

Tourism Development of Sakura Village in Sidomulyo Village through Community Based Tourism Approach

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INDEXING	ABSTRACT
Keywords: Keyword 1 ; Tourism Keyword 2 ; Community Keyword 3 ; Sakura Village Keyword 4 ; Tourism Village Keyword 5 ; Community Based Tourism	This study aims to determine how the application of the concept of Community Based Tourism in the process of developing sakura village tourism. Second, this research aims to determine the impact of the development of cherry blossom village tourism based on Community Based Tourism. The background of this research is the development of sakura village tourism which departs from the response to the program from the Batu City Tourism Office so that the RT 05 RW 11 community initiates to build new alternative tourism. The research method used is a qualitative method with a descriptive approach. The data collection technique used is the field observation method, interviews with the management of the sakura village and Sidomulyo Village government officials, and documentation to obtain concrete evidence in the form of photos and documents. The results of the research are the process of developing community-based tourism or Community Based Tourism (CBT). The application of the CBT concept in the development of sakura village tourism can be seen through community participation from development to the establishment of tourism organizations, funding sources that come from community self-help, community empowerment in tourism development. As well as the impact of CBT-based sakura village tourism development, namely increasing community enthusiasm through various activities, creating a clean and sustainable environment, opening productive economic opportunities for the community and as a new cultural learning phenomenon for the surrounding community.

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INTRODUCTION

A tourist village, also known as a rural tourism destination, is a rural area that combines creative ideas for tourist attractions, public facilities, tourism facilities, and ease of accessibility for visitors, within which there is a blend of local cultural wisdom and customs. Meanwhile, the development of tourist villages can be understood as a collaborative effort between the government and rural communities to create an atmosphere that reflects the unique aspects of local life, along with the village's distinctive spatial structure, thereby generating economic value (Silooy et al., 2020). Tourist villages are one of the efforts to develop sustainable tourism by involving local communities. The elaboration of tourism villages is one of several strategies for accelerating village development, carried out harmoniously in an effort to bring about economic and socio-cultural transformation in villages (Kementerian Koordinator Bidang Perekonomian Republik Indonesia, 2021). Therefore, every region, especially rural areas, is expected to explore its potential to be highlighted and developed so that it can provide beneficial added value and create sustainable productivity to improve the welfare of the local community.

The development of tourism villages is closely related to the government's efforts, together with the village community, to provide tourism facilities to attract tourists. It is also explained that in developing a tourist village, the village community should be actively involved and play a central role in every step of the development process, as they are the ones who understand the local resources, traditions, culture, and wisdom that have been preserved by the local community (Asep Syaiful Bahri et al., 2023). On the other hand, community groups that emerge and actively develop creative ideas for tourist attractions are part of an interconnected ecosystem. The success of tourism village development often depends on the level of openness of the community to transform their area into a tourist destination. Moreover, community participation is the key to the successful development of a tourism village. As a location that will be used as a tourist attraction, the village community is required to be more aware of the potential, opportunities, and attention to the management of tourism villages.

The policy on optimizing tourism villages in Indonesia is outlined in Law No. 10 of 2009 on Tourism, which is expected to support the government's efforts to develop community-based tourism in order to improve the welfare of the surrounding community. Another legal basis supporting the development of tourism villages is Law No. 3 of 2024 on Villages. Village governments are responsible for fostering self-reliance and well-being by enhancing community creativity to utilize local potential resources through government-assisted processes. This aligns with the objective of tourism village development, which is to enhance community creativity in exploring the potential of their respective regions (Agustiawati et al., 2022). Additionally, there is Government Regulation No. 47 of 2015 Amending Government Regulation No. 43 of 2014 on the Implementation Regulations of Law No. 6 of 2014 on Villages. This policy emphasizes the optimization of the village's role in empowering the community.

The existence of tourist villages is one form of optimizing local potential. From the outset of their development, they have several important objectives that the government and local communities aim to achieve. Tourist villages are an effective step toward boosting the local economy by tapping into local resources that have exchange value and can be developed to open up economic opportunities (Suranny, 2020). This paradigm is a general perspective on the establishment of tourist villages, which from the outset were intended to increase community income. On the other hand, tourist villages can also be used as a means for developing knowledge and local wisdom that can be introduced to the wider community, especially visitors to tourist villages (Itah Masitah, 2019). Local wisdom will gain promotional opportunities if it is given the right means, such as the existence of tourist villages. Efforts to preserve local wisdom and culture through the development of tourist villages are an effective way to maintain the sustainability of local wisdom in the area. Additionally, the development of tourist villages also serves as a platform for the creativity and ideas of the local community in collaborating to build tourist villages based on community-based development principles and emphasizing sustainability values (Achmad Yanu Alif Fianto et al., 2021). Tourism villages provide a platform for the community to create creative ideas based on sustainable tourism management, both in terms of management and environmental conservation.

