The Influence of Community Participation, The Role of Village Government, Number of Tourist Visits, and Village Income on Community Welfare in Cibuntu and Citundun Tourism Villages

Eman Sukmana[1], Himawan Brahmantyo[2], Adhi Trirachmadi Mumin[3]

[1,2,3]*Sekolah Tinggi Pariwisata Trisakti*

[1]*eman.sukmana777@gmail.com*

Abstract

This study aims to analyze the influence of community participation, the role of the village government, the original income from the tourism sector on the welfare of the community in Cibuntu and Citundun Tourism Villages. Data was taken from 100 respondents in each village and using simple random sampling technique. The results show that the village government and the number of tourist visits have a significant effect on the Cibuntu community, while community participation and village original income from the tourism sector have no significant effect. The results of the analysis in Citundun Village showed that the variables of community participation and the role of the village government had a significant effect on community welfare, while number of tourist visits and income from tourism sector did not influence Community welfare. The results of the analysis also showed that the influence of variables under study on community welfare was 21.6%, while the remaining 78.4% was influenced by other variables, not discussed in this study. while in Citundun it was 16.6%, and the remaining 83.4% was influenced by other factors not discussed in this study.

Keywords : community participation, role of village government, number of tourist visits, village original income, community welfare.

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

A.   Introduction

Village tourism is a form of unity (integration) between attractions, accommodation, and other supporting facilities that are presented through the structure of community life that is integrated with traditions and customs for generations (Nuryanti, 1993). Usually tourist villages are in the form of rural areas (*rural areas*) which have unique characteristics that are mutually integrated and feasible to become tourist destinations. Tourist village is one of the right choices in forming a rural tourism area that can be used as a tourist attraction (Hidayat, Rahmanita, & Hermantoro, 2017). In the area, villagers still have traditions and cultures that are still uncontaminated. In addition to the uniqueness of the rural area as a tourist village, supporting facilities are also important requirements, such as transportation, telecommunications, health, and accommodation. Especially for accommodation, tourist villages represented by local residents can provide tourist lodges or *home stays,* to equip tourists to enjoy and feel the original rural atmosphere.

One tourist village that has won various awards in several tourism sectors is the Cibuntu Tourism Village, Pasawahan District, Kuningan Regency, West Java. This village is located on the northern slope of Mount Ciremai which is the end of the village because there are no more villages afterwards reaching Mount Ciremai. Besides Cibuntu, there is also Citundun Tourism Village located in the east of Kuningan Regency, although the village is geographically closer to the Province of Central Java, but the atmosphere and beauty are still the same as the area located in the west of Kuningan Regency. Both of these tourist villages have very diverse objects and attractions, including historical tourism, natural tourism, agrotourism, and other attractions.

Until finally in the development of tourism villages in Kuningan District, West Java Province, researchers were very interested in the process and development efforts of Cibuntu and Citundun Tourism Villages because these two villages included villages that had just been inaugurated and developed into tourist villages, and researchers wanted to see directly and analyzing the level of community welfare that is influenced by community participation, the role of the village government, and the number of tourist visits to Cibuntu and Citundun Tourism Villages.

B.   Literature Review

This study emphasizes more on the analysis of the influence of community participation, the role of village government, and the number of tourist visits to the welfare of the Cibuntu and Citundun Village communities. Therefore, based on the literature review above, this study use the following theories:

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

No.	Theory	Description	Source
1	Society participation	Community participation in village tourism management is divided into four, namely: participation in decision making, implementation, benefit taking, and evaluation.	Cohen and Uphoff cited by Siti Irene Astuti D (2011: 61-63)
2	The Role of the Village Government	Role is a dynamic process that is related to the status (status) that is carried out according to its portion.	Soerjono Soekanto, 2002: 246.
3	Tourist Visits	Tourists are someone who travels from another place that is far from his home not by reason of home or office.	Hermantoro, 2017.
4	Welfare	Welfare theory is classified into three, namely the *clasical utilitarium, the neo-clasical welfare theory,* and the *new contraction approach.*	Albert and Hahnel, in Sugiarto, 2007.
5	Tourism Region Development	The core concept of developing tourism areas includes three things, namely (1).Tourism product development; (2).Guiding community tourism; (3).Integrated marketing.	Spillane, 1994.
6	Village Revenue from the Tourism sector	PADes can be optimized through tourism activities that are packaged in a tourist village concept. Tourism villages are able to boost village potentials in tourism domains that have not been optimized, so that good management is needed in the formation, management and development of tourism villages.	Andari, 2017.
7	Tourism Village	Tourism Village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that integrates with the prevailing procedures and traditions.	Minister of Culture and Tourism Regulation, Number: PM.26 / UM.001 / MKP / 2010

