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Integration of Argo Binangun Tourism Awareness Group and Geotourism: Sustainable Development of Widosari Tourism Village, Yogyakarta

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A B S T R A C T

The role of stakeholder synergy in developing geotourism-based tourist attractions is an urgent matter that can be realized. The low level of cooperation between stakeholders in the Widosari tourist village can be seen in several notes, such as the suboptimal construction of roads that are used as a means to get to tourist locations, the suboptimal construction of facilities at the tourist attraction, the suboptimal number of workers at the tourist location are important notes so that stakeholder collaboration can be realized immediately. Research that is studied qualitatively by presenting stakeholder theory can be a bridge to build comprehensive cooperation. Collaboration between stakeholders is the pillars of realizing sustainable tourism development, especially in the nature-based tourism sector. Sustainable planning in the Widosari Tourist Village is a form of optimal environmental communication development, because it involves all existing components, both the community, government, private parties and Pokdarwis itself. The results of research conducted using the utilization of a number of synergistic institutions can be a significant solution that the Widosari Tourist Village has great potential that can be developed comprehensively.

A. INTRODUCTION

In the development of the tourism world, the contribution of stakeholders has an important role in bringing about growth and progress in the industry. This vital role is not only in planning, but also in implementation, management control, good management in tourism, and so on (Sella, 2020). In a broad aspect, if the involvement of stakeholders in carrying out their roles is successful in getting results or successfully achieving their targets and achievements, then the development of the tourism object will run optimally and in the long term, will continue to produce sustainable positive impacts (Rachmad, 2023). The good benefits that will continue to be felt are not only for the local community, and the local

organizations involved in it. This significant impact will be felt in real terms by the government, both central and regional, as well as other institutions involved in the development of the tourism object (Lazuardina, 2023).

The presence of the growth of existing tourist villages, in an effort to support the economy of a region, is one of the main principles, related to tourism development policies in Indonesia. Therefore, related to this, the presence of tourist villages is something important, and its existence needs to be developed together. through these joint roles, especially the role of tourism awareness groups (Pokdarwis), the growth of tourism objects can run well. (Sushartami, 2024).

One of the stakeholders who has contributed to the development of tourism in the region is the Tourism

Awareness Group (Pokdarwis) (Salsabila, 2023). This organization has a major role in building cooperation between all existing agencies. This form of cooperation can be seen by building relationships with the regional tourism office, which can be seen as an extension to build broader cooperation with the central government (Sella, 2020).

Indonesia as one of the countries that is developing tourism, has extraordinary natural wealth capital (Pai, 2024). The vastness of this natural wealth can be seen from the increasing development of nature-based tourist attractions, be it waterfall tourism, beach tourism, or tourism concepts that present hill views, and so on. So, with the condition of great natural wealth, it can be a potential source that can be utilized in efforts to advance the economy and prosperity of the nation. Management of these assets cannot be done by relying only on the role of a single institution. Cooperation between institutions is very much needed to maximize the development of the tourism sector (Rohmanh, 2020).

One of the natural resource developments that is currently being sought for preservation through the tourism sector is the Widosari Tourism Village. Currently, the management of this tourist attraction is handled by an organization called the Tourism Awareness Group (Pokdarwis). Pokdarwis Argo Binangun currently manages various tourist destinations, including; Kemadon Tea Garden, Rajendra Farm sheep farming educational tourism, Bangilun traditional art performances, and so on. The existing tourist attractions have advantages in presenting nature tourism, cultural tourism and educational tourism. The tourist attraction is located in Kulon Progo Regency, Ngargosari Village, Samigaluh District, Yogyakarta (Sari, 2023). The tourist attraction in this area is the existence of a giant ancient stone standing firmly on a hill with the surrounding area surrounded by beautiful and amazing natural scenery. (Jadesta.kemenparekraf.go.id, 2024).

The natural beauty of the location is an advantage that can be offered to visitors, and this is a magnet that must be fully maintained with all actions that present concern for the environment. However, in the midst of efforts to develop the tourism sector. A number of notes indicating less than optimal cooperation carried out by all stakeholders are still visible in the tourist destination (Fedora, 2019). These problems include; First, Lack of awareness and understanding to optimize the tourist attraction as a whole. This condition is still seen with the limitations in terms of facilities and infrastructure. One form that can be seen further is the lack of work in the construction of road access to tourist locations. The weak form of cooperation in this development can be seen from the minimal support of public facilities and a number of roads in the area have not been paved, location signs that are not optimal, and so on. This condition is further weakened by the less than optimal development of health facilities and the existence of public services that are not yet fully functioning optimally (Irani, 2024).

