

The Levels of Community Readiness and Community Characteristics in the Development of Tourism Village (Bangelan Village, Malang Regency, Indonesia)



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ABSTRACT

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Bangelan is a village located in Wonosari District, Malang Regency, Indonesia. Bangelan Village has an area of 167.2 hectares with various natural, livestock, and agricultural potentials that support the development of tourist villages. As a tourist village, Bangelan has obstacles in tourism development due to the subordinate role of village institutions and the low capability of the community as tourism actors. This study aims to identify the community's level of readiness in developing a tourist village. In addition, the relationship between the characteristics of the community and the level of community readiness was identified. Data collection was carried out on the community and key respondents through questionnaires, interviews, and observations. The community readiness model was used to assess the level of readiness and cross-tabulation analysis and chi-square test to determine the relationship between community characteristics and the level of community readiness. The results showed that the readiness category of the community was ready with the sixth level of readiness, namely initiation. These results also show that most of the community knows and understands the basic things about tourism village development and the critical role of leaders in planning and developing businesses. The level of community readiness is influenced by characteristics including involvement in the development of tourist villages, type of work, and gender.

1. INTRODUCTION

Rural development is an essential element in the regional development process [1-3]. Most of the Indonesian population, which still lives in rural areas, makes the village's role an integral part of the regional or national development process [4]. The development of rural areas aims to improve the welfare and economy of rural communities. One of the village development efforts is to develop village tourism because rural areas are known as areas that are rich in natural and cultural potential [5]. Therefore, one of the development strategies of Malang Regency is to increase tourism potential by developing the village concept. One of the villages declared a tourist village in Malang Regency is Bangelan Village which has a lot of natural and cultural potential and is also known as the goat center of southern Malang Regency [6].

Bangelan Village, which is on the slopes of Mount Kawi, makes Bangelan Village a village with various agricultural and tourism potentials. The land use of Bangelan Village is dominated by plantations such as coffee and rice. At the same time, the residents of Bangelan Village raise Etawa goats, which are subsequently sold like livestock, or their milk is collected to be processed into pasteurized milk. There are farmer groups in each hamlet to manage the potential for agriculture and animal husbandry according to their potential. Besides that, Bangelan Village has various tourist attractions such as Communal Cage, Bangelan Rest Area, Park, Tanaka Waterfall, and Dairy House.

Based on Bangelan Village Profile data (2020), 80% of Bangelan Village residents earn 500,000-1,000,000

(IDR)/month (1 USD=15,000 IDR), and 70% of the villagers are seasonal unemployed or do not have permanent jobs that only depend on the coffee harvest, during the post-harvest period [7]. This condition makes the income obtained by the community is uncertain. Therefore, the Bangelan Village Government seeks to develop the potential of the village to empower the community and open up other jobs, one of which is by creating tourist objects. Utilizing the prospect of Bangelan Village as a tourist attraction also increases the diversity of jobs available to the community, allowing them to be less reliant on the agricultural and livestock sectors [6].

However, the growth of this Tourism Village is hampered since village institutions, such as LPMD (*Lembaga Pemberdayaan Masyarakat Desa/Village Community Empowerment Institute*) and BUMDes (*Badan Usaha Milik Desa/Village Owned Enterprises*), are not all operational and lack work program and organizational structure. Furthermore, due to the incomplete implementation of regeneration, youth involvement in the development of Bangelan Tourism Village is still negligible. Membership of community groups that support the utilization of village potentials, such as farmer groups and the Women Farmers Group (*KWT/Kelompok Wanita Tani*), is still dominated by mature and even elderly members. Community readiness also entails actively involving young community groups [8]. Improving collaboration between community age groups will facilitate tourism development by transferring ideas from various groups.

Another obstacle in developing a tourist village in Bangelan Village is the lack of community capability in managing the

existing potential. Most Bangelan villagers have an elementary school education level (SD/*sekolah dasar*). With a relatively low level of education, the community's efforts in developing the village's potential are only based on experiences and practices carried out in daily life activities [9]. This education level causes a lack of community capacity in managing the village's potential. Simultaneously, the times necessitate creativity and technology renewal in enhancing the community's potential as a tourist village. As a result, training and assistance are required to help develop existing potential [10].