C.   Research Methodology

The research method used is quantitative, quantitative research is also called the positivist research *(positivist)* which emphasizes on testing theories through the measurement of research variables with numbers and perform statistical data analysis. In quantitative research the relationship between the researcher and the researched facts is assumed to be independent so that the researcher can objectively examine the reality of facts. This research departs from the theory to the data and ends at the acceptance or rejection of the theory used (Sugiarto, et al, 2015: 38). Then the type of quantitative research used is

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

experimental research, where researchers will build a specific condition to test the proposed theory or proposition, supervise the experiments carried out and then collect data to measure the impact of *independent variables* on the dependent variable (*dependent variable*). This causal relationship will systematically link two elements logically together (Sugiarto, et al, 2015: 43).

D.   Result
1.   Model Reliability Test Model (Test F) Cibuntu

Test the reliability of the model or test the feasibility of the model or more popularly referred to as the F test (some also call it a simultaneous test model) is the initial stage of identifying regression models that are estimated to be feasible or not.Decent (reliable) here means that the estimated model is appropriate to be used to explain the effect of independent variables on the dependent variable. This test name is referred to as the F test, because it follows the F distribution which tests criteria like One Way Anova. The use of SPSS software makes it easy to draw conclusions in this test. If the value is prob. F count (SPSS output shown in column sig.) Is smaller than error rate / error (alpha) 0.05 (which has been determined), so it can be said that the regression model is estimated to be feasible, whereas if it is a prob value. F count is greater than the error level 0.05, so it can be said that the estimated regression model is not feasible. The results of the F test can be seen in the ANOVAa table below. Prob value. F count is shown in the last column (sig.)

Table 1 Anova Test Table F in Cibuntu Village

ANOVA b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94,167	4	23,542	6,562	.000
	Residual	340,833	95	3,588		
	Total	435,000	99			

a.   Predictors: (Constant), PADes, ROLE OF PRIVATE VOCATIONAL SCHOOL, VISIT TO TOURISM, COMMUNITY PARTICIPATION
b.   Dependent Variable: COMMUNITY WELFARE

Prob value. F arithmetic (sig.) In the table above the value 0,000 is smaller than the significance level of 0.05 so it can be concluded that the linear regression model estimated to be appropriate to be used to explain the influence of Community Participation, Role of Village Government, Number of Tourist Visits, and Village Original Revenue from the Sector Tourism to the dependent variable is Community Welfare in Cibuntu Tourism Village. Because, the four independent variables have a significant influence on the welfare of the Cibuntu community.

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

Citundun

Table 2 Anova Test Table F in Citundun Village

ANOVA b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101,731	4	25,433	4,726	.002 a
	Residual	511,229	95	5,381		
	Total	612,960	99			

a. Predictors: (Constant), PADes, COMMUNITY PARTICIPATION, VISITORS TO TRAVELERS, ROLE OF DOCTORS. b. Dependent Variable: COMMUNITY WELFARE

Prob value. F arithmetic (sig.) In the table above the value 0.002 is smaller than the significance level of 0.05 so it can be concluded that the linear regression model estimated to be suitable to be used to explain the influence of Community Participation, Role of Village Government, Number of Tourist Visits, and Village Original Revenue from the Sector Tourism towards the dependent variable, namely Community Welfare in the Citundun Tourism Village. This is because the four independent variables after being analyzed have a significant influence on the welfare of the Citundun community.