Studies on the development of tourism villages have been conducted by several researchers. Among the most popular studies related to the development of tourism villages is the concept of community empowerment. This concept explains the importance of community empowerment in the development of tourism in villages. Considering that tourism projects developed by non-governmental organizations (NGOs) or the government are likely to fail if they are not supported by community

empowerment itself (Khalid et al., 2019). On the other hand, studies on tourism villages have also been developed through the concept of collaborative governance. This concept emphasizes the role of the government, which no longer plays a primary role but collaborates with the private sector and the community (Kirana & Artisa, 2020). Without the involvement of the community, the programs developed will not be able to be implemented. Additionally, the private sector also plays a role as an innovation actor that provides material support in the development of tourism villages.

However, an interesting study on the development of tourist villages is through a community-based approach, commonly referred to as Community-Based Tourism (CBT). This concept prioritizes community involvement as the main actors in the planning, implementation, monitoring, and evaluation of programs (Gunawijaya et al., 2023). The community is expected to be the main actor in developing tourism ideas that stem from the desire to improve welfare, enhance the quality of life, and preserve the environment. This approach is worth exploring because the role of the community as the main actor in the development of tourist villages has been minimal so far. Therefore, research on community-based tourist village development is highly worthwhile.

However, if the development of tourist villages is successfully implemented, it will have a significant impact on the social, economic, and even cultural life of the village community. The presence of tourist villages is nothing less than a strong magnet for attracting progress and sustainability to the village. In the economic life of tourist villages, they can create job opportunities for the local community, enabling them to earn income through commercial activities by providing the needs of tourists (Silooy et al., 2020). Additionally, tourism villages will also reduce unemployment rates in villages. This is because the community can explore economic opportunities such as opening restaurants, shops, transportation services, and others, as many tourists will visit their villages. However, the most important aspect of economic development is the tourism management, which the community itself can undertake to manage income sources and create a more advanced village.

The development of tourist villages in Indonesia has seen significant growth in recent years. Data from the Ministry of Tourism and Creative Economy indicates that in 2021, Indonesia had 1,831 tourist villages, which increased to 3,419 in 2022 and further rose to 4,573 in 2023 (Sudibya, 2022). This shows how rapidly tourism villages have grown in Indonesia. Therefore, the existence of tourism villages in Indonesia has now become a priority for the current government and the Indonesian people.

The development of tourism carried out by the government together with stakeholders presents its own challenges. Batu City tourism, known for its diversity and innovative concepts, is marked by various obstacles and issues. Especially in the development of tourist villages in Batu City, there are many challenges and obstacles. Research by Singgih & Nirwana (2019) highlights that the planning of the Gunungsari tourist village in Bumiaji District, Batu City, faces challenges due to the lack of adequate facilities to support tourism activities. In the Gunungsari tourist village, there are no more than five villas or guesthouses, one restaurant, and only five centers for managing the village's traditional food. On the other hand, supporting facilities such as parking areas, restrooms, traditional markets, souvenir centers, and other supporting facilities must be considered for the future development plan of the Gunungsari tourist village.

One of the tourist village projects currently being developed as a tourist destination in Sidomulyo Village is the Sakura Village. Sakura Village, which embodies the meaning of "Prosperous and Prosperous Rice Fields," is a tourism project initiated directly by the residents of Sukorembug Hamlet, RT 05 RW 11. The existence

of Sakura Village originated from the participation of Sukorembug Hamlet residents in a festival organized by the Batu City Tourism Office in Sidomulyo Village. Sakura Village Tourism is a community-based tourism (CBT) development process that has successfully sustained itself to this day. However, despite achieving sustainability, the Sakura Village Tourism still faces challenges. The lack of public facilities such as toilets, parking areas, restaurants, and homestays poses a challenge for the development of the Sakura Village Tourism. Additionally, the Sakura Village has not yet maximized the preservation of the tourism ecosystem built across three plots or areas, so currently, the Sakura Village relies solely on Plot 3, which remains productive and fully operational for tourism activities.

