



## **Work Program Analysis Guiding Training in Candirejo Tourism Village, Borobudur District, Magelang Regency**

**Fatimah Nurul Azizah<sup>1</sup>, An Nuur Khairune Nisa<sup>2</sup>, Putrisari Oktaviani Gustiarti<sup>3</sup>,  
Sabrina Dava Putri Widodo<sup>4</sup>, Qoriatul Karomah<sup>5</sup>**

<sup>1-5</sup>Universitas Gadjah Mada, DIY, Indonesia

**Abstract.** Indonesian tourism has become a significant non-oil and gas sector in the country's foreign exchange contribution. This article explores the development of Candirejo Tourism Village as a clean, beautiful, safe, and comfortable tourist destination with the preservation of nature and maintained traditional values. The village has attractions, accessibility, and amenities that support the tourist experience. This study used a qualitative approach to observe and analyze residents' participation levels in language training programs and experience-sharing sessions. The data was collected by attending a training activity held on November 13, 2022, at the Candirejo Village Hall Office. Respondents involved administrators and village tourism actors, with 25 people. This research focuses on Candirejo Village's role in developing human resources (HR) through French and English Guidance Training programs and Sharing Sessions on Strengthening the Role of Tourism Managers.

**Keywords:** Tourism, Candirejo, Guidance, Borobudur, Proficient Language

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### **INTRODUCTION**

Tourism is one of the non-oil and gas sectors that is the Indonesian government's primary foreign exchange source. Indonesian tourism makes the government make developments related to existing tourism potential because it significantly contributes. Travel today tends to shift from conventional tourism to tourism with unique interests, including rural tourism. Conventional travel patterns are considered to have no challenges and do not create an emotional connection between tourists and the attractions visited, so tourists will feel bored with these tourist patterns.

Many tourists expect tourist sites in the countryside that have natural nuances and are relatively quiet so that tourist trips are not monotonous. The condition of villages with tourism potential that has attractions can be developed into Tourism Villages. The tourists are invited to experience the life of the village community directly and stay overnight.

Candirejo Tourism Village is one of the tourist villages that has been developed since 1999. In its development, this village has the vision to make Candirejo Village one of the clean, beautiful, safe, and comfortable tourist destinations with the preservation of nature maintained and fair traditional values.

To achieve this mission, Candirejo Village carries out several missions, namely increasing public awareness of the concept of *Sapta Pesona*, developing local potential (human resources, natural resources, and cultural arts), and improving the welfare of its community. In line with the development of tourism villages, several components must be owned by a tourist attraction, namely attractions, accessibility, and amenities. Attraction is a component that can attract the arrival of tourists. Accessibility is a component that must be provided so that the attraction can be visited; this is very important in tourism activities.

Amenities are components consisting of various facilities and infrastructure tourists need while in tourist attractions. Candirejo Village has good accessibility and road infrastructure. The availability of village signage can make it easier for tourists to pass through. The attractions owned by this village include local uniqueness, culture, and natural attractions. Beautiful rural conditions and natural potential in the form of mountains offer a new atmosphere for tourists. Javanese culture is thick, and the life of the friendly village community causes a sense of comfort in every visitor who comes.

In addition, Candirejo Village also has houses with building structures with traditional Javanese concepts, cultural potential, traditional food, and handicrafts. Amenities owned by Candirejo Tourism Village include the availability of a large parking lot so that it can make it easier for tourists who visit, other bicycles and carts as transportation for tourists, pavilions that function as resting places for tourists who tour, homestays that have the concept of tourists will live and stay in people's houses together with the owner of the house, and various other supporting facilities.

Cultural wealth in the form of patterns of behavior of daily community life and traditional arts is an essential capital in the development of a tourist village. One of the attractions that can be presented to tourists is the culture of the village community. Tourists, especially foreign tourists, really like the attraction generated by a culture. Based on these things, traditional culture must continue to be maintained and preserved so that it can become part of attractions in a tourist village.

The role of stakeholders in Candirejo Tourism Village is to support the implementation of planned programs related to village development. As one of the programs implemented, Candirejo Tourism Village runs a French and English Guidance Training program carried out in collaboration with its partners. Cooperation is carried out by the cooperative manager with the Ambarukmo Tourism College (STIPRAM) in running the French and English Guidance Training programs.