2.   Regression Coefficient Test (t test)

Cibuntu

The t test in multiple linear regression is intended to test whether the parameters (regression coefficients and constants) that are expected to estimate the equation / multiple linear regression model are already the right parameters or not. The purpose here is that the parameter is able to explain the behavior of the independent variable in influencing the dependent variable. The parameters estimated in linear regression include intercepts (constants) and slope (coefficients in linear equations). In this section, the t test is focused on the slope parameter (regression coefficient) only. So the intended t test is the regression coefficient test. The test results can be seen in the Coefficients table as shown below:

Table 3 T Test Coefficient Table in Cibuntu Village

Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.065	2,579		3,127	.002		
	SOCIETY PARTICIPATION	-.042	.067	-060	-634	.528	.915	1,093
	ROLE OF THE DRESSER	.244	.076	.298	3,215	.002	.961	1,040
	VISIT TO TOURISTS	.255	.077	.313	3,302	.001	.916	1,092
	PADes	.022	.074	.027	.296	.768	.960	1,042

a. Dependent Variable: COMMUNITY WELFARE

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

Like the F test which is facilitated by the SPSS application, the t test can also be easily deduced. If the value is prob. t count (SPSS output shown in column sig.) is smaller than the error level (alpha) 0.05 (which has been determined) it can be said that the independent variable (from the t count) has a significant effect on the dependent variable, whereas if the prob value. t count is greater than the error level 0.05, it can be said that the independent variable has no significant effect on the dependent variable.

Prob value. t count from the independent variable Community Participation of 0.528 which is greater than 0.05 so that the independent variable of Community Participation does not have a significant effect on the dependent variable of Cibuntu Village Community Welfare. Thus, hypothesis 1 (H1) which states "community participation has a significant effect on public welfare" is **rejected.** This variable does not have a significant effect on the welfare of the Cibuntu community because the participation of the Cibuntu community does not have a significant impact on the income of the community, so that people who are active in tourism activities are not given additional income or in the sense that they are only volunteers. Of course this is a problem that should not be cultivated, so this variable does not have a negative value and has a probable value. t count smaller than 0.05.

Prob value. t count from the independent variable The role of Village Government Cibuntu in managing tourism villages is 0.002 which is smaller than 0.05, so the hypothesis-2 (H2) states that the independent variable The role of Village Government Cibuntu has a significant effect on the community welfare of Cibuntu Village . The role of Cibuntu Village Government in managing tourism villages is fairly good, active and optimistic. So that their activities have a significant impact on the success of village tourism management which certainly affects the welfare of the community. One example is the activeness of the Cibuntu Village Government in establishing relationships and cooperation with various institutions, including educational institutions, as well as institutions that are able to provide financing in the management of tourism villages.

Prob value. t count from the Amount of Tourist Visit Amount variable to Cibuntu Village which is 0.001 which is smaller than 0.05, so the 3rd hypothesis (H3) which states that the variable Number of Tourist Visits to Cibuntu Tourism Village has a significant effect on Cibuntu Community Welfare variables **accepted** . This variable has significant results on the welfare of Cibuntu people with a significance value of 0.001. That way, the number of tourist visits to Cibuntu Village which increases every month can significantly increase community income and village income. For example, tourists who buy a package while staying at a community-run *homestay* often give extra money or *tips* to the owner and family member of the *homestay* owner. Thus, income earned from *homestay* society that has particularly increased with the number of tourists staying and *service* charge provided.

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

Prob value. t calculated from the independent variable of the Village Original Income from the Tourism sector amounting to 0.768 which is greater than 0.05 so that this variable has no significant effect on the Cibuntu Community Welfare variable. Thus, hypothesis 4 (H4) which states that rural income from the tourism sector has a significant effect on the welfare of the community of Cibuntu is **rejected.** This variable actually becomes paradoxical, because logically if PADes increases, the welfare of the people in the village will increase, but this result shows another fact, namely PADes from the tourism domain does not significantly influence the welfare of Cibuntu people. This result is strongly supported by information received through in-depth interviews with some Cibuntu people, especially for those who own and manage *homestays*. People who manage the *homestay* only gain financially from the cost travelers stay plus meal (if tourists deign to eat from the food served by the host) as well as money *service* for tourists excess. Other costs (which are included in the package fee) are not distributed directly to the community, so the benefits are not directly felt by the community. The possibility of incoming funds from tourists is included in Kompepar's cash and investor's pocket, because in the village treasury presented in front of the Village Hall there is no *real* income from the tourism domain. This result as a whole shows that Cibuntu as a tourism village has not been successful and reforms must be carried out in the management of tourist villages whose main purpose is community welfare.