Based on the above background, the author formulates appropriate guidelines regarding “The Development of Sakura Village Tourism in Sidomulyo Village Through a Community-Based Tourism Approach.” The researcher aims to understand how the development of Sakura Village tourism can be achieved through the participation and direct management of the local community. The existence of Sakura Village can be used as a concrete example of tourism village development through the CBT concept. Sakura Village carries out its development process directly from the creative ideas of the community. Considering that research on the concept of tourism village development through the CBT approach has been minimal so far, especially in the context of developing tourism villages with unique potential such as Sakura Village in Sidomulyo Village.

LITERATURE REVIEW

The development of tourism villages has been widely studied in various regions around the world. In Indonesia, many studies have stated that rural areas have the potential to become tourist destinations. The concept of developing tourism villages in Indonesia has emerged due to the unique characteristics of rural areas that differ from other regions. A study conducted by Nugroho (2019) titled “Community-Based Tourism: Challenges in the Development of Nglepen Village as a Tourism Village” highlights a tourism development concept that originated from the earthquake that struck Nglepen Village, prompting the community to take the initiative to build earthquake-resistant dome-shaped houses, thereby transforming the village into a new tourism destination in Indonesia. This study states that the primary indicator of the success of community-based tourism development is the active involvement of the local community.

Several studies have explained the definition of a tourist village and its development model. Several tourist village development models have been identified, such as collaborative governance-based tourism development, community-based tourism, and tourism development based on local wisdom and commodities. Several of the above approaches to tourist village development have been implemented by villages in Indonesia.

The collaborative governance development model emphasizes direct collaboration between village governments and the private sector, other agencies, and even the community. The collaborative governance perspective emphasizes that governments cannot manage their territories alone (Kirana & Artisa, 2020). Second, there is the community-based tourism approach, namely the development of community-based tourism. Tourism that begins with an idea or concept and continues through the management process, directly managed by the community, constitutes community-based tourism development (Sudibya, 2022). Third, tourism development based on local wisdom and local commodities, namely tourism development that maximizes the potential of local wisdom and existing commodities and promotes them as the main

attractions of tourist destinations (Sugiyarto, 2018). However, in this study, the author will focus more on the community-based tourism village development model.

Community-based tourism (CBT) is a relatively new concept. CBT originated from the philosophy of alternative development that emerged in the 1970s. Potchana, (1997) in his book *Community Based Tourism Handbook* states that CBT is travel that prioritizes cultural, social, and environmental sustainability. Over the past three decades, it has evolved as a method to enhance the well-being of local communities in tourist destinations by directly involving them in tourism businesses and activities. Community-based tourism supports community growth because it is considered more “grassroots” and has the ability to empower communities, boost self-esteem, and build a more equitable society. This can be linked to community-based ecotourism or CBT, which represents ecology and nature/environment; while CBT represents the social and economic aspects of community well-being.

CBT is a complex approach to tourism development. Many factors influence the success of CBT, including adequate funding and the skills to manage finances collectively, marketing activities undertaken by CBT practitioners, product development ready to be marketed to tourists, accessibility to tourist locations, and community empowerment processes to provide knowledge on environmental maintenance and conservation, as well as business training relevant to the tourist location (P. Nugroho & Numata, 2020). The success of CBT, as explained, requires considerable attention, as the CBT concept emphasizes the community as its primary role.

RESEARCH METHOD

In this study, the author used a qualitative method with a descriptive approach. Qualitative research is an investigative approach in which researchers typically collect data through direct face-to-face interactions with individuals within the research setting. Qualitative methods aim to understand the researcher's perspective on human behavior and interactions within a specific context. This researcher also employed a phenomenological theoretical approach, which, according to Alfred Schutz (Nindito, 2013), explains that social phenomena in society are caused by several indicators, namely: motives, causes, and goals. According to him, social phenomena in society always stem from past causes and goals to be achieved in the future.

This study employed a qualitative method because its primary focus was to understand community participation in tourism infrastructure development through the implementation of the Sakura Village Tourism Development in Sidomulyo Village, using a Community-Based Tourism approach. Qualitative research emphasizes efforts to understand and explain social, cultural phenomena, and individual experiences, characterized by in-depth understanding, non-numerical data, and inductive data (Safrudin et al., 2023). It is hoped that the research findings will provide a realistic picture of the situation on the ground, rather than simply presenting data.