Through this program, STIPRAM helps provide language training taught directly by French guidance instructors, namely Mr. Ferhadius Endi, S.Pd., M.A., CHE. and Mrs. Dian Lestari, M.Pd. and English guidance instructor Mrs. Weka Kusumastiti, M.Pd. In running the French and English Guidance Training program aimed at tourism actors in Candirejo Village, the cooperative uses its funds where these funds are used to provide consumption for the committee, language teachers, and language guidance training participants.

## **METHOD**

This study used a qualitative approach to observe and analyze residents' participation levels in language training programs and experience sharing sessions. The data was collected by attending a training activity held on November 13, 2022, at the Candirejo Village Hall Office. Respondents involved administrators and village tourism actors, with 25 people. English training targets beginners, while French training targets those proficient in English. In addition, sharing session activities are directed to discuss the obstacles faced in tourism activities and find solutions together.

Data analysis involves an in-depth understanding of local citizen participation, socio-cultural impact, and human resource capacity building. Theoretical references, such as the concept of Community-Based Tourism (PBM) and socio-cultural management, are used to evaluate the study results. The study results are expected to provide insight into the effectiveness of the training program and its impact on human resource capacity, as well as the role of residents in developing community-based tourism in Candirejo Village.

## **DISCUSSION**

In general, tourism villages apply the principles of community-based tourism in their management and development, as well as Candirejo Village. This consciously or unconsciously emphasizes the active role of local communities in implementing tourism in Candirejo Village. In addition to the benefits of this tourism that can be received directly and maximally by the community, community-based tourism also aims to develop existing

human resources to increase community capacity in terms of awareness, knowledge, skills, and attitudes towards tourism.

As stated in the accountability report of the Candirejo Tourism Village cooperative management and the 2021 work program and budget plan. One of the work programs of Candirejo Tourism Village in human resources is increasing human resource capacity. One of the activities carried out in the context of the realization of this work program to increase the capacity and quality of human resources is holding French and English guidance training and *sharing sessions* on tourism management of Candirejo Village.

This language guidance training activity is a collaborative activity between the management of Candirejo Tourism Village and partners, namely LPM Stipram, aimed at tourism actors who often deal directly with tourists. English language training is aimed at beginners in English to improve their language skills. French language training is for those proficient in English who want to learn French and those who have understood the *basics* of French.

This activity was carried out offline at the Candirejo Village Hall Office on November 13, 2022, and was attended by administrators and village tourism actors with 25 people. *The sharing session* in this activity is an open discussion activity between two directions, namely administrators and tourism actors in Candirejo Village, which is intended to discuss the obstacles when carrying out tourism activities in Candirejo Village, as well as to find solutions to the problems faced so that in the future tourism activities in Candirejo Village can be carried out better.

In the concept of Community-Based Tourism, the level of participation in the planning and implementation stages is crucial. The concept of PBM has many supporting elements, and the main one is human resources. The existence of French and English Guidance Training programs and *Sharing Sessions* Strengthening the Role of Tourism Managers will increase the capacity and quality of human resources in Candirejo Tourism Village, which certainly improves the quality of service for tourists.

According to Suansri (2003), one of the supporting capacities of PBM planning and implementation is the existence of socio-cultural management by providing good services to tourists without causing socio-cultural impacts. Activities can be done with *guiding* and language training for Candirejo tourism actors. In this writing, we focus on observing and analyzing residents' participation level in the French and English Guidance Training

programs, as well as *Sharing Sessions* on Strengthening the Role of Candirejo Tourism Management.