Citundun

The test results at Citundun Tourism Village can be seen in the Coefficientsa table as shown below:

Table 4 T Test Coefficient Table in Citundun Village

Coefficients a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std.Error	Beta			Tolerance	VIF
1 (Constant)	6.069	2,449		2,478	.015		
SOCIETY PARTICIPATION	.153	.068	.215	2,265	.026	.971	1,030
ROLE OF THE DRESSER	.271	.096	.285	2,827	.006	.863	1,159
NUMBER OF TOURISTS VISIT	.158	.081	.190	1,960	.053	.935	1,069
PADES TOURISM	.019	.066	.028	.283	.778	.877	1,141

a. Dependent Variable: COMMUNITY WELFAI

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

From the table above can be seen the prob value. t count from the Community Participation independent variable of 0.026 which is smaller than 0.05 so that hypothesis 1 (H1) states that the independent variable of Community Participation has a significant effect on the dependent variable of the Citundun Village Community Welfare **received** . This variable shows that Citundun's community participation has a positive impact on the income of its people in managing tourism villages, for example community participation as parking attendants whose results are immediately received by the people involved, and usually in large numbers of personnel, because there are not many tourist vehicles parked.

Prob value. t count from the independent variable Role of the Citundun Village Government in the management of tourism villages by 0.006 which is smaller than 0.05, so the hypothesis-2 (H2) which states that the independent variable Role of the Village Government Citundun has a significant effect on the welfare variables of the Citundun Village Community is **accepted** . These results show that Village Government plays an active role in fostering the community to jointly develop tourism villages, so that the Village Government functions as a facilitator, but its drawbacks, because the distance is quite far from the city center, Village Government Citundun lacks collaboration with outside agencies, so the development of tourism villages is less significant.

Prob value. t calculated from the independent variable Number of Tourist Visits to Citundun Village of 0.053 which is greater than 0.05, so the 3rd hypothesis (H3) which states that the variable Number of Tourist Visits to Citundun Tourism Village has a significant effect on Citundun's Community Welfare variable **rejected** . This variable does not show a significant number of community welfare, because Citundun is still lacking in *homestay* management , typical village cuisine, and *handicrafts* which should be a means of income outside the village entrance ticket and parking fees.Therefore, Village Government and Pokdarwis actually have to be brave enough to open themselves to cooperate with outside agencies, especially the private sector and academics who can do *capacity building* to the Citundun community in managing the tourism village.

Prob value t calculated from the independent variable of the Village Original Income from the Tourism sector of 0.778 which is greater than 0.05 so that this variable has no significant effect on the Citundun Community Welfare variable.Therefore, hypothesis 4 (H4) which states that village income from the tourism sector has a significant effect on the welfare of the people of Citundun Village is **rejected.** The results are not surprising, because the village income from the management of tourist villages is not much and is still far below Cibuntu. So that village income from the tourism domain does not have a significant effect on people's welfare.

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

3. Determination Coefficient
Cibuntu

The coefficient of determination explains the variation in the effect of independent variables on the dependent variable. Or it can also be said as a proportion of the influence of all independent variables on the dependent variable. The coefficient of determination can be measured by the value of R Square or Adjusted R-Square.

Table 5 Summary Model Tables in Cibuntu Village

Summary Model b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.465 a	.216	.183	1,89413	2,259

a Predictors: (Constant), PADes, ROLE OF PRIVATE VOCATIONAL SCHOOL, VISIT TO TOURISM, COMMUNITY PARTICIPATION

b. Dependent Variable: COMMUNITY WELFARE

If viewed from the R-Square value in the table above, 0.216 shows that the proportion of the influence of independent variables is the variable Community Participation, Role of Village Government, Number of Tourist Visits, and Village Revenue from the Tourism Sector to the dependent variable namely Community Welfare in Cibuntu Tourism Village of 21, 6% while the remaining 78.4% is influenced by other variables not in the linear regression model in this study, such as agriculture, livestock and trade.