One of the potentials of Bangelan Village that has not been utilized optimally is the processing of goat's milk. Goat is the leading commodity in Bangelan Village, where a farmer group manages one of its by-products in milk. However, the processing capacity of goat's milk is still low. Apart from the lack of production facilities and infrastructure, community involvement in processing this potential is still not maximized. The Women Farmers Group (KWT) currently carries out the new milk processing, with seven members processing goat's milk in groups from production to marketing. However, this number can be unequal with the membership of 40-50 male farmer groups in each hamlet [11], even though this ability can collaborate with market opportunities in Umbulan tourism.

The planning for the future growth of the Bangelan tourism village, it is vital to understand the community's readiness for the tourism village program. There are nine stages of community readiness for a program: denial, hazy awareness, preparation, preplanning, initiation, stabilization, confirmation, and professionalization [12]. Sundaro and Yuliani conducted a study on community readiness in fulfilling needs tourism as a tourism attraction in Kampung Jawi, Gunungpati District, Semarang City. They discovered that the community readiness position is in the preparation stage, where people have begun to organize themselves.

The community must be ready to develop and contribute to the development of the Bangelan Village tourism village. With the participation of numerous groups, the development of Bangelan Village can be a success. If the community has the ability, skill, and support of various stakeholders, it is likely to succeed. In that case, the potential of a tourist village will have a positive impact on the community's welfare, which can increase employment, economic income, village culture, and community participation in village development. Therefore, this study aims to determine the potential of Bangelan Village and determine the level of community readiness to develop a Tourism Village in Bangelan Village, and examine the relationship between community characteristics and the level of community readiness.

2. MATERIAL AND METHODS

2.1 Data collection

This research on the level of community readiness uses a quantitative approach with primary and secondary data collection methods [13]. First, the level of community readiness (Community Readiness Model) is used to assess readiness which goes through stages in recognizing needs (stimulation of interest). The second is the existence of programs applied to community groups to formulate problem formulations and solutions (initiation). Finally, there is acceptance from regional heads regarding the need for

implementation to meet local needs (legitimization), build a specific plan through broader community involvement (decision to act), and implement programs, plans, and solutions that have been made [12].

Observation, interviewing, and delivering questionnaires were primary data gathering methods. Observations are used to ascertain the village's existing state, emphasizing its potential to promote tourism growth. In the readiness level research, interviews were conducted with key informants who were deemed to better understand the development of Bangelan village as a tourism village, including the Bangelan Village Head, tourism managers, and the heads of community groups responsible for village development. Interview data cover potential challenges associated with developing tourist villages, village superior commodities, and community activities related to developing tourist villages.

Meanwhile, a questionnaire addressed to community groups was used to identify the relationship between community characteristics and the level of community readiness. The questionnaire consists of questions related to community readiness dimensions. Respondents are also asked about their characteristics, including gender, age, education level, type of work, and income. There are also key respondents in this study: six people, including the Head of Bangelan Village, Head of Sidomulyo Hamlet, Chair of the Tourism Awareness Group (Pokdarwis), Head of Farmers Group, and Head of Service, and Head of RT. While the research respondents from the general public were determined using the proportionate stratified random sampling technique regarding the table of Krejcie and Morgan [14] and obtained 185 research respondents.

2.2 Data analysis

2.2.1 Descriptive statistical analysis

The statistical analysis aims to describe a data set without changing it and not generalizing or drawing generally accepted conclusions. This analysis is appropriate if the data to be described is sample data and the findings made do not apply to the sampled population. Descriptive statistics are presented in tables, graphs, averages (means), deviations, and percentage calculations [15].

