



Empowerment Strategy in Processing Telang Flowers as a Superior Product of Baran Edutourism Village in Malang

Titisari, E.Y¹; Asikin, D¹; Ardiarini, N.R²; Kusumaningrum, A³; Kusumastuti, A.E⁴

¹Dept of Architecture, Faculty of Engineering, Brawijaya University, Indonesia

²Faculty of Agriculture, Brawijaya University, Indonesia

³Faculty of Law, Brawijaya University, Indonesia

⁴Faculty of Animal Husbandry, Brawijaya University, Indonesia

E-mail: ema_yunita@ub.ac.id; dama_asikin@ub.ac.id; rahmi.fp@ub.ac.id; adi.kusumaningrum@gmail.com; anieeka@ub.ac.id

<http://dx.doi.org/10.47814/ijssrr.v6i4.1159>

Abstract

As an educational tourism, Eduwisata Kampung Buah Bercahaya in Buring Village, Malang City, Indonesia carries the concept of communal branding with an emphasis on organic-integrated agriculture to improve the community's economy and environmental sustainability. This peri-urban village has considerable agricultural potential. As an educational tourism village, Baran Hamlet needs superior products, in this case telang flowers in the form of dried telang tea, bags, and fresh drinks. Strategy determination is carried out through 3 stages, namely: mapping local potential and problems descriptively, preparing solutive ideas based on SWOT analysis, and determining empowerment strategies. Mapping potentials and problems is carried out descriptively with a focus on aspects of natural and social potential. SWOT analysis is used to assess the strengths, weaknesses, opportunities, and threats of reasonable solutions, in this case the cultivation and processing of telang flowers. From the results of the analysis, empowerment strategies are carried out through good communication and interaction through forums and pilgrims, intensive mentoring with innovator bridges (starting from cultivation activities, utilization of telang plants as landscape elements, processing processes, marketing, and business management), focusing on the community, and building networks as reinforcement of communal branding. The strategy has been applied to society gradually. This year, the community was successful in producing and marketing processed telang flower products both online and offline.

Keywords: *Empowerment; Educational Tourism Villages; Superior Products; Telang Flower*

Introduction

Kedung Kandang District, particularly the Baran Hamlet region of Buring Village, has the highest proportion of agricultural land use and agricultural activities in Malang City (BPS data: Kedung Kandang District) and this area was the largest fruit producer in Malang City and the area of agricultural land and rice fields was 40% of its area. Of the 17.420 residents of Buring Village, most of them have elementary and junior high school education. The majority of the population works in the agricultural, livestock and labor sectors (data source: profile of Buring Village). The largest land use (93.6%) was dry land for cassava, corn, horticulture and sugarcane. Unfortunately, the resident's income level was relatively low. A total of 937 households were classified as poor families and most of this group lives in Baran Hamlet (E. Y. Titisari et al., 2022)

Baran Hamlet has natural potential in the form of hilly topography (+ 440 masl), fertile green land, and natural scenery that is suitable for development as a green tourist village. In addition to agricultural commodities in the form of cassava, corn, and horticulture in Baran Hamlet, there were also fruit trees such as bananas, durians, jackfruit, and orange avocados (Soetjipto, 2009; E. Titisari et al., 2022; E. Y. Titisari et al., 2022). The Baran Hamlet soil was suitable for the cultivation of fruit and horticultural crops, including telang (*Clitoria Ternate, sp*). Besides, there were also green land used for sengon forests, teak, and sugarcane fields. However, only about 20% of the land was rightfully owned by residents.

One of the strategies to increase the income of citizens based on the Green Economy is through the utilization of local potential which aims to improve the welfare and equality of the community, while significantly reducing the risk of environmental damage (Krugman, 2010; Prasetyo et al., 2016). Utilization of local potential reduces fuel demand as it cuts the raw material distribution chain. Processing the potential of local resources is carried out by empowering the workforce of the community (Huda et al., 2022). This strategy aims to improve the welfare of people, most of whom are classified as pre-prosperous families. This concept is also in line with "communal branding" which focuses on cooperation in the community in producing products, for mutual prosperity

This research raised the theme of empowerment, one of the social potentials in Baran Hamlet. Empowering a community refers to a method of development in which members of that community take charge of their own improvement and work together to achieve that goal (Butarbutar & Soemarno, 2012; Ruru et al., 2019). Empowerment also refers to a strategy used to improve the economy and community welfare (Imayanti et al., 2019; Sofield, 2003). By focusing on its natural and social potential, researchers analyzed the possibility of developing telang flowers as a superior product of Baran Hamlet which is now being developed as a tourist village.

