

Empowering Society through Building English Village at Tourism Object in Bongo Village Gorontalo Province

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Abstract: Lecturer as the component of society should give significant contribution to the society as the implementation of (Tridharma Perguruan Tinggi). One of the contributions is to help the government in empowering the society in order to enable them in earning their own life sustainable. This research dealt with empowering society through building English Village at object tourism. It was done through observation, interview, and action. The observation was done to collect information about the natural sources and human sources which existed in that place, thus they can be used as a media to empower the society. The action was been done by giving workshop to the women and teenagers, as the main point in managing the English Village. The result shown that there are four ways to empower the society through English Village at object tourism in Bongo Village, namely identify the natural sources and human sources around the society, collect and define some information about what are the society need and what are they do to develop their life, give workshop and build group for providing the public service and give guidance in developing the English Village and managing the service business.

1 INTRODUCTION

Bongo Village is one of the tourist village located in Batudaa Pantai district Gorontalo regency, Gorontalo Province, which is about 12 kilometers from Gorontalo city with travel time \pm 20 minutes using a four-wheeled vehicle or two wheels, a winding road and passing through the bay of Tomini bay is a special attraction for visitors with a view of coastal scenery which is amazingly stunning, so the trip does not feel boring and tiring.

The natural condition makes Bongo Village famous as one of the potential tourist destinations in Gorontalo Province with its tourist attractions such as Bubohu Park and Walimah Mosque. In Bubohu Park there are dozens of pigeons, wooden fossils known as wooden fossil museums, and miniature traditional houses of Gorontalo while Mosque Walimah or Dome Mosque has its own charm because it is located on the top of the hill stands at 250 feet above sea level Bongo with size 10 x 10 meters. Located 250 feet above sea level makes visitors pampered by the blue ocean scenery

stretched wide in front of him, this mosque consists of two floors with the second floor directly roofed sky, on the ladder of the mosque built the hijri calendar is claimed the world's largest.

On May 9, 2004, the Provincial Government of Gorontalo through the Governor's Decree designated Desa Bongo as a Religious Tourism Village. The selection of the concept of "religious" is an idea initiated by Mr. Yosef Tahir Maruf based on the main attraction in the village of Bongo namely the Islamic cultural tradition in the form of "Walima" celebration which is held every Prophet's Maulid on 12 RabiulAwal which is currently celebrated as the Calendar of Event of tourism culture of Gorontalo Province.

In addition to the potential of Bongo Village's natural resources that can be empowered and developed, Bongo Village also has potential human resources. Based on its history, the Bongo Village community is categorized as a society with high customs and culture that is based on Islamic teachings and its people have been equally involved

in education. These two are the main factors that indicate the participation of the community in community empowerment. The education level of the Bongo village community is seen from the number of learners ranging from the level of kindergarten to the level of higher education in which the dissemination is significant.

Based on the description of the potential of natural resources and human resources owned by Bongo Village, it shows that there are potential resources to be empowered and developed, but according to research Bambang Suharto et al (2015) human resources have not been maximally empowered, according to them it can be known from the inclusion of human resources in the management of natural resources in the form of involving the community in the management of tourist attractions other than that illustrated is the presence of family involvement in the management of tourist attractions. This also the researchers get from information through forum group discussion which was attended by the village head, community leaders, female figures and youth cadets. In the forum group discussion it was revealed that in fact by looking at the natural conditions and the existence of the village religious tourism village Bongo in essence want to take part, they see that this is a golden opportunity to involve themselves even to improve the standard of living but this awareness has not been accompanied by action real, therefore the researchers offer a community empowerment program through the language village, it reduces the existing language village in Pare, Kediri.

According to Sutoro Eko (2002) Empowerment as a process of developing, establishing, *menwadayakan*, strengthening bargaining position of underclass society to pressure forces in all fields and sector of life while Permendagri RI Number 7 Year 2007 about Community Empowerment Cadres, stated that community empowerment is a strategy used in the development of society as an effort to realize the ability and independence in the life of society, nation and state (Article 1, paragraph (8)).

From the above theoretical explanation can mean that the empowerment of society is an effort to build power itself, by encouraging, motivating and awakening awareness of the potentials it has and trying to develop it. These efforts are through the provision of knowledge and skills and how to apply them in the economic life of the community.

This study used a qualitative descriptive approach which aimed to describe the object and subject conditions of research based on fact or as it

was, in this to described a concept of community empowerment through language program, especially English with research subjects Head of Bongo Village, young generations, students and community.

2 METHODS

The techniques used in this research were observation, forum group discussion, interview and documentation with analysis data through stages namely data collection, data reduction, data display and make conclusion.