2.2.2 Scoring analysis of community readiness levels based on key respondents

Community readiness levels are scored by the initial step of asking questions to key respondents [8]. Using key respondents is to gather information regarding the community, including community leaders, professionals, or residents who know the community. These respondents can provide in-depth explanations regarding issues that exist in the development of tourist villages. In this case, the key respondents are individuals who have knowledge of society and are not necessarily leaders or decision-makers [12, 16, 17]. Therefore, the readiness level assessment aims to determine the evaluation of crucial respondents regarding community readiness related to developing tourist villages in Bangelan Village. The following (Eq. (1)) is the score equation for the readiness level variable:

$$S = N \times B \quad (1)$$

where:

S: Variable Score

N: The total value of each sub-variable
 B: Weight

This formula is used to determine the total score of each variable whose data is obtained from the questionnaire results. The interval calculation is carried out to know the class distance to determine the ranking and classification of the variable scores selected. The following equation calculates interval class (Eq. (2)):

$$Interval = \frac{Maximum\ Value - Minimum\ Value}{Number\ of\ classification} \quad (2)$$

The questionnaire addressed to the public contains questions where each question has five answer choices with a range of 1 to 5. Nine readiness level ladders sort the scores. The design of the instrument used to measure the scale is a closing statement or question that has five answer choices [18]. The questionnaire consists of 15 questions related to the six community readiness dimensions (K1-K6) below (Eq. (3)).

where:

- Strongly Agree = 5
- Agree = 4
- Enough = 3
- Disagree = 2
- Strongly Disagree = 1

$$CRP = \frac{VCR}{6} = \frac{\sum K1 + K2 + K3 + K4 + K5 + K6}{6} \quad (3)$$

where:

- CRP: Community readiness point
- VCR: Value community readiness
- K1: Community Efforts
- K2: Community knowledge related to
- K3: Leadership
- K4: Community conditions
- K5: Public knowledge about issues
- K6: Resources related to issues

Each variable is explained as follows: 1). Community business is public knowledge about implementing tourism activities, and 2). Community awareness about activities is public knowledge about the growth of tourist communities. 3). Leadership is the process by which leaders participate in the execution of actions. 4). The community condition refers to the community's attitude toward developing a tourist resort. 5). Community awareness of the issue is determined by current information and data availability. 6). The community's willingness to assist [11].

Table 1. Scoring level of community readiness

No. Stairs	Level of Readiness	Total Score/range
1	No Awareness	0.6-1.0
2	Denial/resistance	1.1-1.5
3	Vague awareness	1.6-2.0
4	Preplanning	2.1-2.5
5	Preparation	2.6-3.0
6	Initiation	3.1-3.5
7	Stabilization	3.6-4.0
8	Confirmation/ expansion	4.1-4.5
9	Hight level of community ownership	4.6-5.0

The rating scale's total score representing the readiness level

ladder is determined using alternate answers 1-5. Thus, the first ladder has a value range of 1 to 1.4. The second ladder has a value range of 1.5 to 1.9, and so forth. The following table (Table 1) summarizes the level of community preparedness for each readiness scale.

2.2.3 Analysis scoring of community readiness levels based on community groups

The assessment of community preparation levels was conducted using data from questionnaires completed by 185 respondents. Five criteria were used to evaluate the data: very high, high, moderate/moderate, low, and very low. The readiness assessment is completed by assigning a score to each criterion. The population of this study is defined as the number of individuals who are members of the village's prospective development group. As a result, farmer groups, POKDARWIS, women farmer groups, and livestock groups were contacted for research samples.

The highest value is if all respondents answer very high (5 points), and the lowest answer is very low (1 point). The highest value could calculate in Eq. (4) and the lowest in Eq. (5). The Data range is Eq. (6), and the interval is in Eq. (7). The following is the formula (Eq. (4), Eq. (5), Eq. (5) and Eq. (7)).

$$\begin{aligned} \text{Highest Value} &= \text{Number of respondents} \times \text{highest weight} \\ &= 185 \times 5 \\ &= 925 \end{aligned} \quad (4)$$

$$\begin{aligned} \text{Lowest Value} &= \text{Number of respondents} \times \text{lowest weight} \\ &= 185 \times 1 \\ &= 185 \end{aligned} \quad (5)$$

$$\begin{aligned} \text{Data Range} &= \text{Highest score} - \text{Lowest score} \\ &= 905 - 181 \\ &= 740 \end{aligned} \quad (6)$$

$$Interval = \frac{Data\ Range}{Number\ of\ classification} = \frac{740}{5} = 148 \quad (7)$$

This data (Table 2) is utilized to establish the range of responses to the community preparedness questionnaire, which will be processed to ascertain the characteristics of community readiness based on community characteristics.