Two, limited internet access. The lack of awareness to build cooperation in developing satellite networks to reach communication flows in the region is still another problem that must be considered. The condition of minimal availability of internet access can be a weakness that must be fixed immediately. This situation is

important for the comfort of tourists, especially visitors who want to capture moments and communicate or share their happy moments on social media (Irani, 2024).

Three, lack of cooperation with external parties in terms of the availability of tour guides. The low understanding of building collaboration with various parties has limited the development of this tourism. then, this will be one of the fundamental problems, that the Puncak Widosari tourist attraction currently does not fully have optimal tour guide facilities. This condition can make it difficult for tourists who want to ask and get information about the knowledge that can be obtained and learned about the tourist attraction (Octaviani, 2023).

Fourth, the lack of awareness to build cooperation in terms of providing public transportation, as a means that can be used for access to tourist locations is still an important issue that must be considered. The lack of availability of transportation modes that can be used as a service for tourists who want to visit is very important. This situation must be optimized immediately, considering that generally during school holidays or religious holidays and the end of the year, many residents or school children do study tours, and this place can be a potential choice for a holiday reference for a number of tourists (Octaviani, 2023).

Five, lack of awareness to manage tourism activities optimally, this is especially related to holding recreational activities at night. The lack of knowledge to expand cooperation with entertainment managers in terms of maximizing show hours at night is something that has not been fully attempted. Therefore, for visitors who are at the location, when the sun begins to set, the choice of activities to enjoy the night show at the top of Widosari is limited (Octaviani, 2023).

A number of problems described above can be a strong basis that overall, the optimization of the development of Widosari Tourism Village, which is carried out through cooperation between all stakeholders, has not been fully optimal. This means that the gap related to the less than optimal development of the tourism object is the social responsibility of every institution that has an interest in managing it, and this clearly requires the involvement of cooperation from every stakeholder in managing and developing the tourism sector (Daraba, 2020).

The application of the Corporate Social Responsibility (CSR) concept, which is used in answering the above problems, is one of the strong foundations that can be used in implementing steps to develop the business sector together. Steps that can also be taken by every stakeholder to develop a business strategy in the current era (Wijayanti, 2023). The implementation of the Corporate Social Responsibility (CSR) concept can be seen as the social responsibility of every organization or institution in running its business sustainably by considering various aspects and interests inherent in it. An integrated explanation of the application of the CSR concept using stakeholder theory will be relevant to the steps that can be taken and explained in addressing the gaps that exist in institutions that have an interest in developing the tourism sector (Marthin, 2017).

The wide development gap and if not immediately fixed in the management of sustainable tourism objects

will have a significant impact on the growth and development of tourism life in the area. In a deeper aspect, if the suboptimal development gap is still allowed to continue, it will slowly kill and kill the tourism industry itself (Yusrizal, 2020). A further aspect, the death of the tourism industry will have an impact on the loss of livelihoods of the surrounding community. There is no economic turnover. Weak development and social growth that is disrupted more widely. Therefore, the joint homework at the peak of Widosari must be completed together immediately (Zain, 2021).

In the study of writing this article, the main focus is to explore the application of stakeholder theory that exists in each stakeholder in Widosari Tourism Village, in its application in Corporate Social Responsibility (CSR) (Situmorang, 2025). Meanwhile, the formulation of the main problem to be answered as a Solution step, namely: "How can the implementation of stakeholder theory be implemented in the practice of Corporate Social Responsibility (CSR), and what impacts can occur on organizations or institutions involved in these activities?" This research is broadly oriented towards an effort to see the overall application of stakeholder theory in Corporate Social Responsibility (CSR) practices, at tourist attractions in Widosari village, and in a deeper aspect, can identify how stakeholder theory can be translated into concrete policies and actions of these institutions in carrying out their business activities. Through integrated efforts to understand the application of stakeholder theory in the context of CSR, this research is expected to present a horizon of thinking and also in-depth insight into the positive aspects as well as the challenges that the Company will face to comprehensively face the challenges of the development of the times. Furthermore, this research is also expected to fully provide a significant contribution to efforts that can be made in developing more mature, good and sustainable Corporate Social Responsibility (CSR) practices in the future (Saputri, 2024).

