

Generating Local Economy through Tourism Village: Case Study of BRILian Benteng Village

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Abstract

This research aims to explore how tourism villages can revive the local economy, focusing on the case study of BRILian Benteng Village. The research method used was qualitative with a population in the form of all people in BRILian Benteng Village and purposively selected samples. Data was collected through interviews, observations, and documentation studies, then analyzed with content analysis techniques. The results showed that BRILian Benteng Village has quite diverse tourism potential, such as forts, plantations, crafts, and regional specialties. Local economic development strategies through tourism promotion, skills training, and strengthening cooperation among local economic actors have had a positive impact on the welfare of rural communities. However, the challenges faced include limited access and infrastructure. Based on these findings, it is recommended that local governments strengthen regulations, optimize the use of information technology, and expand transportation access and infrastructure support. The emergence of diverse tourism villages encourages local people to get involved in the creative industry and tourism, which ultimately boosts the local economy. Maximum utilization of village tourism potential can be the main driver of economic growth in rural areas. Support from local governments, business actors, and communities is needed to increase the competitiveness and attractiveness of tourism villages. Efforts to strengthen infrastructure, tourism promotion, and community services must be optimized so that tourism villages can provide maximum benefits to the local economy. The tourism sector can be the right solution in an effort to equalize development in various regions, especially villages that have the potential to be developed into attractive tourist destinations. Community participation in preserving the environment and culture is also the key to success in the development of tourism villages. Aligning between cultural preservation and utilizing local economic potential is the right strategy in developing tourism villages sustainably.

Keywords: Tourism; Villages; BRILian

Abstrak

Penelitian ini bertujuan untuk mengeksplorasi bagaimana desa wisata dapat membangkitkan kembali ekonomi lokal, dengan fokus pada studi kasus Desa BRILian Benteng. Metode penelitian yang digunakan adalah kualitatif dengan jumlah penduduk berupa seluruh penduduk di Desa BRILian Benteng dan sampel yang dipilih secara purposively. Data dikumpulkan melalui wawancara, observasi, dan studi dokumentasi, kemudian dianalisis dengan teknik analisis isi. Hasil penelitian menunjukkan bahwa Desa BRILian Benteng memiliki potensi wisata yang cukup beragam, seperti benteng, perkebunan, kerajinan, dan makanan khas daerah. Strategi pengembangan ekonomi lokal melalui promosi pariwisata, pelatihan keterampilan, dan penguatan kerja sama antar pelaku ekonomi lokal telah berdampak positif terhadap kesejahteraan masyarakat pedesaan. Namun, tantangan yang dihadapi antara lain keterbatasan akses dan infrastruktur. Berdasarkan temuan tersebut, disarankan agar pemerintah daerah memperkuat regulasi, mengoptimalkan pemanfaatan teknologi informasi, serta memperluas akses transportasi dan dukungan infrastruktur. Munculnya desa wisata yang beragam mendorong masyarakat lokal untuk terlibat dalam industri kreatif dan pariwisata, yang pada akhirnya meningkatkan ekonomi lokal. Pemanfaatan potensi wisata desa secara maksimal dapat menjadi pendorong utama pertumbuhan ekonomi di pedesaan. Dukungan dari pemerintah daerah, pelaku usaha, dan masyarakat sangat dibutuhkan untuk meningkatkan daya saing dan daya tarik desa wisata. Upaya penguatan infrastruktur, promosi pariwisata, dan pengabdian masyarakat harus

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dioptimalkan agar desa wisata dapat memberikan manfaat maksimal bagi perekonomian setempat. Sektor pariwisata dapat menjadi solusi yang tepat dalam upaya pemerataan pembangunan di berbagai daerah, terutama desa yang berpotensi untuk dikembangkan menjadi destinasi wisata yang menarik. Peran serta masyarakat dalam melestarikan lingkungan dan budaya juga menjadi kunci keberhasilan dalam pengembangan desa wisata. Menyelaraskan antara pelestarian budaya dan memanfaatkan potensi ekonomi lokal merupakan strategi yang tepat dalam membangun desa wisata secara berkelanjutan.