Table 2. Range class

Category	Class Interval
Very unprepared	185-333
Not ready	334-481
Fairly ready	482-629
Ready	630-777
Very Ready	778-925

2.2.4 Cross tabulation analysis

Cross-tabulation analysis or elaboration technique is the simplest analytical method to explain the relationship between variables firmly. In cross-tabulation analysis, the relationship between research variables is reviewed based on the percentage distribution in the cells in the table. The percentage is always calculated on the influencing variable [18]. Variables used in the cross-tabulation analysis are categorical variables with a nominal scale [19]. In this study, the independent

variables used include knowledge, public awareness, skills, experience, age, and livelihood. While the dependent variable used is the level of community readiness. The use of crosstab analysis is carried out to identify whether there is a relationship between community characteristics and the level of readiness of the Bangelan Village community. In cross-tabulation analysis, there is a chi-square as a statistical indicator. Through the chi-square test expressed in rows and columns, it can be seen whether the variables studied are related or not. The provisions in the chi-square test include:

- (a) If the probability value is in the Asymp column. Sig > 0.05, then H0 is accepted where the variables studied are not related.
- (b) If the probability value of the Asymp column. Sig < 0.05, then H1 is accepted where the variables tested are related to each other.

3. RESULT AND DISCUSSION

3.1 Community readiness by community group

The community's readiness to develop the Bangelan tourism village was identified from the community's assessment of the research variables. Data obtained from questionnaires given to members of community groups to be calculated using a scoring technique (Table 3).

Based on the readiness calculation (Table 3) according to

community groups, the community's readiness in the development of the Bangelan tourism village is included in the ready classification. In the community business variable, the level of community readiness can be seen from the enthusiasm and participation of the community in community groups as well as various socialization activities in the context of developing village potential. The community can also explain the potential that can be designed to support the development of tourist villages. However, in terms of the length of the business, the community's readiness is still classified as very unprepared because the tourism business in Bangelan Village has only been running for about one year.

Community readiness based on community knowledge variables is indicated by community involvement in village businesses such as marketing superior village products because community understanding of the importance of developing tourist villages has been formed [20]. Community readiness can also be seen through the influence and support of leaders and community acceptance of tourism activities [21]. The obstacle in developing Bangelan Tourism Village is the lack of facilities and infrastructure to support tourism businesses. In addition, the availability of information can only be accessed by specific groups, so it is difficult for the general public to obtain information about the development of tourist villages and the causes and impacts of the problems they face. However, the community is willing to devote time, energy, and space if a discussion is needed to resolve a particular issue.

Table 3. Questionnaire result data

Variables	Sub-variable	Number of Respondents					Total	Classification
		5	4	3	2	1		
Community Enterprises	Level of Concern	124	54	7	0	0	857	Very Ready
	Level Understanding	80	69	36	0	0	784	Very Ready
	Length of Business	0	0	0	0	185	185	Very unprepared
Community knowledge related to business	Level of community awareness	80	69	36	0	0	784	Very Ready
	Level of knowledge related to activities	83	64	38	0	0	785	Very Ready
Leadership	Level of influence of the leader	89	49	23	0	24	734	Ready
	Support of leader	69	78	38	0	0	771	Ready
Community Condition	Community attitude towards business	91	80	14	0	0	817	Very Ready
	Barriers to village development	8	90	64	26	0	644	Ready
Community knowledge regarding issues/problems	Information availability	42	78	56	9	0	708	Ready
	Data availability	20	57	102	6	0	646	Ready
	Level of community knowledge related to issues	27	36	44	78	0	567	Fairly Ready
Sources related to problems	Attitudes of community groups related to issues	57	73	43	12	0	730	Ready
	for community support	79	71	18	17	0	567	Fairly Ready
	Level of community satisfaction	60	64	47	14	0	725	Ready

Source: Analysis Results, 2021

Table 4. Calculation of community readiness according to key respondents

No.	Variable	Value
1	Community Business	3.2
2	Community Knowledge about Business	4.3
3	Leadership	4.6
4	Community Conditions	3.8
5	Public Knowledge of Issues	3.1
6	Resources related to issues	4.1
	Total	23.1
	Average	3.9

Source: Analysis Results, 2021

3.2 Community readiness according to key respondents

According to Key Respondents, community readiness is associated with the notion of the Community Readiness Model. Therefore, the average score for each variable is added up and then divided by the number of variables (Table 4).