Table 1.1 Local Citizen Participation Rate

No	Activity	Objective	Target Group	Process	Duration	Resources	Party Responsible
1.	Periapan, perencanaan, dan lobi narasumber	Kerjasama mitra dengan LPM Stipram	Ketua Koperasi Desa Wisata Yogyakarta	Ketua Koperasi Desa Wisata Candirejo mengajukan permohonan untuk dilakukan pelatihan bahasa	Dilakukan secara informal saat ada kegiatan selama bulan Oktober	Ketua Koperasi Desa Wisata Candirejo	Ketua Koperasi Desa Wisata Candirejo
2.	Pengiriman surat permohonan	Mengundang narasumber untuk memberikan pelatihan kepada SDM Pariwisata Candirejo	Instruktur Kepemanduan Bahasa Prancis & Inggris	Pengiriman surat undangan secara online melalui whatsapp	Dilakukan tanggal 6 November 2022 secara online via whatsapp	Sekretaris Koperasi Desa Wisata Candirejo	Sekretaris Koperasi Desa Wisata Candirejo
3.	Pelatihan Kepemanduan Bahasa Prancis dan Bahasa Inggris serta	Peningkatan kapasitas dan kualitas SDM Pariwisata Candirejo	Program program Koordinator Bahasa Pengrus Guide Catering Ranger UMMM DTW dengan total peserta 25 orang	Kegiatan pelatihan dibagi menjadi 2 sesi yaitu kelas bahasa dan sharing session	Dilaksanakan selama 1 hari pada Minggu, 13 November 2022 pukul 09.00-15.00 WIB di Aula Balai Desa Candirejo	Narasumber dari Stipram Yogyakarta	Ketua Koperasi Desa Wisata Candirejo
4.	Pelatihan Bahasa Inggris	Untuk meningkatkan kemampuan komunikasi berinteraksi bagi pelaku pariwisata di Desa Wisata Candirejo	Dinujukan pada pelaku pariwisata yang sudah pernah	Pelatihan Bahasa Inggris berbentuk kelas yang dilakukan dengan pematerian oleh narasumber dengan materi tertulis	Dilaksanakan selama 1 hari pada Minggu, 13 November 2022 pukul 09.00-12.00 WIB di Ruang Balai Desa Candirejo	Narasumber Dosen Sastra Inggris Stipram Yogyakarta	BPH Koperasi Desa Wisata Candirejo
5.	Pelatihan Bahasa Prancis	Untuk menambah kemampuan bahasa baru	Dinujukan pada pelaku pariwisata yang berinteraksi langsung dengan wisatawan	Pelatihan Bahasa Prancis dibagi menjadi 2 kelas	Dilaksanakan selama 1 hari pada Minggu, 13 November 2022 pukul 09.00-12.00 WIB di Ruang Balai Desa Candirejo	Narasumber Dosen Sastra Prancis Stipram Yogyakarta	Sekretaris Koperasi Desa Wisata Candirejo
7.	Sharing Sesiion Pengantun Peran Pengelola Pariwisata	Untuk berdiskusi terkait kendala dan solusi permasalahan yang terjadi di lapangan	Dinujukan kepada seluruh peserta yang terdiri dari pengurus dan pelaku wisata di Candirejo	Ber bentuk diskusi 2 arah dari pengelola wisata Candirejo dan 2 narasumber dari Stipram Yogyakarta	Dilaksanakan selama 1 hari pada Minggu, 13 November 2022 pukul 12.00-15.00 WIB di Balai Desa Candirejo	Narasumber yaitu Dosen Pariwisata di Stipram Yogyakarta	Ketua Koperasi Desa Wisata Candirejo
8.	Monitoring dan Evaluasi	Untuk menganalisis efektivitas program sehingga peningkatan kapasitas SDM Pelaku Wisata Candirejo	Pelaku wisata Candirejo yang terdiri dari bagian yang berkaitan langsung dengan wisatawan	Dilakukan secara daring oleh mitra LPM Stipram Yogyakarta melalui whatsapp chat dengan sekretaris Koperasi Desa Wisata Candirejo	Dilaksanakan pasca pelaksanaan hingga saat ini dan terus berjalan hingga akhir tahun di bulan November-Desember	Mentor dan narasumber dari Stipram Yogyakarta dan Pengurus Koperasi Desa Wisata Candirejo	Ketua Koperasi Desa Wisata Candirejo

Regarding the focus of research, this program is a direct spark from Mr. Tatak, Chairman of the Candirejo Cooperative, who took the initiative to increase the capabilities of Candirejo tourism actors, especially in *guiding* and language skills. His closeness with Stipram's French lecturer, Mr. Endi, made the lobbying process easy to establish a partnership with LPM Stipram. The community is also very enthusiastic about *this guiding* and language training, mainly *offline*.

In 2021, several language training programs are already implemented, but they need to be more sustainable. Then, Mr. Tatak proposed this program to Stipram for assistance to Candirejo. Initially, this program wanted to be carried out in 4 stages, but Stipram was only willing to carry out the first stage as an introduction to tourism actors in Candirejo. In implementing the program, there are several obstacles, especially related to the implementation time.