Kata Kunci: Pariwisata; Desa; BRILian

A. INTRODUCTION

In the introduction, we will discuss the introduction of the topic to be studied, namely efforts to improve the local economy through tourism villages. The author will provide an overview of the background, problem formulation, objectives, and benefits of research related to the topic. In the introductory part, we will explain the urgency and relevance of this research topic in global and local contexts. In addition, several theoretical frameworks that support the research foundation and related literature reviews from previous research will also be studied. In identifying the impact of efforts to improve the local economy through tourism villages, this study will consider external factors that affect the success of the project such as government regulations, global economic conditions, and community support.¹

In addition, an analysis of policies and strategies implemented in various regions related to the development of tourism villages will be carried out to support local economic growth. It is expected that this research can make a positive contribution in the development of tourism villages as a driving force for local economic growth, as well as provide policy recommendations to increase community participation in tourism village management. In addition, the results of this research are expected to make a constructive contribution in enriching literature related to local economic development strategies through tourism villages in Indonesia and broaden horizons on this topic, both at national and international levels.²

In addition, the study will also analyze the economic impact of tourism villages on the surrounding areas and explore potential improvements to the existing strategies and policies to support the development of local economies. The research aims to explore the potential positive outcomes of rural tourism development and propose practical recommendations for enhancing the economic benefits for local communities. Moreover, this study will delve into the various dimensions of sustainable tourism development and its potential to contribute to the overall economic growth of rural areas. The researchers also hope to shed light on the important role that community participation and involvement play in the successful management of tourism villages. Furthermore, the study aims to provide a comprehensive overview of the challenges and opportunities associated with the development of rural tourism in Indonesia, with the aim of contributing to the existing body of knowledge on this topic.³

The background of the research discusses the importance of maintaining the sustainability of tourism villages and their role in local economic development. In this case,

¹ R Huggins and P Cooke, "The Economic Impact of Cardiff University: Innovation, Learning and Job Generation," *GeoJournal*, 1997, <https://doi.org/10.1023/A:1006863820399>.

² H Han and S Hawken, "Introduction: Innovation and Identity in next-Generation Smart Cities," *City, Culture and Society*, 2018, <https://www.sciencedirect.com/science/article/pii/S1877916617302515>.

³ C Cusack et al., "Marine Ecotourism for Small Pelagics as a Source of Alternative Income Generating Activities to Fisheries in a Tropical Community," *Biological ...*, 2021, <https://www.sciencedirect.com/science/article/pii/S0006320721002949>.

BRILian Benteng Village is a relevant case study to understand the concept more deeply. This study aims to analyze the factors that affect the sustainability of tourism villages, both in terms of economy, social, culture, and environment. In addition, this study will also explore efforts that can be made to increase the contribution of tourism villages in local economic development, including by utilizing the potentials that exist in BRILian Benteng Village. Thus, it is hoped that the results of this study can provide a more comprehensive understanding of the importance of maintaining the sustainability of tourism villages and how they play a role in local economic development.⁴

This research is also expected to provide policy recommendations that can support the development of tourism villages outside BRILian Benteng Village. Not only that, the results of this research are also expected to be able to contribute to the development of theories regarding the sustainability of tourism villages and their role in the local economy. It is also hoped that this research can encourage further research in this field so that understanding and practice regarding the development of tourism villages can continue to develop. Thus, the sustainability of tourism villages actually has a significant impact on the local economy, both in terms of economy, social, culture, and environment. The importance of maintaining and developing tourism villages is something that cannot be ignored. Therefore, research on the factors that affect the sustainability of tourism villages is very relevant and important to do.⁵

In addition, efforts to increase the contribution of tourism villages in local economic development need to be explored more deeply to ensure that the potentials in tourism villages can be utilized optimally. Thus, the results of the study will provide a more comprehensive understanding of how tourism villages play a role in local economic development and why it is important to take this seriously. In addition, the policy recommendations generated from this study will make a meaningful contribution in supporting the development of tourism villages in various regions, not just in BRILian Benteng Village. Thus, the development of tourism villages can be carried out more effectively and sustainably. Not only that, this research will also enrich theories about the sustainability of tourism villages and their role in the local economy, providing a strong foundation for scientific developments in this field. It is also hoped that the results of this research can encourage further research in this field, so that understanding and practice regarding the development of tourism villages can continue to grow and develop. All of these are important steps to ensure that tourism villages can continue to provide great benefits to the community and the local economy as a whole.⁶

The main objective of this study is to gain a deeper understanding of the contribution of tourism villages to the local economy, especially in the case of BRILian Benteng Village. In addition, another objective is to find out effective local economic development strategies based on these case studies. Thus, the results of the study are expected to provide valuable insights for the sustainable development of tourism in the area. This research is also expected to be able to provide recommendations that can strengthen the tourism sector in BRILian Benteng Village and make a positive contribution to local economic growth. Hopefully this research can provide a comprehensive view of tourism development strategies that have a

⁴ R Brown and C Mason, "Raising the Batting Average: Re-Orientating Regional Industrial Policy to Generate More High Growth Firms," *Local Economy*, 2012, <https://doi.org/10.1177/0269094211424252>.

