists, and (6) *Home industry* where the community has responsibility for managing the processing of village

commodities (Hermawan et al., 2021). The community empowerment programs that have been held place more emphasis on educational tourism because the Pujon Kidul Tourism Village has many educational activities and resources for outsiders to learn about, as well as providing social experiences with friendly village communities (Hermawan et al., 2021). Therefore, it is also necessary to run in the future an Advanced Promotion Program in tagline "Holiday Fun in the Village!" built with the village community regarding the uniqueness or promise of a pleasant visiting experience in order to shape the image of the Pujon Kidul Tourism Village as a tourist destination (Lanita et al., 2019).

In the CSR assistance program, social, economic and environmental aspects have a significant influence on community empowerment in terms of education level and community health level (Wahyuningrum et al., 2013). By holding community empowerment programs, from a social aspect, young people with minimal education and unemployment get job vacancies (Hermawan et al., 2021). The village community contributes by establishing SMEs, selling packaged drinks, or depositing their merchandise or goods they make themselves at Cafe Sawah (Sari, 2020). From an economic aspect, an increase in the village economy is inevitable (Hermawan et al., 2021). The majority of the village community's last education in the Pujon Kidul Tourism Village was junior high school, so Pokdarwis invited the community to work or sell food, drinks, and other things at Paddy Cafe (Sari, 2020). As an illustration from here, original income (PADesa) in Pujon Kidul as a tourism village has increased in 2019 when compared to the previous two years, to IDR 1,756,000,000 because there are benefits including from the Cafe Sawah unit (K. Sari & Nabella, 2021). From an environmental perspective, in Paddy Cafe there is an Integrated Waste Management Site (TPST) which is combined with natural attractions, namely cafes and rice fields *rural tourism* (Sari & Nabella, 2021). There, all the community and tourism actors regulate garbage disposal and plant conservation on the side of the road (Sari, 2020).

Due to the development of Cafe Sawah in the Pujon Kidul Tourism Village funded by development funds from BNI Brawijaya through the CSR program (Sofian et al., 2022) can empower the community by paying attention to aspects social, economic and environmental especially in the Cafe Sawah Program as a comfortable and beautiful tourist destination that must be visited when visiting Malang or while in Pujon Kidul (Utami & Kuswandi, 2022), then in the future it is also necessary to support community empowerment programs for potential strawberry picking by taking into account these three aspects, as well as looking at the education level and health level of the village community. Thus, Pujon Kidul is not considered to only have Paddy Cafe but rather a tourist village that is well known and understood by the community (Lanita et al., 2019). For example, with the "Strawberry House" or "Vegetable House" Program to optimize the use of empty yards or home yards, which are planted with strawberries which are vines with branching stems with small, short triangular-shaped fruit, which are cultivated by the residents themselves (Sasongko & Salamah, 2019). This kind of program needs to be carried out so that not only empowered young men and women, but also housewives who are healthy but have a low level of education in the Pujon Kidul Tourism Village can be more productive socially, can maximally create all the activities of each family member, and can overcome stress levels due to adversity and pressure with farming. From an economic aspect, the use of yards can increase family and community income or income, while from an environmental perspective, yard plants can create a healthy and aesthetically pleasing environment (Rosmegawati, 2022).

CONCLUSION

This study has measured the magnitude of the influence and tested the truth of the hypothesis so that the conclusion is that there is a positive influence of village funds on the

empowerment of rural tourism communities. This influence means that village funds have been allocated according to the priority of their use, namely the empowerment of rural tourism communities. Thus, the tourism village community has been empowered through various programs so that the village's income increases, young men and women get jobs in their own village and the village environment becomes beautiful and comfortable. However, empowering the tourism village community whose initiative comes from the residents themselves or on the basis of proposals from the needs of the village community (*bottom-up*) needs to be done by utilizing the local potential of the village namely Paddy Cafe and picking strawberries by cooperating with various partners both inside and outside the tourist village, and paying attention to social, economic, environmental, educational and health aspects.

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