In data collection stage, the research collected data that has already begun at the beginning of the research, during the execution of the research to the end of the study, in this phase the researcher collected data through observation, interview, documentation and forum group discussion.

In data reduction, the data collected through observation, interview and documentation were summarized and selected according to the focus of the problems studied in this study, into a script that will be analyzed. Unimportant data or unrelated to the research focus is discarded. The data that has been selected is then presented in the data presentation.

In the Presentation or display data stage, the research presented the result of data reduction which systematically easy to read or understood as whole or parts in context as one unity and the last phase was make conclusion.

The final stage was the conclusion, where the researcher must interpret the data that has been collected is made in the form of a brief statement and easily understood with reference to the problem under study.

3 RESULTS

Based on the data analysis, it found that Bongo village which is located in Batudaa Pantai district, Gorontalo regency, Gorontalo province, has a natural resource to be empowered. The natural resources is tourism object based on beach view and Islam culture tradition. Even though, the tourism object has been approved by the government as a Religious Tourism Village, on May 9th, 2004, it is still lack of attention mainly about the preparation of supporting facilities of tourism. (Hartanto & Bobby, 2012). The visitors amount are around 150 people a

week, but no significant contribution to the maintenance of the tourism object. The natural resource as tourism object has been identified, but the supporting facilities such as parking lot, hostels, mini restaurant, and souvenir shop are not prepared. However, the establishment of the tourism object does not give significant contribution to the society welfare.

Based on the interview with the head village and 5 villagers, it is known that the tourism object is still managed personality, in other words the management is not society oriented. From the Group Discussion Forum, we noted the villagers hope about the tourism object can give contribution to the society life. The discussion participants argue that they need English course in order to empower the youth organization namely KarangTarunadesa organization to participate in promoting their village potency and to anticipate the international tourist visiting. They said that English course becomes urgently needed, because every year the village hold "walimah festival" a ceremony to celebrate Maulid Nabi Muhammad SAW (a prophet Muhammad SAW birthday) and many international tourists attend the festival.

Referring to the discussion, it is agreed to establish English village in that village, which the youth organization is as the event organizer. Because the model of teaching and learning is adapted Pare English village model in Kediri regency, East Java province, thus while we teach them English, we also equip them with managerial system ability. The establishment of English village need supporting facilities such as rent house, cafe, laundry house, souvenir shop, bike rent, ect, thus we also prepare a workshop for PKK organization (a women organization in village which is organized the women potency to be empowered themselves). The workshop is aiming to equip the women with handmade ability and also the managerial system ability.

Thus, the starting point of the English village establishment is giving workshop to the youth organization as the manager of the English course and giving workshop to the women organization as the supporting facilities suppliers for the English Village. The English Course workshop was held intensively for 8 days, from 06.00 am to 22.00 pm. The handmade workshop was held for 2 days, from 08.00 am to 05.00 pm.

After the workshop finished, the next step is holding the public exhibition. In this program, we promoted the handmade creation by PKK

organization and performed the youth members who joint in English workshop. We invited the government stakeholders such as industry affair, education affair, etc. We also included travel agency and some privates companies to join as the sponsorship of this exhibition. We aim that the companies invest their capital to build supporting facilities to maintain the tourism object. Besides, we invited the students' from any levels of school to attend the exhibition, in order to promote the English language village. We shared the leaflet and the brochure about the tourism object and also the English language course.

4 DISCUSSIONS

The results clearly explain that the villagers aware their resources potency, either natural resources potency or human resources potency, both need to be developed and empowered. They also realize that every citizen has responsibility to join in creating society welfare (pasal 31 ayat 1 UUD 1945). The societies need help from government and also other institution such as university or college to elaborate the resources they are owned. The university has obligation and responsibility to held TRIDHARMA Perguruan Tinggi (a three pillars of university performance), namely doing teaching and learning, doing research, and doing society service.

The result has shown that the researchers did the research in order to help the Bongo societies to look at together to their potencies. Through deeply discussion in Forum Group Discussion (FGD), they expressed their expectation to the research. The significant step to promote Bongo village as tourism object, and at once empower the society potency is building the English language course. The main reference is English language course in Pare district, Kediri regency, East Java Province. The description of English Language situation in Pare inspired the

5 CONCLUSIONS

In order to answer question in this research, namely how to empower the society through building English village at tourism object in Bongo village, there are 4 conclusions can be drawn:

1. Identify the natural sources and human sources around the society,

2. Collect and define some information about what are the society need and what are they do to develop their life,
3. Give workshop and
4. Build group for providing the public service and give guidance in developing the English Village and managing the service business.

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