Based on the calculation result, the average value of 3.9 was obtained for the readiness level as reported by critical respondents. In the level of readiness, this value is at the seventh level, namely Stabilization, which is indicated that most people have basic knowledge about business with the support of administrators and polipolicymakers.

4. COMMUNITY CHARACTERISTICS THAT AFFECT READINESS LEVELS

Various factors influence the level of community readiness. In this case, the cross-tabulation analysis is used to see whether there is a link between a person's traits and the level of community readiness. The results of the cross-tabulation analysis are presented in Table 5 and Table 6.

The crosstab test Chi-square shows a value of 0.003 less than 0.05. The involvement of men in the development of Bangelan Tourism Village is more dominant than women. Sixty male and sixty-nine female respondents were classified as ready (Table 5). The test results indicate a relationship between gender and community readiness excise. In the development of the Bangelan Tourism Village, the involvement of the male sex community is more dominant due to the need for energy. However, women who are women are also involved in the development of tourist villages, such as joining the Women Farmers Group (KWT), which is tasked with guarding stalls in tourist areas on certain days.

According to the crosstab result about age and level of

readiness (Table 7), most respondents were between the ages of 37 and 46, and 43 were classified as ready. The test results show that age and community readiness are not related.

Table 5. Results of crosstab gender

Gender	Readiness					Total
	Very Not Ready	Not Ready	Fairly Ready	Ready	Very Ready	
Male	0 0.0%	0 0.0%	13 7%	60 32%	47 25%	120 100%
Female	0 0.0%	0 0.0%	15 23%	39 60%	11 17%	65 100%
Total	0 0.0%	0 0.0%	28 15%	99 54%	58 31%	185 100%

Source: Analysis Results, 2021

Table 6. Chi-square test of gender and level of readiness

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.618a	2.003	12.092
Likelihood Ratio	2.002	2	Source

Source: Analysis Results, 2021

Table 7. Results of crosstab age and level of readiness

Age (y. o.)	Readiness					Total
	Very Not Ready	Not Ready	Fairly Ready	Ready	Very Ready	
17-26	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%	1 100.0%
27-36	0 0.0%	0 0.0%	4 11.8%	16 47.1%	14 41.2%	34 100.0%
37-46	0 0.0%	0 0.0%	20 23.0%	43 49.4%	24 27.6%	87 100.0%
47-56	0 0.0%	0 0.0%	4 9.1%	28 63.6%	12 27.3%	44 100.0%
57-66	0 0.0%	0 0.0%	0 0.0%	11 68.8%	5 31.2%	16 100.0%
67-76	0 0.0%	0 0.0%	0 0.0%	1 33.3%	2 66.7%	3 100.0%
Total	0 0.0%	0 0.0%	28 15.1%	99 53.5%	58 31.4%	185 100.0%

Source: Analysis Results, 2021

Table 8. Chi-square test of age and level of readiness

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.096a	10	.129
Likelihood Ratio	17.397	10	0.066

Source: Analysis Results, 2021

The crosstab test Chi-square shows a value of 0.129 greater than 0.05 (Table 8). Based on the survey results, the majority

of the people involved in the development of the Bangelan Tourism Village are farmers and ranchers who already have mature thoughts. Youth involvement in the development of Bangelan Tourism Village is still minimal due to regeneration that has not been thoroughly carried out by community groups such as farmer groups. However, youth are now starting to be involved in tourism activities such as parking attendants and security officers at tourist attractions.