⁵ Huggins and Cooke, "The Economic Impact of Cardiff University: Innovation, Learning and Job Generation."

⁶ M Lukovics and B Zuti, "Successful Universities towards the Improvement of Regional Competitiveness: fourth Generation universities," Available at SSRN 3022717, 2017, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3309163.

positive impact on local communities and become a source of inspiration for other tourism regions.

The benefits of this research are expected to make a real contribution in the development of tourism villages and local economy, especially for the people of BRILian Benteng Village. Hopefully, the results of the research can also provide insights and recommendations for related parties in an effort to improve the welfare of local communities through the tourism sector. In addition, this research is expected to be a useful guideline for policymakers in developing tourism potential in the area, so as to increase tourist attraction and economic income of the local community. That way, it is hoped that this research can have a positive impact directly or indirectly on the economic development and welfare of the people of BRILian Benteng Village. Another benefit of this research is the potential to provide inspiration and example for other tourism villages, both at home and abroad, in developing sustainable community-based tourism, reviving local wisdom, and strengthening social and cultural ties. Thus, it can be expected that this research will have a positive impact on a wider scale, particularly in terms of sustainable tourism development and preservation of local culture. Hopefully this research can make a meaningful contribution to the development of tourism and the local economy, not only in BRILian Benteng Village but also in other tourist villages around the world.

4. Research Methodology

The methodology of this study uses a qualitative approach, where researchers will gain a deep understanding of the experiences and views of the people of BRILian Benteng Village related to local economic development through tourism villages. With this approach, it is expected to be able to explore rich and detailed information about strategies, impacts, and challenges faced in the implementation of local economic development.⁷

B. LITERATURE REVIEW

A tourism village is a village that develops natural, cultural, and historical tourism potential to attract tourists. This village is not only a tourist destination, but also as a place to live for the community. Tourism villages themselves usually have sustainable tourism activities by utilizing local resources. Thus, tourism villages have an important role in the development of tourism and the local economy. Nature tourism in the tourist village includes natural beauty that is still beautiful and natural, such as mountains, waterfalls, and tropical forests. Cultural diversity can also be found in tourist villages, ranging from art, typical culinary, to unique customs preserved by local communities. Meanwhile, the rich history is also a special attraction for the tourist village, with the existence of historical sites and ancient relics that are an important part of cultural heritage.⁸

In addition, the active participation of local communities in efforts to preserve and develop tourism villages also enriches the experience of tourists who visit and has a positive impact on the economy and welfare of the local community. A tourism village is a village that develops natural, cultural, and historical tourism potential to attract tourists. This village is not only a tourist destination, but also as a place to live for the community. Tourism villages themselves usually have sustainable tourism activities by utilizing local resources.

⁷ L Lu and J B Shih, "Sources of Happiness: A Qualitative Approach," *The Journal of Social Psychology*, 1997, <https://doi.org/10.1080/00224549709595429>.

⁸ A R AP, D K Imron, and C Pertiwi, "Tourism Village: Challenges and Opportunities in New Normal," *6th International Conference on ...*, 2020, <https://www.atlantispress.com/proceedings/icosaps-20/125949741>.

Thus, tourism villages have an important role in the development of tourism and the local economy. Nature tourism in the tourist village includes natural beauty that is still beautiful and natural, such as mountains, waterfalls, and tropical forests. Cultural diversity can also be found in tourist villages, ranging from art, typical culinary, to unique customs preserved by local communities. Meanwhile, the rich history is also a special attraction for the tourist village, with the existence of historical sites and ancient relics that are an important part of cultural heritage. In addition, the active participation of local communities in efforts to preserve and develop tourism villages also enriches the experience of tourists who visit and has a positive impact on the economy and welfare of the local community.⁹

1. Definition of Tourism Village

A tourist village is an area or village location that has been developed into a tourist destination that offers the uniqueness of nature, culture, and local wisdom for tourists. In its development, this village also maintains a balance between tourism development with environmental sustainability and the lives of local people around the tourist village. Thus, tourism villages have a dual role as a tourist destination and as a source of income for the local community. A tourist village is a place that allows tourists to enjoy the beauty of unspoiled nature and authentic local wisdom. This also led to the development of tourist villages to be carried out to preserve the surrounding cultural and natural heritage. The tourists can learn about the life of the local people, including how to farm, cook traditional food, and make handicrafts which are the local wisdom of the village. The existence of tourism villages not only provides economic benefits for the local community, but also increases cross-cultural and environmental understanding for tourists visiting the tourist village.¹⁰