RESULT AND DISCUSSION

A. Application of the Community-Based Tourism Concept in the Development of Sakura Village Tourism

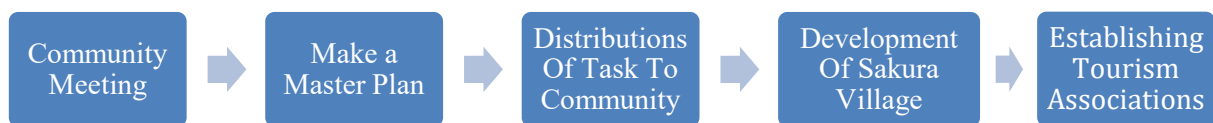
1. Community Participation in the Development of Sakura Village Tourism

In a study conducted in Kampung Sakura, Sidomulyo Village, the author conducted observations and direct interviews with sources who understand the dynamics of Kampung Sakura tourism development, namely Mr. Joko Utomo, the advisor of Kampung Sakura. From the interviews conducted, the author obtained information about the process of developing Kampung Sakura tourism.

“Sakura Village is the result of a joint agreement among residents, who were encouraged by a village decoration competition held by the Batu City Tourism Office. Of course, the community or residents here did not want to make half-hearted efforts. In addition to participating in the village decoration competition, the residents also wanted this village to become a tourist destination, even if on a small scale. In essence, the community wants this village to be more widely known by the general public.” (Interview with Mr. Joko Utomo on September 29, 2024, at 6:00 PM WIB)

Sakura Village is a thematic village developed directly by the local community based on an idea conceived by Mr. Abdul Rokim. The concept designed by Mr. Abdul Rokim is considered highly competent, given his background as an artist and as a creative tourism professional at the JATIMPARK Group. This aligns with the concept of community-based tourism, which emphasizes the role of the community as the primary actors. The residents of RT 05 RW 11 agreed during a meeting held in July 2022 to implement the idea proposed by Mr. Abdul Rokim. Following the meeting, activities to develop Sakura Village were carried out by empowering the local community. To meet tourism needs, Mr. Abdul Rokim provided the necessary training and identified the skills available within the community. In the development of the Sakura Village tourism project, the community was given a significant role as tourism practitioners. The following is the process flow of tourism development by the Sakura Village community:

Diagram 1 *Sakura Village Tourism Development Process Flow*



Source: Author 2024

Given that community participation is a key aspect of CBT-based tourism development, Mr. Joko Utomo explained that community participation in Kampung Sakura is very high and supported by a wide range of skills. In addition, community participation is also greatly influenced by Mr. Abdul Rokhim, who successfully designed the concept of a tourist village themed around cherry blossoms and Japanese culture and provided training to support tourism activities. Through the planning carried out by Mr. Abdul Rokhim, the community was guided to actively participate in the development of the Sakura Village tourism project.

Community members with sewing skills were empowered to make kimono dresses. Women were empowered to create cherry blossom ornaments. Meanwhile, men and young people collaborated to build tourism facilities such as constructing gates, transforming apple trees into cherry blossom trees, building gazebos, installing ornaments, and other related tasks. This participation demonstrates the high level of community involvement. According to interviews, nearly 90% of residents are involved in the development of the Sakura Village tourism project. Community participation in the development of the Sakura Village tourism project can be seen in the table below:

Tabel 1. Community Participation in Development Sakura Village

Activities	Participants	Number
Arranging Cherry Blossoms	Young people and mothers	± 15 Participants
Sewing Kimonos	Mothers	± 6 Participants
Making Gate Ornaments	Fathers and young people	± 20 Participants
Repairing Apple Trees	Fathers	± 15 People
Garden Decoration	Fathers and young people	± 15 Participants
Consumption	Mothers	± 8 Participants
Documentation	Young people	± 3 Participants
Sakura Village Festival	Residents of RT 05 RW 11	± 70 Participants

Source: Author (2024)

2. Funding Sources and Financial Management in the Development of Sakura Village Tourism

. The potential of Kampung Sakura is one of the resources that can be utilized to boost the economy. From an economic perspective, researchers found research results regarding the initial capital for the development of Kampung Sakura, how the managers obtain income sources, how the profit-sharing scheme works, and what the impact of tourism is on the local community's economy. This indicates how significant the success of community-based tourism development in Kampung Sakura can contribute to the local economy.