Citundun

Table 6 Summary Model Tables in Citundun Village

Summary Model b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.407 a	.166	.131	2.31978	1,796

a. Predictors: (Constant), PADes, COMMUNITY PARTICIPATION, VISITORS TO TRAVELERS, ROLE OF DOCTORS

b. Dependent Variable: COMMUNITY WELFARE

If seen from the R-Square value in the table above, 0.166 indicates that the proportion of the influence of independent variables, namely the variable Community Participation, Role of Village Government, Number of Tourist Visits, and Village Revenue from the Tourism Sector to the dependent variable is 16 People's Welfare in Citundun Tourism Village , 6% while the remaining 83.4% is influenced by other variables not in the linear regression model in this study, such as agriculture, livestock, trade, and construction workers.

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

4.   SWOT analysis

SWOT Analysis is an analytical tool used to formulate a strategy for identifying various factors based on researchers' knowledge and understanding of both primary and secondary data sources. SWOT analysis is used to develop strategies to maximize the strength *(Strength)* and opportunities *(Opportunity)* and simultaneously minimize your weaknesses *(Weaknesses)* and threats *(Threat)*. SWOT analysis will look at internal factors (strengths and weaknesses) and external factors (opportunities and threats) so that the results of the analysis can be taken as an appropriate decision (Utama and Mahadewi, 2012). SWOT Matrix is used to facilitate the application in analyzing tourism potential in Cibuntu and Citundun Tourism Villages, so that the regression model that has been obtained above becomes credible and accurate, which in the end this research can be a reference and provide input that is beneficial for academics and practitioners in management and development of tourism villages.

Table 7 SWOT Matrix Diagram

External Factors	Internal factors	
	Strength (S) Internal strength factors	**Weakness (W)** Internal weakness factors
Opportunity (O) External opportunity factors	**SO strategy** Strategies that use power to take advantage of opportunities	**WO strategy** Strategies that minimize weaknesses to take advantage of opportunities
Threat (T) External threat factors	**ST Strategy** Strategies that use force to overcome threats	**WT Strategy** Strategies that minimize weaknesses and avoid threats

Source: Rangkuti, 2005.

This SWOT analysis is based on the results obtained from the table of coefficients in multiple regression analysis in the previous sub-chapters which are rearranged based on internal and external factors, so that it can be known about SO, WO, ST, and WT strategies by looking at internal and external factors combined with the results of multiple regression analysis that can be input for the management and development of Cibuntu Tourism Village. In table 4.33, there are at least four (4) strategies that can complement deficiencies in the management of Cibuntu Tourism Village.

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

Table 8 SWOT Analysis of Citundun Tourism Village

SWOT ANALYSIS	Strength (S)	Weakness (W)
	• Citundun community participation is considered very good in managing the tourism village. • Village Government plays an active role in the management and development of tourism villages. • Tourism potential (3A) is strong enough for tourism village development. • Strategic position in the Tilu mountain valley with a wide area.	• The number of homestays still does not meet the accommodation needs of tourists who want to spend the night in Citundun. • Reports of PADes receipts from the tourism domain are still not transparent to the public. • Village tourism management activities still have no significant impact on the welfare of the community. • The total population is relatively dense, so it will be difficult to distribute the benefits of tourism villages.
Opportunity (O)	**SO strategy**	**WO strategy**
• Good perceptions of tourists on Citundun tourism, because in addition to its abundant potential, a steep road trip can be an attraction that will be remembered and even make tourists return to visit. ▢ Many academics are interested in researching as well as developing tourism potential in East Kuningan, with the reason that this area is bordered by Central Java Province.	• Village Government, Pokdarwis, and the community work together to maximize marketing towards destinations that are well known through social media with eye-catching views. • Village Government and Pokdarwis actively attract academics to research and develop tourism areas with a modern but still sustainable concept . • Village Government and Pokdarwis actively continue to socialize and build collaboration with other agencies / investors for the development of tourism villages.	• Village Government & Pokdarwis attract academics and professionals to conduct regular training for homestay, culinary and welcoming management the good one. • Village Government & Pokdarwis openly report every income derived from tourism activities and the flow of use of these funds to rebuild public trust. • Village Government and Pokdarwis in managing tourism villages must make welfare (community oriented) the main focus by maximizing homestay quality through academics and professionals. • Pokdarwis and Village Government emphasized more on the division of areas for tourism activities such as those that have been run into three parts, but the two regions in the front section did not feel the positive impact of tourism, so it