2. The Role of Tourism Villages in Local Economic Development

The role of tourism villages in the development of the local economy is very large. Through the development of tourism potential and local wisdom, tourism villages can be a source of income for the local community. With the increase in tourist visits, there will be an increase in demand for local products and services of the local community, so that it will indirectly drive the economy of the village. Therefore, it is important for the government and relevant stakeholders to continue to support the development of tourism villages to create sustainable economic opportunities for local communities and strengthen tourism attractiveness in the region. Efforts to increase tourism promotion and facilities in tourism villages also need to be carried out to attract tourists and create new jobs for local residents. All this will help in creating a more stable and sustainable economic environment for the tourism village and its people. The development of tourism villages must also be accompanied by sustainable management of natural resources so that tourism does not damage the environment. Thus, tourism villages can continue to be attractive and sustainable tourist destinations by paying attention to economic, social, and environmental balance.¹¹

⁹ R F Osin, N K Purwaningsih, and ..., "The Model of Development Tourism Village Through the Involvement of Millennial Generation in Bali," *International Journal of ...*, 2021, <https://ijmmu.com/index.php/ijmmu/article/view/2322>.

¹⁰ A Arintoko, A A Ahmad, and ..., "Community-Based Tourism Village Development Strategies: A Case of Borobudur Tourism Village Area, Indonesia," *... Journal of Tourism ...*, 2020, <http://gtg.webhost.uoradea.ro/PDF/GTG-2-2020/gtg.29202-477.pdf>.

¹¹ AP, Imron, and Pertiwi, "Tourism Village: Challenges and Opportunities in New Normal."

3. Factors Supporting the Success of Tourism Villages

Some of the factors supporting the success of tourism villages include active community involvement in tourism development, environmental sustainability, local community empowerment, cooperation with related parties, and government support in terms of tourism policy and infrastructure development. All these factors are very influential in cleaning up the success of tourism villages in developing the local economy and improving the welfare of their communities. These factors also play an important role in creating new job opportunities, improving the standard of living of villagers, as well as promoting local culture and cultural heritage in an effort to increase the attractiveness of sustainable tourism. Thus, tourism villages can be a good example in efforts to preserve culture, the environment, and the prosperity of local communities.¹²

In addition, effective and strategic promotion is also key in linking tourism villages with domestic and foreign tourists, so as to increase regional income and help reduce economic disparities between regions. Even so, tourism village management must also pay attention to aspects of sustainability, sustainable natural resource management, and social welfare of the community. A successful tourism village will have a multiplier impact on economic development and the welfare of its community, in line with environmental sustainability and cultural heritage. The success of tourism villages will also become a magnet for tourists, both local and foreign, which has the potential to bring positive economic impacts to the region and strengthen awareness of environmental preservation and local culture.¹³

C. METHOD

The type of research used in this study is descriptive research. It aims to systematically depict a real portrait of the condition of BRILian Benteng Village related to local economic development efforts through the concept of tourism villages. With this approach, it is expected to get a clear and comprehensive picture related to the profile, history, tourism potential, superior products, and local economic development strategies in the village.¹⁴

The population in this study is the entire community of BRILian Benteng Village who are involved in local economic activities, especially those related to the development of tourism villages. Samples are taken purposively, where respondents will be selected who are considered to have relevant and representative information related to their experiences and views on local economic development efforts through tourism villages.

Data collection was conducted through in-depth interviews, participatory observation, and documentation studies. In-depth interviews were conducted to gain in-depth insights and perspectives from stakeholders related to local economic development strategies and impacts. Participatory observations were conducted to understand directly the dynamics of local

¹² D D Utami, W Dhewanto, and Y D Lestari, "Rural Tourism Entrepreneurship Success Factors for Sustainable Tourism Village: Evidence from Indonesia," *Cogent Business & ...*, 2023, <https://doi.org/10.1080/23311975.2023.2180845>.

¹³ N Nurlena, R Taufiq, and M Musadad, "The Socio-Cultural Impacts of Rural Tourism Development: A Case Study of Tanjung Tourist Village in Sleman Regency," *Jurnal Kawistara*, 2021, <https://journal.ugm.ac.id/kawistara/article/view/62263>.