Table 9. Results crosstab education level and readiness

Education Level	Readiness					Total
	Very Not Ready	Not Ready	Fairly Ready	Ready	Very Ready	
Elementary School (SD)	0 0.0%	0 0.0%	17 16%	62 57%	29 27%	108 100%
Junior High School (SMP)	0 0.0%	0 0.0%	6 16%	17 46%	14 38%	37 100%
Senior High School (SMA)	0 0.0%	0 0.0%	5 14%	19 53%	12 33%	36 100%
Under-graduate	0 0.0%	0 0.0%	0 0%	1 33%	2 67%	3 100%
Post Graduate	0 0.0%	0 0.0%	0 0%	0 0%	1 100%	1 100%
Total	0 0.0%	0 0.0%	28 15%	99 54%	58 31%	185 100%

Source: Analysis Results, 2021

Table 10. Chi-square test of education level and readiness level

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.102a	8	.636
Likelihood Ratio	6.444	8.598	0.636

Source: Analysis Results, 2021

Based on the result of crosstab education level and readiness (Table 9), there are 62 respondents with education in elementary school, 17 respondents in junior high school, and 19 respondents in high school. The level of community education affects competence in terms of knowledge (Table 10).

The crosstab test Chi-square is more significant than 0.05. The test results show that the level of education with community readiness is not related. However, some activities improve community competence, such as socialization and training from various parties. The training and socialization activities that Bangelan Village has held include training on

milk processing for the Women Farmers Group (KWT), the development of the Farmers Group by the Livestock Service Office, and various outreach and training activities carried out by academics.

The test results show that the type of work with community readiness is related (Table 11). The crosstab shows that 34 farmer respondents were in the "very ready" group, and 50 farmers were in the "ready" group.

The crosstab test Chi-square shows a value of 0.000 less than 0.05 (Table 12). In most cases, farmers and ranchers are more likely to participate in tourism development activities. This could be because they meet, socialize, or do things in groups or around tourist attractions. Farmers who are members of farmer groups more often carry out training activities to improve competence and deliberation between group members. They tend to be more prepared in developing tourist villages. In addition, the availability of information media that has been integrated into the group facilitates public acceptance of the information provided.

Table 11. Crosstab type of work and level of readiness

Level of type of work	Readiness					Total
	Very Not Ready	Not Ready	Fairly Ready	Ready	Very Ready	
Not working	0 0.0%	0 0.0%	5 42%	7 58%	0 0%	12 100%
Farmer	0 0.0 %	0 0.0%	12 14%	50 58%	24 28%	86 100%
Farmer	0 0.0%	0 0.0%	9 38%	15 63%	0 0%	24 100%
Farmer	0 0.0%	0 0.0%	2 4%	14 28%	34 68%	50 100%
Private Employee	0 0.0%	0 0.0%	0 0%	3 100%	0 0%	3 100%
PTPN Daily Workers	0 0.0%	0 0.0%	0 0%	3 100%	0 0%	3 100%
Village Apparatus	0 0.0 %	0 0.0%	0 0%	2 100%	0 0%	2 100%
Trader	0 0.0%	0 0.0%	0 0%	3 100%	0 0%	3 100%
Builder	0 0.0%	0 0.0%	0 0%	2 100%	0 0%	2 100%

Source: Analysis Results, 2021

Table 12. Chi-square test of type of work and level of readiness

	Value	df	Asymp. Sig.-sided)
Pearson Chi-Square	68,854a	78,523	16,000
Likelihood Ratio	16,000	2	Source

Source: Analysis Results, 2021

Based on the crosstab results between income and level of readiness (Table 13), most respondents are members of farmer groups (105 people), which 54% are classified as ready to develop tourism villages. Community members of the village potential development group tend to have easier access to information and activities that support their competence.

The crosstab and Chi-square test results showed a value of 0.000, more diminutive than 0.05 (Table 14). Based on these results, it is known that there is a relationship between income and the level of community readiness. Direct involvement in the tourism village business also affects community readiness. It can be seen in the crosstab results where managers,

technicians, and parking guards tend to be very ready to develop tourist villages along with the many experiences they have. Meanwhile, among traders who sell tourist objects, 66.7% of them are classified as quite ready because they only sell on certain days and rarely participate in deliberation activities for the development of tourist villages.