"Sakura Village is a project that was launched in 2022. At that time, we agreed with the residents to turn this village into a thematic village with the theme of Japan, the country of origin of the Sakura flower. We agreed with the residents to use the small amount of cash available in the RT management, supplemented by contributions from our residents, to start building the Sakura Village ornaments. At that time, fortunately, we had residents who worked as project contractors." (Interview with Mr. Bertus on September 30, 2024, at 4:30 PM WIB)

From the interview above, it can be said that the development of Sakura Village tourism is a form of community-based effort where residents collectively participate through self-funded contributions to build Sakura Village. As a tourist destination, the Sakura Village community has successfully implemented the concept of community-based tourism through funding directly provided by the local community. Without sufficient funding, the development of tourism would not proceed smoothly. Therefore, the community agreed to collect funding by utilizing previous community funds, supplemented by voluntary contributions made by local residents.

Tabel 1. Funding Sources for Kampung Sakura

Number	Funding Sources	Total
1.	Kas Rukun Tetangga (RT)	Rp. 5.000.000
2.	Swadaya Masyarakat	Rp. 60.000.000
3.	Kementerian Desa	Rp.33.000.000
4.	Pemerintah Desa Sidomulyo	Rp. 10.000.000
5	Dinas Pariwisata Kota Batu	Rp. 5.000.000

Source: Author (2024)

3. Community Empowerment in Environmental Maintenance and Conservation as well as Business Training Relevant to Tourist Locations

Empowerment is a crucial aspect in efforts to positively impact communities through tourism development. Specifically, in developing tourist villages, communities who understand the surrounding environment and interact most with tourism activities should be the most frequently touched upon in community empowerment efforts. Kampung Sakura is a tourist attraction that combines Japanese culture with the resource advantage of being the largest flower producer in Batu City. To support sustainable tourism, Kampung Sakura has conducted various types of community training tailored to tourism needs. Speaker Joko Utomo explained how the community empowerment efforts have been implemented.

" Since its founding in 2022, Kampung Sakura has conducted numerous training sessions for the surrounding community. We strive to ensure that the community benefits from the Sakura Village tourism. We see a lot of potential in the women here. To date, we have empowered women who can bake, cook, or even present handicrafts. After winning second place in the village decoration competition, Batu City entrusted us to represent Batu City in an exhibition in Sumenep, Madura. At that time, we caught the attention of Dr. Sutomo University in Surabaya, who visited our stand and offered to collaborate with their Japanese literature study program. Since then, we have conducted numerous training sessions facilitated directly by Japanese people." (Interview with Mr. Bertus on September 30, 2024, at 4:30 PM WIB)

Interview results indicate that empowerment is crucial for supporting tourism potential. Sakura Village, which promotes Japanese culture as its theme, has successfully implemented an empowerment process, providing tangible benefits to the community. Several training programs have been implemented, including sushi-making and Japanese language training. These trainings have enabled the community to develop skills necessary to establish sustainable businesses. The interview results demonstrate the successful implementation of the development concept within the social dimension. The community is directly involved, not merely in a passive role, but also in assisting tourism activities through direct training.



Figure 1. Visit of the Japanese Consul General to Kampung Sakura
Source: Processed by Researchers (2024)

Furthermore, the presence of the Sakura Village, which received direct support from Dr. Sutomo University in Surabaya, has had a positive impact, starting with the collaboration that resulted in the presence of Japanese speakers. The local community also felt a sense of pride. This appreciation has led to increased attention from village and city governments.



Figure 2 2of the MoU between Creative Kokodema and Bond Syoji
Source: Processed by the author in 2024

The community's role in supporting the sustainability of Kampung Sakura is considered vital. The empowerment efforts undertaken by the management demonstrate their contribution to maintaining the sustainability of Kampung Sakura. This aligns with the CBT perspective, which emphasizes that the community must be a significant actor in tourism activities. The success of Kampung Sakura's activities in attracting external attention demonstrates the successful implementation of the community-based tourism development concept.

"The Sakura Village management provides training packages to tourists and several schools near the village. We have several workshops, such as how to make cherry blossom petals from plastic, how to plant roses and other types of flowers, taught directly by flower farmers, and training in making Japanese dishes. We also offer training




to schools to study at the Sakura Village. We teach elementary school students how to make handicrafts, junior high school students how to cook Japanese food, and high school students how to make Japanese ornaments." (Interview with Mr. Betrus on September 30 at 4:30 PM WIB)

The community is expected to play a vital role in actively managing Sakura Village tourism. The numerous tourist activities, achievements, and participation in these activities will further enhance the added value of Sakura Village tourism.