¹⁴ W Lans and T Van Der Voordt, "Descriptive Research," *Ways to Study and Research Urban ...*, 2002, <https://repository.tudelft.nl/islandora/object/uuid:3585713f-1be1-4321-82f3-44888b70371a>.

economic activities in tourism villages. Documentation studies are conducted to collect secondary data relevant to the research.¹⁵

The collected data will be analyzed inductively using content analysis techniques. Data analysis is carried out by identifying, compiling, and providing meaning from the information collected related to the implementation of development strategies, positive impacts on the community, and challenges faced in local economic development through tourism villages. The results of the analysis will be presented descriptively and narratively to provide a comprehensive picture.

Case Study of BRILian Benteng Village

BRILian Benteng Village is a tourist village located in Bogor Regency, West Java. This village has amazing natural tourism potential, such as green rice fields, charming waterfalls, and the beauty of tropical forests. In addition, the village is also rich in cultural and historical heritage that can be an attraction for tourists. Through tourism development, BRILian Benteng Village is able to empower local communities to participate in advancing their economy. The village also has training and education programs to introduce tourists to local excellence, thus creating a valuable experience for both parties. With strong environmental conservation efforts, BRILian Benteng Village strives to preserve nature and the sustainability of tourism for future generations. With various ecotourism and cultural activities held, visitors can experience authentic village life and directly support the local economy.¹⁶

By displaying unspoiled natural beauty and local wisdom, BRILian Benteng Village continues to strive to become a leading tourist destination that can provide positive benefits for all parties involved. BRILian Benteng Village is a leading destination for tourists who want to experience unspoiled nature, local wisdom, and ecotourism activities that support the local economy, while gaining valuable experience through training and education programs. With stunning natural beauty, cultural heritage, and environmental conservation efforts, BRILian Benteng Village has great potential to become the best tourist destination that provides benefits for both local people and tourists. BRILian Benteng Village also offers a variety of interesting ecotourism activities to spend time in beautiful and charming nature, while helping the local economy. It is hoped that the tourism experience in BRILian Benteng Village will inspire visitors to continue to care about nature conservation and local wisdom, as well as have a positive impact on the local community. The natural beauty and local wisdom of BRILian Benteng Village offers an unforgettable tourist experience, which will give a deep impression to every tourist who visits it. So, don't miss the chance to explore the natural and cultural beauty of this incredible BRILian Benteng Village.¹⁷

1. BRILian Benteng Village Profile

BRILian Benteng Village in Bogor Regency, West Java, is one clear example of how a village can create economic growth for its residents through the use of local resources. This article will take a deeper look at how BRILian Benteng Village has succeeded in developing itself as a tourist destination that directly involves the participation of local communities, as

¹⁵ C Barona-Vilar, V Escribá-Agüir, and R Ferrero-Gandía, "A Qualitative Approach to Social Support and Breast-Feeding Decisions," *Midwifery*, 2009, <https://www.sciencedirect.com/science/article/pii/S0266613807000319>.

¹⁶ Andri Bagus Syaeful, "Desa BRILian Benteng, Hidupkan Ekonomi Warga Lewat Potensi Lokal," *Sindonews.com*, 2024, <https://ekbis.sindonews.com/read/1349177/178/desa-brilian-benteng-hidupkan-ekonomi-warga-lewat-potensi-lokal-1711598608>.

¹⁷ Syaeful.

well as how the BRILian Village program from Bank Rakyat Indonesia (BRI) plays a role in helping villages achieve the desired independence. BRILian Benteng Village strives to promote its local culture and natural beauty to tourists with various cultural, culinary, and artistic activities that directly involve the local community. Thus, BRILian Benteng Village not only managed to obtain additional income from the tourism sector, but also strengthened the cultural identity and local values owned by the village. In addition, the BRILian Village program from Bank Rakyat Indonesia (BRI) has helped in the development of tourism infrastructure, training, and business assistance for local communities so that they can be more independent in developing their village potential. Thus, the active participation of the local community and the BRILian Village program have had a significant positive impact on the economic growth and independence of BRILian Benteng Village.¹⁸

2. History of BRILian Benteng Tourism Village

BRILian Benteng Village has a long history as a center of agricultural commodity trading in the past. This makes this village rich in cultural wealth and tradition. Along with the times, this village then decided to develop its tourism potential as an effort to diversify the community's economy. Thus, various natural tourist attractions, traditional culinary, and cultural festivals began to be held regularly to attract tourists from various regions. With this effort, BRILian Benteng Village is now a leading tourist destination that not only offers natural beauty, but also cultural wealth that is firmly embedded in the lives of its people. BRILian Benteng Village is also known for its stunning natural beauty, such as enchanting waterfalls, green rice fields, and hills that offer spectacular views. In addition, traditional culinary is also a special attraction for tourists who want to taste the delicacy of this region's specialties.¹⁹