One of the main things in the development of superior products is related to human resources. For this reason, the development of tourist villages through the development of local potential requires the right empowerment strategy. Thus, the processing of telang flowers as a superior product of *Eduwisata Kampung Buah Bercahaya* in Baran Buring, Malang City can run sustainably and have a positive impact on improving the economy, especially the local community, as well as providing ecological and health benefits for the community. This concept was in line with sustainable development with its three main pillars, namely economic, ecological, and social (Miandehi & Masrouri, 2013; Pociovalișteanu & Niculescu, 2010).

Literature Review

The relationship between the environment and humans reciprocally contributes to shaping the characteristics or identities of society and the environment is built (Oliveira et al., 2010). This theory emerged after the toponymia era, which focused more on the birth of identity by the cause of 'place' (Tuan, 1990, 1995). In fact, in the global era of industry 5.0 as it is today, it is very difficult to distinguish places from one another due to the increasing blending of boundaries between ethnic or sub-ethnic groups in society which results in the increasingly uniform visualization of a 'place' (Qazimii, 2014; E. Y. Titisari, 2021).

In this case, the green economy principle was very important to understand in the framework of developing local potential. In the view of the green economy, the management of local potential to solve problems in the place was more effective in the use of energy (transportation), capital, and able to support environmental sustainability (Krugman, 2010; Papanek, 1995). This research maps the potential and problems of Baran Hamlet descriptively, especially related to its natural and social potential in order to find the right strategy to develop local potential.

In empowerment activities, there are many strategies that can be carried out, the most important of which is that empowerment activities can run sustainably and benefit the community and the environment (Dangi & Jamal, 2016; Sofield, 2003). According to the principle of sustainable development, economic, social, and ecological aspects must go hand in hand and be aligned (Ahern, 2010; Sofield, 2003). The awareness that efforts to protect the environment as well as improve the economy are only successful if there is a movement from the 'bottom', namely from the local community, then empowerment becomes a strategy in running the wheels of development so that it can run sustainably (Razali, 2004; Wahyuni, 2018).

In fact, society or community is a social capital in development with great potential (Dangi & Jamal, 2016). In the last two decades, theories about identity have developed that actually use local communities or communities as a source of data as well as a source of strength. Community awareness or local community awareness of their potential was built through intensive and friendly discussion forums. Public awareness of its potential and strengths will help realize sustainable development. For this reason, basic principles in the form of strong socio-cultural and humanitarian values were also needed accompanied by a vision and mission of prosperity that is socially just (Pangarsa, 2006).

Research and community service in the field of empowerment have been carried out a lot, including those with the theme of developing superior products and tourist villages (Imayanti et al., 2019; Razali, 2004; Wahyuni, 2018). The novelty of current research and community service seeks to identify in advance the local potential of Baran Hamlet and its residents, then formulating the right strategy in an effort to process and develop telang flowers as superior products. Finally, the urgency of this research is as part of efforts to develop the *Eduwisata Kampung Buah Bercahaya*.

Research Methods

This research was conducted in three stages, namely:

1. Descriptive mapping of potentials and problems
2. SWOT analysis related to the processing of telang flowers into superior products
3. Formulation of empowerment strategies

This research aimed to map the potential and problems of Baran Hamlet descriptively, especially related to its natural and social potential (Moleong, 2015). In this study, a mapping of the condition of Baran Hamlet was carried out, with two main focus areas, namely the natural environment and socio-culture. In the social environment, the units observed are social activities, social interactions, and community culture. In the natural environment, the observed units are types of agricultural crops and land use. Observations were carried out directly in the field. Interviews were conducted with speakers from Baran Hamlet, community leaders, and parties directly involved with the development program in Baran Hamlet.

In the second stage, a SWOT analysis was carried out to evaluate the strengths, weaknesses, opportunities, and threats of the telang tea development plan as a superior product. A SWOT analysis will generate recommendations or strategies that can leverage strengths, eliminate weaknesses, seize opportunities, and anticipate emerging threats (Miandehi & Masrouri, 2013; Sarsby, 2016). In the next stage, an empowerment strategy was established in processing telang flowers into superior products of tourist villages.

Results and Discussion

a. Description of the Natural and Social Conditions of Baran Hamlet

From research that has been carried out, it is known that Baran Hamlet has considerable agrarian potential with most of its population working as farm workers, factory workers, and construction workers (E. Y. Titisari et al., 2022). In Baran Hamlet, there were many fruit trees, especially jackfruit, bananas, and pumpkins. Besides, residents also grew horticultural crops and *empon-empon* (turmeric, ginger, etc.). Baran Hamlet is located on the ridge of Mount Buring and has a fairly stunning view of green land. The surface of the ground has a contoured shape, as does mountainous land in general. It has been demonstrated that plants are able to flourish in Baran Hamlet due to the richness of the soil.