"In our efforts to promote tourism in Sidomulyo Village, Sakura Village is currently the best-managed. Therefore, we always entrust them with the management of various competitions and events. This is something other villages in Sidomulyo Village should emulate." (Interview with Ms. Lili, Head of the Sidomulyo Village-Owned Enterprise, October 15, 2024, 10:00 a.m. WIB)

From the interview results above, it can be concluded that the existence of the Sakura Village tourism is a form of success for Sidomulyo Village, especially the BUMDES, in encouraging the community to develop potential in their area. Sakura Village is also used as an example or model that shows BUMDES as one of the thematic villages that has succeeded in providing a positive impact on the community. As one example of local tourism based on the community, Sakura Village has succeeded in implementing the concept of *community-based tourism*, especially in terms of community empowerment well. Sakura Village has been able to implement the active role of the community, both men and women, the existence of Sakura Village has also become a source of pride for local residents and Sidomulyo Village, Sakura Village has also succeeded in collaborating with external parties as a form of effort to develop Sakura Village tourism.

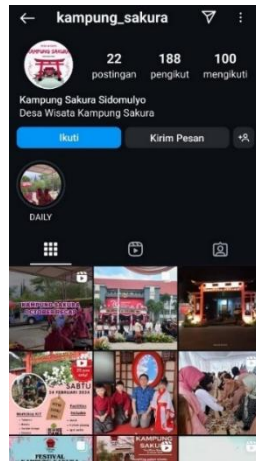
Table.2 1Empowerment in Sakura Village

No	Types of Empowerment	Source of Capital	Output	Doc
1.	Japanese Cuisine Training	Dr. Sutomo University	- The manager offers Japanese cuisine menu packages to tourists by empowering local mothers.	
2.	Cherry blossom arrangement training	Community self-help	- Created a cherry blossom arrangement tour package by empowering the local community	
3.	Japanese Language Training	Dr. Sutomo University	- Tourism managers open Japanese language training packages through the	

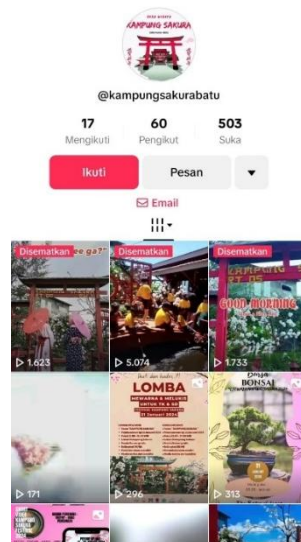
media and externally collaborates with the press to directly cover the Sakura Village tourism. Several marketing efforts for the Sakura Village tourism through various media are shown in the table below.

Table 3. 2Marketing of Sakura Village

No	Marketing Media	Volume
1.	Instagram https://www.instagram.com/kampung_sakura?igsh=ZGs1bXB4ZWlyYW5v	22 Posts