B. METHOD

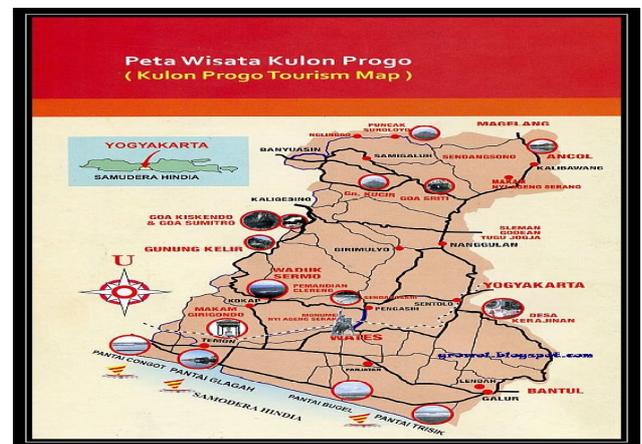
The writing in this study uses a qualitative methodology (Sugiyono, 2020), with a descriptive approach through the main focus on describing the phenomenon of tourism development that occurs in Widosari Tourism Village. Qualitative methods are used as a step to obtain in-depth information data, provide a real and comprehensive picture of conditions, and the actual conditions of things that have been previously determined. The approach used is a holistic model, by looking at all existing aspects as steps that can be taken to support and answer the formulation of the problems that have been previously submitted. Primary data acquisition was obtained using field observations and in-depth interviews with the main sources from the Pokdarwis management, Widosari Tourism Village, namely Reni Tri Andrea Ratnasari, as the Chairperson of Pokdarwis Argo Binangun. In addition, secondary data was obtained by searching for information from library sources, searching through social media.

Data search activities are carried out as a step to obtain a relevant picture, related to the role of stakeholders in developing the Widosari Village tourist destination as a whole. Data analysis in this case is carried

out inductively, namely formulating a synergy model of stakeholders in optimizing the development of the Widosari Tourism Village in Kulon Progo Regency. The research materials or materials in compiling this article are all materials carried out in in-depth discussions by exploring the roles and involvement of several stakeholders, who also play a role in the development of the Widosari peak tourist attraction. The results of interviews, both verbally and via Whatsapp (WA), which are then poured into a number of information described in the following sections.

On the tourist map displayed (Figure 1). The location of the Widosari Tourism Village is located in the northern Menoreh hilly area with an altitude of ± 900 meters above sea level. Meanwhile, the distance to the area is about 36 km or if traveled by vehicle, it takes 1 hour 15 minutes from the city of Jogja. The Widosari peak area is the area with the highest point of the hill called Bukit Widosari which is part of the Menoreh mountain range.

Figure 1.
Tourist map in Kulon Progo area.



Source: (Jadesta.kemenparekraf.go.id, 2024).

Geotourism tourism object of Widosari Tourism Village, has several advantages that are different from other tourism objects. In addition to displaying natural tourism that is an attraction for tourists, the existence of cultural tourism that is a show in the area is a selling point in itself. Cultural tourism that is displayed in the area, including art attractions such as; traditional Kenduri ceremony, traditional Memetri kali ceremony, Merti Desa ceremony, Merti Padukuhan ceremony, Karawitan, Classical dance, wayang kulit puppetry, and seeing the process of making wayang crafts, batik, and the process of making traditional mask art made from wood (Jadesta.kemenparekraf.go.id, 2024).

Educational tourism presented in Widosari Tourism Village is also presented as a form of tourist introduction to the local environment in preserving nature. The tourist attraction that has non-formal educational value is intended for elementary to middle school participants, up to students, as well as the general public who want to add experience and knowledge to get to know the crafts and cultivation carried out by the local community. The educational tourism process includes; learning how to raise sheep, learning to make batik, learning about how to manage traditional tea, learning about Javanese gamelan, learning to dance classical

dances, and how to plant rice traditionally (Jadesta.kemenparekraf.go.id, 2024).