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

		would be better if the first area was used as a culinary place and handicraft, while the second area was used for homestays because of the proximity to the third area which is specifically for managing destinations and parking vehicles.
Threat (T)	**ST Strategy**	**WT Strategy**
• The number of tourists has increased, but it has no impact on improving the welfare of the community. • Tour operators from outside Cibuntu that provide below priced packages set by Kompepar. • Another tourist village that has better management. • Investors are increasingly controlling zones of tourist attraction, so the results are not distributed to the local community.	• Determine the number of homestays needed to cover the needs of tourists, so spending money for tourists can be distributed to the public through homestay fees and service tips. • Before the tour operators set different prices, it would be nice if Pokdarwis through the marketing division first establish cooperation with these tours to negotiate agreed prices, so that there is still income for Pokdarwis's cash. • Village Government, Pokdarwis, and the community work together to continue to improve the management of the Citundun tourism village management by bringing in experts who are experts in their respective fields, both academics and professionals. • Village Government and Pokdarwis must limit the management of potential areas developed by investors, so that the absorption of tourism benefits can be maximized.	• Village policies and rules are needed legally to regulate the intricacies of village tourism management including the distribution of the results to the community with the aim of improving their welfare and satisfying the tourists who visit. • Not only in the field of tourism, Village Government & Pokdarwis should also be able to attract experts from other sectors, such as agriculture and livestock that will revive BUMDes. • Periodic financial transparency is needed to reform better management, so that between tourism potential and management can run in balance to produce tourist villages that are in line with their main objectives.

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

Source: Results of interviews with various figures, Village Government, Pokdarwis & Citundun communities and literature studies, 2018.

This SWOT analysis is based on the results obtained from the table of coefficients in multiple regression analysis in the previous sub-chapters which are rearranged based on internal and external factors, so that it can be known about SO, WO, ST, and WT strategies by looking at internal and external factors combined with the results of multiple regression analysis which can be input for the management and development of Citundun Tourism Village. In table 4.34, there are at least four (4) strategies that can complement deficiencies in the management of Citundun Tourism Village.

E.   Discussion

Based on the results above (both quantitative and SWOT results) indicate the existence of strengths and weaknesses in the management of tourism villages towards the welfare of the people in both villages. Cibuntu Tourism Village geographically and demographically has advantages over Citundun, so the potential for sustainable tourism management and village development is wide open. However, Citundun Tourism Village has an advantage in the demographic sector which is twice as much as Cibuntu, so the number of productive ages in the Citundun Village is far more. Therefore, a comprehensive education is needed in the development of tourism destinations to align these two tourism villages, so it is worth mentioning as a successful tourist village model.

Cibuntu Tourism Village has advantages in the variables X2 and X3, namely the variable role of the village government that is so active in managing and developing village tourism as well as a variable number of tourist visits that increase significantly from year to year, both of which have implications for increasing cash income of Kompepar as well as income directly accepted by the community, so that these two variables have a significant influence on people's welfare. These advantages need to be maintained and also enhanced by the strategies that have been described in the SWOT analysis table above so that village tourism management can be sustainable and have a greater impact on improving the welfare of the Cibuntu community.

While the weakness of Cibuntu Tourism Village lies in the variables X1 and X4, namely the community participation variable and the village income variable from the management of the tourist village. Both of these variables need to get serious attention from Kompepar and Village Government, because these two variables should have the most influence on the welfare of Cibuntu people. Therefore, the SWOT analysis described in the table above will be a reference for Kompepar and Village Government in managing and developing tourism villages that can be prosperous and sustainable.