Every year, cultural festivals are held with great fanfare, showing various traditional arts and customs of the people of BRILian Benteng Village which are still well maintained. The existence of stone statues and other historical objects also adorns the beauty of this village. With various improvements and promotions carried out, BRILian Benteng Village has succeeded in attracting tourists both from within and outside the country to come and enjoy all the beauty and richness of its culture. BRILian Benteng Village is also actively collaborating with creative economy actors in various regions in order to introduce its tourism, art, culture, and culinary potential. This effort is expected to provide great economic benefits for the local community and contribute to expanding networks and business opportunities in the tourism sector. The success of BRILian Benteng Village in raising tourism and cultural potential also has a positive impact on improving community welfare, environmental conservation, and preserving rich and diverse local cultural values. BRILian Benteng Village continues to strive to provide an unforgettable tourist experience for every visitor, making this village a must-visit destination for tourists who are looking for natural beauty, cultural wealth, and unique and memorable tourist experiences.²⁰

¹⁸ E Hidayat, "Optimalisasi Badan Usaha Milik Desa (Bumdes) Sebagai Benteng Ketahanan Ekonomi Desa Selama Pandemi," ... *Baru: Eksistensi BUM Desa, UMKM, Dan ...*, 2021, https://repository.upnjatim.ac.id/5595/1/Book_Chapter_Prodi_Administrasi_Publik_comp.pdf#page=24.

¹⁹ D A Dewi, "Implementasi Nilai-Nilai Pancasila Dalam Wawasan Kebangsaan Di Era Globalisasi," *Jurnal Global Citizen: Jurnal Ilmiah Kajian ...*, 2021, <https://ejournal.unisri.ac.id/index.php/glbctz/article/view/5584>.

²⁰ Hidayat, "Optimalisasi Badan Usaha Milik Desa (Bumdes) Sebagai Benteng Ketahanan Ekonomi Desa Selama Pandemi."

3. Tourism Potential and Excellent Products

The tourism potential of BRILian Benteng Village lies not only in its natural charm, but also in its rich culture and traditional arts. Local agricultural products such as coffee, chocolate, and various types of tropical fruits, as well as handicrafts such as woven bamboo, traditional weaving, wood carvings, and stone carvings are also excellent products that can attract tourists to buy as souvenirs. In addition, the existence of restaurants or food stalls that serve regional specialties is also a special attraction for tourists who visit. Natural beauty, cultural wealth, traditional arts, and local culinary delights are the main attractions of BRILian Benteng Village for local and foreign tourists. The potential of this village has been recognized by many parties and has become a leading tourist destination that can bring economic and social benefits to the surrounding community.²¹

BRILian Benteng Village has managed to maintain its local traditions and culture, making this area an example for other villages in preserving local wisdom and sustainable. All facilities and tourist attractions in BRILian Benteng Village have high standards of safety and comfort, so visitors can enjoy a vacation full of fun and tranquility. The excellence of BRILian Benteng Village lies not only in its charming natural beauty, but also in the diversity of tourist attractions that offer authentic and unforgettable local experiences for visitors. With all its potential and tourist attractions, BRILian Benteng Village will continue to receive increasing visits from local and foreign tourists.²²

4. Local Economic Development Strategy

Local economic development in BRILian Benteng Village is a process carried out through an approach to empowering local communities in managing the tourism sector. Various strategies have been implemented, ranging from skills training to local communities, marketing local products, to promoting tourist destinations. Cooperation between the government, business actors, and the community is also an important factor in the success of local economic development in this tourist village. This has a positive impact on increasing the income of rural communities and recognizing the uniqueness of local resources. With the empowerment efforts, BRILian Benteng Village proves that local economic development can be carried out successfully, changing the community's economic paradigm towards a smarter, environmentally friendly, and sustainable direction.²³

This positive impact also encourages local economic growth that benefits all parties and contributes significantly to economic progress at the local level. With the active participation of villagers, local tourism potential can be optimized as well as possible, making BRILian Benteng Village an attractive destination for local and foreign tourists. As a result, the development of the local economy also helps strengthen the local identity and cultural heritage that is the main attraction of the village. The success of local economic development in BRILian Benteng Village also shows that the empowerment of local communities contributes greatly in creating economic sustainability and social welfare at the village level. By continuing to apply this model, it is hoped that BRILian Benteng Village can become an inspiring example for other villages in efforts to develop a sustainable and inclusive local economy.²⁴

²¹ Syaeful, "Desa BRILian Benteng, Hidupkan Ekonomi Warga Lewat Potensi Lokal."