C. RESULTS AND DISCUSSION

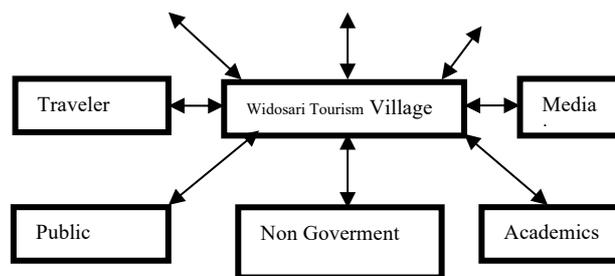
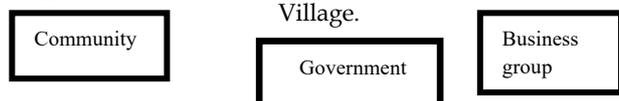
1. Identification of Stakeholder Roles

In an interview conducted with the Head of Pokdarwis Argo Binangun, regarding who are the actors who have a significant role in the sustainable development of the Widosari Tourism Village destination, Reni explained that there are several quite significant elements that are part of the development of the tourism (Fedora, 2019). The stakeholders involved include, namely:

1. Government groups, namely state institutions, consisting of; involvement of the Regional Government of the Special Region of Yogyakarta Province, the Tourism and Creative Economy Office of Yogyakarta Province, and the Regency Government of Yogyakarta Province;
2. Tourists who come to the Widosari Tourism Village;
3. Local communities around the Widosari peak tourist attraction;
4. The involvement of tourism industry groups that play a role in the development of tourist attractions. These groups include local communities who have businesses in the fields of accommodation, food and drink, daily necessities such as grocery stores, stalls, and others; souvenir shops, motorcycle taxi transportation to tourist locations, car transportation to tourist locations, and so on;
5. Groups of non-governmental institutions or Non-Governmental Organizations (NGOs). The existing groups consist of Karang Taruna, Pokdarwis Agro Binangun, and so on;
6. Academic groups consisting of various universities, both from the province of Yogyakarta and outside the Yogyakarta region
7. Media groups consisting of various journalists;
8. Private parties who helped develop Dewa Wisata Widosari (Amiroh, 2022).

Based on further information obtained, Reni also revealed that the involvement of stakeholders has the same position and role. This means that the contribution of stakeholders has a balanced share. Stakeholders have an equal share, all can contribute according to their respective abilities. The following will describe the role scheme, as well as the contribution of stakeholders in efforts to improve tourist destinations (Figure 2).

Figure 2. Stakeholder role scheme in Widosari Tourism Village.



Source: Results of field data processing by researchers.

In the image above, the results obtained show that among the eight stakeholder groups in the Widosari Tourism Village. all stakeholders have balanced roles and contributions. Both the government, private sector, society, community, academics, media, business groups, and communities, they are all stakeholders who have the same contribution in efforts to help develop tourism in the area (Amalan, 2021). So, related to this, the progress or decline of tourism development is a shared responsibility. Likewise related to the various problems that have been conveyed previously (Octaviani, 2023). The existing gap is related to the suboptimal development of existing facilities and infrastructure, the lack of full availability of guides at tourism objects. All of these things are opportunities as well as challenges to realize a more balanced collaboration (Sella, 2020).

In the context of tourism, the tourism stakeholder concept sees that the existence of existing tourist destinations, their presence is seen as a medium that can build and form a complex network with various relationships that can be developed by various individuals or groups or organizations that are present and involved with diverse interests. This mutually constructive cooperation is seen in the existence of each group that influences each other. By building this network, efforts to mutually control the performance of one agency with another agency will enable each organization to ensure steps in achieving common goals more optimally (Amiroh, 2022).

From the primary data successfully collected through interviews with the leaders of Pokdarwis Agro Binangun, the next step was to identify stakeholders in Widosari Tourism Village related to efforts to improve the tourism area. Table 1 is a table containing an analysis of the identification of the interests of related stakeholders.

Table 1.
Analysis of stakeholder interests.

No	Stakeholders	Interest
1	Government (Central and regional)	1. Handling and arranging tourist areas, 2. Making laws.
2	Non Government	Cooperation and business development
3	Community	1. Community empowerment. 2. Institutional strengthening
4	Business group	Community empowerment
5	Traveler	Consumer
6	Academics	Tri Dharma of higher education
7	Public	Beneficiary
8	Media	Cooperation and institutional strengthening

Source: researcher analysis results, 2025

Stakeholders who have been identified according to their interests are then grouped into four categories. Mapping of stakeholder interests is explained using the influence and interest matrix analysis initiated by Eden and Ackermann. In this mapping, there are four charts or sections that identify the influence and interests of stakeholders. The four charts can be classified into different sections, based on the level of influence and interests that can be used for certain purposes of stakeholders (Amiroh, 2022). The four charts include:

1. Subject. The chart in this section can be grouped as stakeholders who show a fairly large desire, but their influence is limited in efforts to achieve these interests. Within the limitations of the role of these stakeholders, their participation and involvement can have a major impact by building alliances with other stakeholders. These stakeholders can offer significant assistance and support for the development of Widosari Tourism Village.
2. Key player. The stakeholder analysis in this chart is categorized as the presence of individuals or groups with a substantial level of interest and influence. Therefore, the existence of this chart is an important part, to present all the information needed, as a form of ongoing involvement of the group in efforts to achieve the expected goals.
3. Crowd. The groups that exist for stakeholders in this section, show a low level of interest and influence related to the power they have. The involvement that can be carried out continuously from stakeholders, only requires marginal consideration, because their orientation and influence tend to change as long as it has an impact or influence on the group.
4. Context setters. This chart shows the existence of stakeholders who hold significant power, but on the one hand the group shows low interest. The presence of stakeholders in this categorization has the potential to cause disruption or threats, so in an effort to pay attention to their movements, adequate monitoring and control protocols are needed. The stakeholders in this chart have interests in certain circumstances. They have a great capacity to emerge as important contributors to an existing event. Therefore, their presence is needed as a form of sustainability in achieving goals (Amiroh, 2022).

Integrated steps that can be taken to determine which groups the stakeholders involved in developing tourism objects at the peak of Widosari belong to, namely:

1. Identifying who are the stakeholders in the Widosari Tourism Village. This action is taken as a step to make it easier for researchers to identify existing stakeholders and the contributions they can make in developing a particular field.
2. Studying more deeply about the impact of the dynamics of stakeholder involvement, interacting between stakeholders, and finding other stakeholders who have the potential to be invited to collaborate, as a form of developing the tourism object.
3. Developing an optimal stakeholder management strategy. This action is taken with the intention of

being able to find out what actions can be taken and determining when the right time is to be able to determine policies in developing the tourism village. Mediating and resolving problems if a conflict occurs. Carrying out integrated development steps regarding the strengths and interests of existing stakeholders, in order to be able to make a mature policy in responding to the dynamics that occur between stakeholders (Amiroh, 2022).

The identified stakeholders, according to their types and interests, are then grouped into 4 parts. Stakeholder categorization consists of:

1. Key players, are stakeholders who are actively involved in project development and have a significant impact on it. These stakeholders include; government, both central and regional governments. Provincial tourism office
2. Context setters, have a tremendous impact but low relevance so that they may be at great risk that needs to be considered. Based on the identification of stakeholders in this chart, they are the media, community, academics and the private sector.
3. Subjects are stakeholders with a high level of interest but little influence; they may support actions but have no potential effect. These stakeholders can gain influence through collaboration with other stakeholders. Stakeholder subjects are the community and tourists.
4. Crowds are stakeholders who have little interest and control over the desired outcome and are still considered part of policy making. The categorization of this group is a business group (Amiroh, 2022).

Classifications that can be included in existing groups (Figure 3), for a number of stakeholders involved in developing tourist villages, namely:

Figure 3:
Stakeholder categorization analysis

SUBJECTS (small power, big interests) The community and tourists who visit Widosari Tourism Village	KEY PLAYER (great power, great interests) Government (central and regional government)
CROWD (small power, small interests) business groups	CONTEXT SETTER (great power, small interests) Media, Academics, and Community (Pokdarwis)

(Source: <https://jurnal.unpad.ac.id/share/article/view/37024>)

Steps that can be formulated after conducting a mapping analysis on stakeholders based on their categorization. Things that can be done to understand the role of each stakeholder, in an effort to develop and make a number of improvements to the Widosari Village tourism area, things that can be considered, namely; First, stakeholder key players (Lukman, 2023). The role of the government in making improvements to the problems

that exist in the Widosari Tourism Village is quite significant. The government, in this case the central government, can take policies that can be issued as directions that can be considered by the local government to immediately address a number of homework assignments at the tourist attraction to fix and tidy up the road as a means that can be used to get to the location (Yunindyawati, 2022).

The government in this context, can cooperate with other parties, in this case stakeholders such as the private sector, communities, to improve the facilities and infrastructure at the tourist location. The government can also cooperate with the media, to publish news about the process of improving the tourist attraction, so that tourists know about the latest developments in the destination that is a need for these tourists (Tamrin, 2023). The government can also work with academics in Yogyakarta to collaborate in terms of research, provide coaching, mentoring and training for employees at the tourist destination, so that the skills of employees working at the tourist attraction increase and develop. The government can also open up job vacancies at the tourist location, looking for employees to be placed as workers who can help implement the development of tourism adequately.