Schedule adjustments between resource persons and tourism actors became an obstacle in the preparation and planning process carried out in October. Then, finally, it was agreed that the activity would be carried out in November and sending letters as an administrative step. This activity is carried out by returning 15 minutes from the rundown.

This is because the resource person needs to arrive on time to come to the location, but it can be adequately resolved because of the use of *spare time* at the registration time.

Of the 30 invited participants, 25 people attended this activity whose composition consisted of 4 from the catering section, four from the DTW section, two from the ranger section, two from the MSME section, seven guides, five managers, and one from the youth. Some participants did not attend due to other activities, such as work and family events. In its implementation, there are a few obstacles in receiving material by tourism actors, namely the provision of material considered too fast for language beginners and the need for direct practice.

This evaluation of the program will be carried out in language training later. The training model is modules with rote material commonly used when practicing with foreign tourists. The Cooperative has monitored until now the guides, DTW managers, and MSMEs when interacting with foreign tourists. LPM Stipram also conducts online monitoring via WhatsApp and Zoom by regularly asking about the development of the ability of tourism actors and obstacles faced when practicing with tourists.

There has been a development in the language skills of Candirejo tourism actors. However, the Cooperative hopes this program will be re-implemented periodically by establishing a partnership with LPM Stipram. Based on the results of direct observations and interviews with related parties, the data obtained from the above observations are then linked to the theory of the level of participation of local communities, according to Arnstein (1969). Based on the information obtained, it can be concluded that the level of participation of residents in the French and English Guidance Training programs and *Sharing Sessions on Strengthening the Role of Candirejo Tourism Management* is included in the category of *degrees of citizen power*, precisely located on the sixth rung, namely *partnership*.

*Partnership* means a legal relationship formed on an agreement by two or more people to cooperate. In this case, a *partnership* is the level of participation where the community establishes partnerships with externals in this program, namely LPM Stipram, to be able to improve community capabilities by collaborating in the implementation of a program or a plan, which, in the context of this writing is a French and English Guidance Training program and *Sharing Session Strengthening the Role of Tourism Management Candirejo*.

The community benefits from implementing this program by partnering with LPM Stipram. The reasons for the French and English Guidance Training program and *Sharing Session* on Strengthening the Role of Candirejo Tourism Management are included in the level of community participation in the sixth step or *partnership* are as follows:

1. This program is a direct initiative of Candirejo tourism managers through the Chairman of the Candirejo Cooperative, Mr. Tatak, and in collaboration with LPM Stipram.
2. This program is in the form of an MoU on partnership cooperation between Candirejo Cooperative and LPM Stipram.
3. This program was carried out by the management of the Candirejo Cooperative by inviting speakers from LPM Stipram.
4. This program invites tourism actors who come into direct contact with tourists to receive training from partners as linguists.
5. The funds used in this program come from cooperatives and are allocated for consumption, and LPM Stipram, as a partner, does not charge any fees.
6. Monitoring is carried out by LPM Stipram and Candirejo Cooperative after the implementation of the program, both offline and online.

## CONCLUSION

The guiding training program carried out by the management of Candirejo Tourism Village, together with Stipram, has a good impact on the sustainability of tourism activities in the village. Implementing this program is one of the efforts to increase the capacity and quality of human resources there. This program contains French and English guidance training aimed at tourists who are in direct contact with tourists.

The conclusion from the analysis we got is that this program has been implemented as much as possible by the management of Candirejo Tourism Village. It can be seen in the French and English Guidance Training program timetable and *the Sharing Session* on Strengthening the Role of Tourism Managers. However, this program has several obstacles in its implementation, such as the preparation process. There need to be schedule adjustments between speakers and tourism actors, but this has been agreed upon with the program's implementation on November 13, 2022.

During the program's implementation, there were delays, and some focus targets or participants had other activities, so they could not attend the training. In addition, in

providing material, tourists are less able to accept the material explained because it is too fast. At the time of program implementation, if it is carried out for only one day, it may not get maximum results, and not all tourism actors have received training. Our recommendation is a training program carried out regularly every month and provides levels so that every implementation of tourism actors can receive material according to their abilities.

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