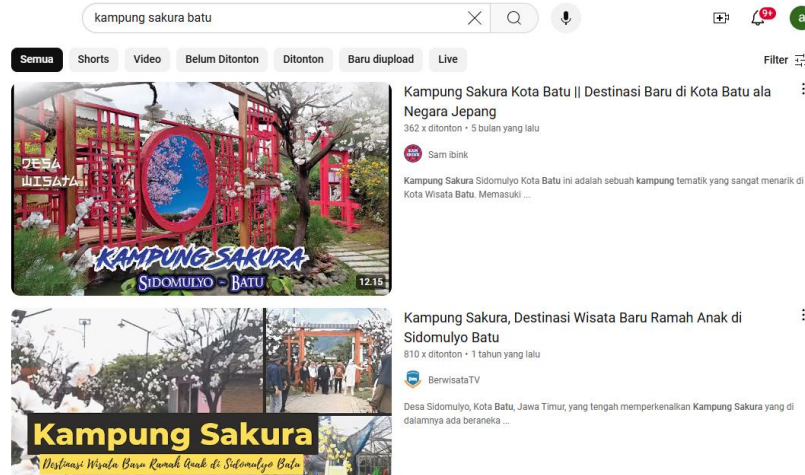


2	Tiktok https://www.tiktok.com/@kampungsakurabatu?_t=8rxasNIFBVH&r=1	14 Posts
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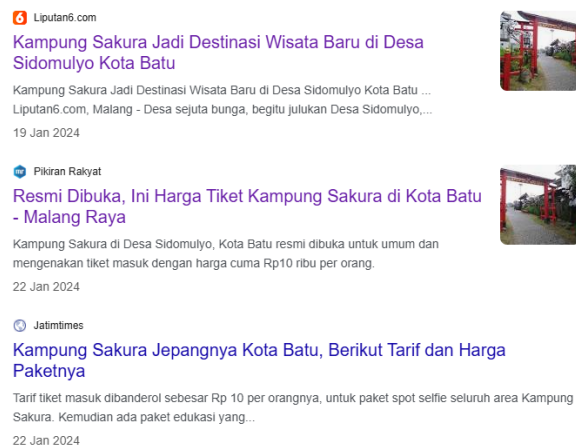
3. Youtube Content

30 Posts



4. Media Partner

60 Posts



Source: Processed by the author, 2024

Tourism marketing strategies, from products to facilities, have been promoted through digital media. Furthermore, the marketing and development of Sakura Village tourism products are also introduced to the wider public through competitions and collaborations with external parties.

"Since the founding of Kampung Sakura, we have won awards and competitions held at the city, provincial, and national levels. In 2023, we were entrusted by the Village-Owned Enterprise (BUMDes) to participate in an exhibition in Madura, and through that exhibition, we received support from Dr. Sutomo University. Several representatives from UNITOMO sent envoys to provide training to our community." (Interview with Mr. Joko Utomo on September 29, 2024, at 6:00 PM WIB)

Based on the interview results above, it can be concluded that the development and marketing of the Sakura Village tourism product has been carried out effectively. Through the development of tour packages ranging from kimono rentals to gazebo rentals and various workshops, Sakura Village currently receives visitors from various regions almost daily. Sakura Village is a tourist destination that has become an alternative destination for tourists, especially those near Batu City.

The role of the community as a tourism actor is key to the success of Kampung Sakura tourism marketing. This aligns with the CBT concept, which emphasizes the community's role in marketing and maintaining tourism facilities. The Kampung

Sakura community has successfully collaborated to maintain the facilities, ensuring a satisfying tourist experience. Furthermore, the community has successfully promoted the area through digital media, establishing a promotional team that manages digital media and collaborating with travel agents. This innovative role of the community aligns closely with the principles of CBT, as they are the ones who should be developing ideas for tourism promotion.

CONCLUSION

Sakura Village Tourism is a thematic village located in Sidomulyo Village, Batu City. Sakura Village Tourism implements the concept of community-based tourism development, or Community-Based Tourism (CBT). The author's research found that Sakura Village has been quite effective in implementing the concept. First, community participation is considered very good, from development to management. Second, funding sources are quite effective, with initial funding coming from the community, but maintenance still requires support, especially from the village government. Community empowerment and tourism product development are considered effective, collaborating with the Faculty of Japanese Literature, Dr. Sutomo University, Surabaya. Fourth, marketing strategies and tourism product development are quite effective through two approaches: conventional and digital. Fifth, Sakura Village's accessibility is quite good, with fairly wide roads and easy access to public transportation.

Furthermore, Sakura Village Tourism has also successfully impacted the community. First, the community is highly enthusiastic, holding several events in Sakura Village. Second, Sakura Village is quite effective in reducing waste, especially apple tree waste and used plastic. Third, Sakura Village effectively provides an economic impact on the community, not only partially but also extending to other business sectors. The four sakura villages practice local cultural values such as mutual cooperation, harmony, and environmental cleanliness even as they develop Japanese-themed tourism. Finally, the sakura village tourism has opened up a space for the community to express ideas and concepts and positioned local residents as direct stakeholders in tourism management. So that the practice of developing Sakura village tourism above is in line with the concept conveyed by Potchana (1997) that Community Based Tourism is a collection of activities by the community to maximize potential so that it has an impact on social, economic and cultural life in the community.

ACKNOWLEDGMENT

This thesis is dedicated to my beloved mother and father. To the enlightener and giver of many lessons, my beloved Guru Mursyid. To my family, brother, and grandmother. Thank you for all your support and love. There are still many pieces of the puzzle that I have to collect. My life journey is still far from being satisfied with the current situation. I realize that I am still often like a donkey falling into the same hole, therefore this thesis serves as a teaching material for me to take one step towards understanding the meaning of life.

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