Based on the crosstab analysis result of engagement on community readiness level (Table 15) indicate a relationship between involvement in the development of tourist villages and the level of readiness. Respondents who are members of community groups tend to be more prepared in developing tourist villages. This is partly due to the ease of obtaining information facilitated by the group. In addition, members of community groups more often receive training or socialization that can increase competence at work. This corresponds to the Chi-square test results (Table 16), the calculated Chi-Square value is 36,158. With a significance level of 5% and df=10, the Chi-square table value is 18.307, so the Chi-Square count > from the Chi-square table. Meanwhile, the Asym. Value. Sig. shows a value of 0.000 < 0.05.

Table 13. Results of crosstab between income and level of readiness

Income	Readiness					Total
	Very Not Ready	Not Ready	Fairly Ready	Ready	Very Ready	
< Rp 3,068,275	0 0.0%	0 0.0%	26 17%	77 50%	51 33%	154 100%
Rp 3,068,275	0 0.0%	0 0.0%	2 8%	17 68%	6 24%	25 100%
> Rp 3,068,275	0 0.0%	0 0.0%	0 0%	5 83%	1 17%	6 100%
Total	0 0.0%	0 0.0%	28 15%	99 54%	58 31%	185 100%

Source: Analysis Results, 2021

Table 14. Chi-square test of income and level of readiness

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.389a	4	.250
Likelihood Ratio	6.367	4.173	Test

Source: Analysis Results, 2021

Based on the results of the analysis above, it can be seen that the people of Bangelan Village are in a ready condition for the development of Tourism Villages. Several characteristics that influence community readiness are gender, type of work, and community involvement in tourism village development.

Gender is related to the division of labor between men and women in work both in agriculture and tourism. This division of labor accelerates community readiness in developing programs in the village. Orbawati [17] found that to increase community readiness in realizing the global village tourism sector, the village government must increase the availability of resources (including human resources). In contrast, the type of work will influence tourism development because farmers who develop tourism will be more enthusiastic. This is because they will positively impact the certainty of the market location in village tourism attractions. In line with Nugraha [22] finding, there is some implication for the development of tourism and sustainable agriculture.

Table 15. Crosstab analysis of engagement on community readiness levels

Community Engagement	Readiness					Total
	Very Not Ready	Not Ready	Fairly Ready	Ready	Very Ready	
Farmers	0 0.0%	0 0.0%	11 10.5%	57 54.3%	37 35.2%	105 100%
KWT	0 0.0%	0 0.0%	15 23.4%	39 60.9%	10 15.6%	64 100%
Parking Guard	0 0.0%	0 0.0%	0 0.0%	1 16.7%	5 83.3%	6 100%
Technician	0 0.0%	0 0.0%	0 0.0%	0 0.0%	5 100.0%	5 100%
Trader	0 0.0%	0 0.0%	2 66.7%	1 33.3%	0 0.0%	3 100%
Manager	0 0.0%	0 0.0%	0 0.0%	1 50.0%	1 50.0%	2 100%
Total	0 0.0%	0 0.0%	28 15.1%	99 53.5%	58 31.4%	185 100%

Table 16. Chi-square test of engagement on community readiness levels

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36,158 ^a	10	.000
Likelihood Ratio	36,336	10	.000

5. CONCLUSIONS

Bangelan Village is a village with the potential for developing agricultural tourism. The development of Bangelan Village into a tourist village is supported by the role of community groups that manage tourism potential and agricultural and livestock commodities owned. Based on the identification of the level of readiness, the Bangelan Village community is included in the classification ready for the development of a tourist village. According to the key respondents, the community readiness level score calculation showed an average value of 3.9. In the level of readiness, this

value is at the sixth level, namely initiation, which is indicated by the fact that most people already have basic knowledge and understanding of tourism village development. Initiation also signifies the importance of leaders' role in the planning process to implement the tourism village business.

Community Characteristics Factors that affect the level of readiness based on the crosstab analysis and Chi-square test include gender, type of work, and community involvement in tourism village development. Everyone in the community can be a part of the tourism business, no matter their age, education level, or income. The most critical variables to examine affect the community readiness level variable.

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