The stakeholder group referred to as key players has significant power and authority. This is understandable, considering that they are high-ranking officials in government who are chosen as representatives of the community to regulate the government of a country (Suherlan, 2020). Therefore, the implementation of the application of tourism development and development, especially tourism in Widosari village, is fully controlled by the highest authority holder, namely the government (Prakoso, 2020). This highest institution has considerable authority in making policies and implementing comprehensively the policies issued in organizing the development of the tourism object. in a deeper aspect. Key players can collaborate with context setters, crowd groups and subjects, to jointly strive for integrated development of tourism objects in Widosari Village. Their role and cooperation will be proof that the synergy carried out will bring great benefits.

Stakeholders classified as context setters have full authority in terms of implementation of the life and sustainability of the tourism object. The presence of this stakeholder can have a significant influence on each other stakeholder in determining the hierarchy of stakeholder categories (Amiroh, 2022). The role of this context setter group is quite significant, because the role of this stakeholder can be a companion for the community, tourists, business groups, helping the government in communicating directly with the community and the private sector so that they can work together to implement the agreements that have been reached previously.

Stakeholders categorized as crowds have a significant impact on the desired outcomes of key players, context setters. In this context, for example, we can take an example of efforts that can be made to preserve traditional food in the Widosari tourist area (Saputri, 2024). The government and Pokdarwis can collaborate with business actors such as restaurant business actors in the area to serve or sell traditional food in their area to tourists. So,

from this activity, the creative economy and business opportunities grow and develop (Listyorini, 2021). creation of jobs and absorption of creative workers. The parties in this group, in depth, can be a particular concern to be included in the decision-making process. They are productive groups that need to be empowered comprehensively (Irani, 2024).

Finally, the stakeholder subject group in the context of tourism in this area is the community living around the Widosari tourist area. Community groups in this case have a limited level of power (Saffinee, 2021). Ordinary people in this context do not have the capacity to make a policy that can be applied to control or manage natural resources. The community cannot fully facilitate the implementation of policies because of the limited influence or support they have. In addition, the public also cannot influence other entities involved in policy making (Amiroh, 2022).

2. Cultural Tourism Development

The collaboration between the Islamic Economic Community (MES) of the Special Region of Yogyakarta (DIY) and the management of the Widosari Tourism Village makes this tourist destination full of superior values. Combining the natural and cultural contexts of the Indonesian people who have a rich culture in terms of religion is a plus point in itself (Rahman, 2021). This collaboration, which continues to innovate in tourism development, continues to strive to develop a Muslim-friendly tourism ecosystem at the Widosari tourist attraction (Adi. Chandra, 2025).

This cultural tourism development program is part of the MES DIY 2025 initiative to strengthen the sharia-based cultural tourism ecosystem in Ngargosari Village. In his statement, Prof. Edy Suandi Hamid, as the head of MES, emphasized that the concept of Muslim-friendly tourism has great potential in attracting domestic and international tourists (Adi. Chandra, 2025).

Collaboration in the development of cultural tourism objects is one form of maintaining synergy that can be realized together between stakeholders (Mukti, 2020). The process of developing Muslim-friendly tourism in Kulon Regency which will be realized together in the future is one form of presenting long-term benefits for stakeholders. The implementation of sharia-based tourism can enable social interaction, between religious practices and the development of cultural spaces inherent in the community. This form of harmony can build a good religious climate, related to the growth of community faith (Jayadi, 2024). Sharia-based tourism is expected in its collaboration to improve the welfare of the wider community, by empowering businesses managed by the community and the local tourism industry (Noviantoro, 2020). The involvement of stakeholders who fully strive for synergy in the development of tourist villages indicates hope, ambition, and the arrival of a number of potential benefits for policy implementation (Widanan, 2021). Stakeholders become direct beneficiaries of tourism activities carried out, so that existing stakeholders have their respective roles, and there needs to be an active role as a whole, while maintaining active communication to reduce the possibility of conflict between stakeholders (Anwar, 2023).

D. CONCLUSIONS

Mapping and the presence of comprehensive communication are the keys to the success of tourism development involving stakeholders. The synergy realized by stakeholders becomes the pillar of optimal development success. Balanced contributions between stakeholders are a wise strategy to formulate steps that can be taken and who are the stakeholders, who are the right implementers to be involved and optimize the development program. Collaborative steps are urgently needed so that there is no overlapping policy, and to prevent unwanted things from happening.

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