Then the Citundun Tourism Village has advantages in the variables X1 and X2, namely the variable community participation and the role of the village government in managing and developing tourism villages. Both (community and

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

village government) participate and play an active role in the frame of synergy to manage and develop the Citundun tourism village, so that these two variables show a significant influence on the welfare of the Citundun community. Unlike the Cibuntu Tourism Village, Citundun is actually superior to the community participation variable, because in the field it shows that community participation, especially in tourism activities, gets a proper award from Pokdarwis and Village Government, so the results are directly enjoyed by the community. However, for the X2 variable both villages show the same results, this is because Village Government both contribute actively to facilitation and assistance to the community in developing the skills needed for the management and development of tourism villages.

Finally, Citundun Tourism Village has a weakness in the variables X3 and X4, namely the variable number of visits of tourists and PADes from the management of tourist villages. After going through the analysis and savings the interview results show that Citundun does not have homestays, typical culinary , and typical souvenirs that are adequate, so that spending money for tourists is limited to tourist destinations in Citundun. The relatively small income from the sale of tourist attraction is not able to cover the needs with a very large number of people, so in the SWOT analysis above the researcher provides a strategy to bring in experts, professionals and academics to provide special training to the community in the homestay, culinary and souvenirs.

This variable is inversely proportional to what happened in Cibuntu which can have a significant impact on the welfare of its people, because the amount of tourists spending money in Cibuntu is much greater with the existence of homestays, culinary and typical crafts of the village. Meanwhile, for the last variable, PADes from village tourism management, both villages did not show a significant impact on community welfare. After being observed through observation and in-depth interviews with the community, Village Government and Kompepar / Pokdarwis, the problem lies in transparency.

E. Conclusion

Based on the results of the research and discussion that has been carried out in this study, it can be concluded that:
1.   Cibuntu Tourism Village
   •   The Variable Role of the Village Government and the variable Number of Tourist Visits have a significant influence on the welfare of the Cibuntu Village community, while the variable Community Participation and the Village Original Revenue variable from the Tourism Village does not significantly influence the welfare of the community in Cibuntu Village.
   •   Variable Community Participation has a negative value of -0.042, meaning that each Community Participation has an increase of 1 unit,

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

then the Community Welfare variable will experience a negative increase of -0.042.

- The variable that most significantly influences the Community Welfare variable in Cibuntu Village is the variable Number of Tourist Visits, because the largest coefficient value is 0.255.
- The magnitude of the influence of Community Participation, the Role of the Village Government, the Number of Tourist Visits, and the Original Village Revenue from the Tourism Village jointly towards Cibuntu Community Welfare is 21.6%, while the 78.4% of the students are influenced by other variables not discussed in this research.

2. Citundun Tourism Village
- The variables of community participation and variables of the role of the village government in managing the Citundun tourism village have a significant influence on the welfare of the Citundun community, while the variable number of tourist visits and village original income from the tourism sector has no significant effect on the welfare of Citundun people.
- The most dominant variable affecting Citundun Village Community Welfare is the variable Role of the Citundun Village Government, which is equal to 0.271.
- The magnitude of the influence of Community Participation, Role of Village Government, Number of Tourist Visits, and PADes from the tourism sector together on Citundun Village Community Welfare was 16.6%, while the remaining 83.4% was influenced by other variables not discussed in this study.

3. SWOT analysis

In a SWOT analysis, both tourist village has a strength (*strength*), weakness (*Weakness*), opportunity (*opportunity*), and threats (*threat*) obtained from the results of multiple regression analysis with classical assumption tests and model feasibility tests, so that all four factors are analyzed in a table or SWOT matrix with the aim of obtaining strategies that can minimize and even eliminate the weaknesses and threats. Be it with the strength-opportunity strategy (SO), weakness-opportunity (WO), strength-threat (ST), and weakness-threat (WT). The four strategies are expected to produce real input and contributions which can then be applied to improvements in the management and development of Cibuntu and Citundun Tourism Villages.

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

REFERENCES

Books:

Arikunto, S. 2006. *Research Procedure* . VI Revision Edition. Rineka Cipta Publisher. Jakarta.