²² Syaeful.

²³ P Healey, "Citizen-Generated Local Development Initiative: Recent English Experience," *International Journal of Urban Sciences*, 2015, <https://doi.org/10.1080/12265934.2014.989892>.

²⁴ R C Schragger, "Rethinking the Theory and Practice of Local Economic Development," *The University of Chicago Law Review*, 2010, <https://www.jstor.org/stable/40663035>.

D. RESULT AND DISCUSSION

The results of a recent study show that the implementation of local economic development strategies in BRILian Benteng Village has had a significant positive impact. Not only that, but this is also realized through increasing the number of tourist visits, diversifying tourism products and local handicrafts, and empowering rural communities in the tourism sector. With this effort, there is not only an increase in community income and strengthening of the local economy, but also the creation of a more balanced economic cycle. In the discussion, we highlighted the importance of maintaining environmental sustainability and local culture in the development of tourism villages as an effort to maintain the sustainability of the local economy that is more sustainable and has a long-term impact.²⁵

These achievements are clear evidence that investment in local economic development can produce positive and sustainable impacts for local communities. Therefore, we need to continue to support and develop local economic development programs, and take strategic steps to ensure the sustainability of these positive achievements. Thus, we can see sustainable economic growth, improved community welfare, and the preservation of cultural heritage and the natural environment which are valuable assets for future generations. By continuing to strive for this, BRILian Benteng Village can be a successful example for other regions in developing a sustainable local economy and have a positive impact on all parties involved.²⁶

1. Implementation of Local Economic Development Strategy

The local economic development strategy implemented in BRILian Benteng Village covers various aspects, ranging from tourism promotion through social media and cooperation with travel agents, to training and mentoring for the development of tourism products and local handicrafts. Investments in tourism infrastructure have also been made to improve accessibility and convenience for tourists. Participatory approach by involving all levels of village society is the key to success in implementing this strategy. In addition, local economic growth has been accompanied by improved service quality in the tourism sector, which has also had a positive impact on the preservation of local culture. The empowerment of local communities in the field of tourism is also the main focus in efforts to develop the local economy of BRILian Benteng Village. In addition, the village is also aggressively promoting alternative tourist attractions that are more sustainable and environmentally friendly, in order to preserve nature and local culture. With these proactive measures, BRILian Benteng Village is increasingly able to establish strong cooperation with local economic actors and related institutions to achieve sustainable and inclusive economic growth.²⁷

²⁵ N G Leigh and E J Blakely, *Planning Local Economic Development: Theory and Practice* (books.google.com, 2016), https://books.google.com/books?hl=en&lr=&id=UgicDQAAQBAJ&oi=fnd&pg=PT16&dq=generating+local+economy&ots=ADsIEUMDB3&sig=DG98VRKswyQFjvsDRLwq_JWBuLI.

²⁶ B R Weingast, "Second Generation Fiscal Federalism: Political Aspects of Decentralization and Economic Development," *World Development*, 2014, <https://www.sciencedirect.com/science/article/pii/S0305750X13000090>.

²⁷ L A Reese and R A Rosenfeld, *The Civic Culture of Local Economic Development* (books.google.com, 2002), <https://books.google.com/books?hl=en&lr=&id=mzg5DQAAQBAJ&oi=fnd&pg=PP1&dq=implementation+of+local+economic&ots=6jwQAhNBQI&sig=36IEo6P9CKBz6pY3M5pS0ZaMo2k>.

2. Positive Impact on Village Communities

The positive impact of tourism village development on the people of BRILian Benteng Village is very significant. There is an increase in income for local businesses, such as homestay managers, handicraft producers, and food stalls. In addition, an increase in awareness of the importance of maintaining cleanliness and environmental sustainability is also observed, this indicates a positive impact on changing the mindset and behavior of rural communities towards the surrounding environment.

Thus, the success of tourism village development also has a positive impact on the economy of BRILian Benteng Village, creating wider employment opportunities and maintaining the continuity of local traditions and local wisdom that also enrich the experience of tourists visiting the village. Moreover, there is also a better mutual cooperation relationship between villagers as part of the success of tourism village development, which has a positive impact in strengthening the unity and unity of the people of BRILian Benteng Village. At the same time, the increasing recognition of BRILian Benteng Village as an environmentally friendly and cultured tourist destination, makes the village an inspiring example for other regions in utilizing local potential for mutual progress. All in all, this confirms that the development of tourism villages has a great positive impact on the people of BRILian Benteng Village and the surrounding area.²⁸

3. Challenges and Solutions

Although it has achieved various significant achievements, BRILian Benteng Village also faces a number of challenges in the development of tourism villages. Key challenges include lack of access to infrastructure, lack of skills and knowledge about marketing for local businesses, and changing community attitudes towards modernization and tradition. To address these challenges, we recommend strengthening cooperation among stakeholders, increased investment in training and education, and developing broader and more sustainable promotional programs. However, keep in mind that most of the proposed solutions require strong commitment and cooperation from all villagers. Concrete measures are needed to support infrastructure, including roads, electricity access, and sanitation facilities. In addition, it is important to improve the knowledge and skills of local business actors through practical training and short-term training programs. Finally, promotional efforts can be strengthened through broader partnerships with educational institutions, media, and local companies.

E. CONCLUSION

Based on the results of the study, it can be concluded that BRILian Benteng Village has succeeded in developing the local economy through the concept of a tourism village. From the results of the case study, the implementation of local economic development strategies in this village has had a significant positive impact on the village community, such as increasing income and welfare. In addition, the village also faces several challenges, such as infrastructure and product marketing. Therefore, policy recommendations that can be given are the need for government attention to improving infrastructure, skills training, and marketing local products to support local economic development through tourism villages. Based on the case studies conducted, it can be concluded that BRILian Benteng Village has been able to create new jobs for local residents, increase local economic value, and improve the quality of life of the community. From the government's point of view, it is important for

²⁸ F Festivalia, M Enggriani, and ..., "The Impact of Tourism on Village Society," *TRJ Tourism Research ...*, 2019, <https://trj.iptrisakti.ac.id/index.php/trj/article/view/59>.

them to give sufficient attention and resources to support the development of the tourism village concept in their area.

However, the village also faces several obstacles such as lack of tourism infrastructure and lack of access to markets for local products. Therefore, there is an urgent need to improve tourism infrastructure and local skills training. In addition, more aggressive promotion of local products is also needed. Stakeholders, such as local governments, small business owners, and local communities must work together to address these issues and achieve sustainable local economic growth. In addition, it can be concluded that investment in environmental conservation and sustainability efforts is an important step in supporting local tourism. BRILian Benteng Village also has other economic potential that can be developed. Among them is the development of local creative industries, such as handicrafts and traditional arts. In addition, the agricultural and organic food sectors are also opportunities that can be explored further. Efforts to integrate tourism villages with the regional tourism sector can also be an effective strategy in increasing local and foreign tourist visits to villages. Cooperation between tourism villages is needed in promoting sustainable tourism packages as well as exchange of experience and training between villages. The active involvement of local communities in managing tourist destinations is also an important factor in achieving long-term success.

Community participation in planning, management, and decision-making related to tourism village development is important to ensure the sustainability of the program. Community involvement can also provide direct social and economic benefits for them, thereby increasing support and commitment to tourism village development programs. In addition, community-based approaches can also strengthen local identities, preserve culture, and promote democratic participation in local decision-making. Overall, BRILian Benteng Village has succeeded in developing the local economy through the concept of a tourism village. However, there are still challenges and potentials that need to be explored further to achieve sustainable local economic growth. Support from the government, collaboration between tourism villages, increasing human resources, and promoting local products are important steps that can be taken to support the development of tourism villages and realize the vision of sustainable local economic growth.

In a comprehensive summary that has successfully implemented local economic development strategies through the concept of tourism villages, it can be concluded that BRILian Benteng Village has succeeded in achieving significant success. The positive impacts felt by villagers, such as increased income and welfare, attest to the success of this local economic development. However, several challenges are also faced, including infrastructure issues, marketing of local products, and increased initiatives from local communities. Therefore, the focus going forward should be aimed at solutions to overcome these challenges to ensure the sustainability of local economic development through tourism villages.

This is very important to ensure the long-term sustainability and success of this program. Similarly, it is important to pay close attention to environmental sustainability and the integration of local communities in development strategies. This strategy must be able to provide long-term benefits for local communities and sustainable economies. Therefore, the sustainability of the local economy through tourism villages as a whole should be a major concern in future development plans. With a careful approach and awareness of the challenges faced, BRILian Benteng Village can continue to progress towards sustainable economic development.

From the research findings, several policy recommendations need to be considered to support local economic development through tourism villages. First, the government needs to pay special attention to improving infrastructure in BRILian Benteng Village, such as road access and sanitation. Second, the importance of skills training for rural communities in producing and marketing local products. Third, there needs to be a more aggressive local product marketing strategy to reach a wider market. With the implementation of this policy, it is hoped that local economic development through tourism villages can run more optimally and sustainably.

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