Astawa, IBG Puja 2002. *Integrated Tourism Development Pattern rests on Community Empowerment Model in Central Bali Region,* Denpasar: Udayana University.

Dermartoto, Argyo. 2009. *Development of Community-Based Tourism,* Surakarta: Eleven March University Press.

Dwiningrum, Siti Irene Astuti. 2011. *Decentralization and Community Participation in Education.* Yogyakarta: Student Library.

Hadijoyo, Suryo Sakti. 2012. *Community Based Tourism Planning (A Concept Approach).* Yogyakarta: Graha Ilmu.

Hermantoro, Henky. 2017. *Understanding the Basic Concepts of Tourism* . Depok: Aditri.

I Gede Pitana, I Ketut Surya Diarta. 2009 . *Introduction to Tourism Sciences* . Yogyakarta: CV Andi Offset.

Nuryanti, Wiendu. 1993. *Concept, Perspective and Challenwges, Paper section of the Lpo9ran International Conference on Cultural Tourism,* Yogyakarta: UGM Press.

Rangkuti, Freddy. 2005. *SWOT Analysis: Techniques for Dissecting Business Cases.* Gramedia Pustaka Utama: Jakarta.

Soekanto, Soerjono. 2002. *Role Theory.* Jakarta: Bumi Aksara.

Spillane, James. 1994. *Indonesian Tourism, Economic Strategy and Cultural Engineering.* Kanisius. Yogyakarta.

Sugiarto , Eko. 2015 . *Preparing Qualitative Research Proposals for Thesis and Thesis* . Yogyakarta: Asylum

Sugiyono . 2012 . *Quantitative Research Methods, Qualitative and R & D* . Bandung: Alfabeta.

Utama, Rai and Mahadewi. 2012. *Research Methods in Hospitality Tourism.* Yogyakarta: Andi.

Journals and Thesis:

Ardika, I Gede. 2003. " Sustainable Cultural Tourism A Reflection and Hope in Sustainable Cultural Tourism: Reflection and Hope in the Middle of Global Development " , Denpasar: *Tourism Study of* the Postgraduate Program of Udayana University.

Dahlan, Indrasto Wahyudi, Anwar Parawangi, and Amir Muhiddin. 2012. "The Role of the Village Government in the Implementation of Rural Infrastructure Development Programs (PPIP) in Sendana Village, Mambi District, Mamasa District " .

Hastuti, Suhadi Purwantara, and Nurul Khotimah. Model of Tourism Village Development Based on Local Wisdom as a Poverty Reduction Strategy

The Influence of Community Participation,
The Role of Village Government, Number of Tourist Visits, and Village Income on
Community Welfare in Cibuntu and Citundun Tourism Villages

at the Slopes of Merapi District. Sleman DIY. *Journal of Geography Education,* 2015.

Hidayat, Angger., Myrza Rahmanita., and Henky Hermantoro. 2017. Community Empowerment in Plempoh Cultural Tourism Village. Tourism Research Journal. Vol. 1, No. 1: 98 – 116.

I Gusti Ayu Rani Desi Andari, et. Al. 2017. " Optimization of Village Original Revenue Management to Improve Village Economic Development in Pejarakan Village, Gerokgak District, Buleleng Regency " . *E-Scientific Journal of Undiksha Accounting Students.* Vol. 7., No. 1., 2017.

Other sources

Kuningan District Regional Development Planning Board (BAPPEDA), 2017. *Agropolitan Regional Development in 2010* . Kuningan: Local Government of Kuningan Regency.

Kuningan District Statistics Agency (BPS), 2017. *Kuningan Dalam Angka 2017* . Kuningan:
Statistics of Kuningan Regency.

BPS: *Ciwaru Subdistrict in Angka,* 2017

BPS: *Pasawahan Subdistrict in Figures,* 2017

Kompepar Cibuntu Tourism Village . 2018. *Recapitulation of Data for Tourists* 2012-2017.

Pokdarwis Citundun Tourism Village. 2018. *Recapitulation of Data for Tourists* 2012-2017.

Minister of Culture and Tourism Regulation, Number: PM.26 / UM.001 / MKP / 2010