The main problem in terms of agriculture is mainly water (Haribowo, 2018). As a matter of fact, the water source in Baran Hamlet is very deep, about 50-100 meters in the ground. There is no big river as a source of clean water flowing in the middle of the village, so agricultural land cannot rely on river water and source water so that rice is not suitable for planting in Baran Hamlet. In the past, cassava, corn, and other tubers such as *suweg* (*porang*), sweet potato, and *mbothe* (tubers) were the primary foods in Baran Hamlet. Today, the main commodities of the people of Baran Hamlet are *empon-empon* (a group of plants used as a seasoning for cooking) and chilies.

Baran Hamlet was a part of the Buring Village area, Kedungkandang District as the largest producer of *empon-empon* and chili in Malang City. This area also serves as the area with the largest green land or agricultural land in Malang City (E. Y. Titisari et al., 2022). Baran residents sell their agricultural products in unprocessed form to middlemen at low prices. In addition to farming, Baran residents also raise livestock, especially cows (E. Titisari et al., 2022). The difficulty of business in agriculture decreases people's interest in developing agriculture. These days, some of the locals earn their living working on farms, factories, or through construction works. The average education level is elementary and junior high school graduates. At this point in time, residents of Baran Hamlet no longer own the vast majority of the land in the village that is suitable for agricultural use.

Residents in Baran spend a great deal of their time being productive as laborers as they work from morning to evening. For factory workers and construction workers, they work for six working days. Farm laborers are fully employed for seven working days. With relatively limited time off, social

interactions remain well-established. But even so, the tradition of *biyada*, or neighborly assistance, is still in place. In addition, the devotional task of cleaning the village is another practice that serves a purpose in the Baran Hamlet. Nevertheless, according to the speakers, devotional work was rarely done. Researchers also did not find social activities such as PKK and Dasawisma meetings. Masyarakat holds regular activities in the form of recitation, *tahlil*, and *diba'*. With the cultural background of Madura Pandalungan, Baran residents have a strong kinship. One klister of houses is a large family that still has blood ties (*batih*), generally has its own *langgar* or *musholla* (Indeswari et al., 2013; Wulandari et al., 2010)

b.SWOT Analysis of the Potential of Telang Flowers as a Superior Product of Baran Eduwisata Village

Telang flowers are one type of vines native to Tropical Asia. This plant is often used as an ornamental plant because this flower has a beautiful shape and color. Telang or in the Latin name known as *Clitoria ternatea* has a purplish-blue color due to the anthocyanin content of delphinidin glycoside (Putri & Shof, 2019). Telang flowers have many health benefits because they strengthen immunity (Marpaung, 2020). In the post-pandemic period, the telang flower market is quite crowded. Apart from its health benefits, telang flowers have an attractive color and taste that is easily accepted when mixed with lemon, mint, or others so that it can be an alternative to new fresh drinks (Minh, 2020; Sulistyowati et al., 2021). Telang flowers are also often used by the public as a natural dye for food and beverages.

Telang flowers live in humid tropics. The best growth of telang flowers in full sun. The habitat of the telang flower is a humid and rather humid lowland tropical plant. Telang flowers can be planted in pots or in polybags, although of course they will grow better if they are planted directly in the ground (Parwata et al., 2016). Telang belongs to the group of legumes, which are resistant to seasonal changes and soil conditions Telang is able to survive in the tropics as well as subtropics. Telang is resistant to drought, tropical moisture, full sun, and rainfall with an annual average of 2.000 mm. Telang can grow on various types of soils, but will grow well on sandy and red clay soils with a soil pH of 5.5-8.9. Based on the characteristics of the telang plant and the natural characteristics of Baran Hamlet, telang flowers can grow well. This has been tested and the telang plant can thrive in Baran Hamlet. Telang can be used as a hedge and other landscape elements.



Figure 1. Natural conditions and houses in Baran Hamlet (Doc. Pramudya 2022)

SWOT analysis examines aspects of strengths, weaknesses, opportunities, and threats through the following matrix:

Table 1. SWOT Analysis Matrix

SWOT Matrix	Strength (S) (Internal)	Weakness (W) (Internal)
Opportunities (O)	SO:	WO:
(External)	1) The soil and climate of Baran Hamlet	1) Low motivation and enthusiasm to move forward and try new things and change, but if there is real

are suitable for telang cultivation

evidence in favor they are willing to try.

- | | |
|---|--|
| <ul style="list-style-type: none"> 2) Telang plants can be used as hedges or landscape elements that strengthen the identity of the area 3) Telang cultivation is relatively easy to do by the people of Baran Hamlet 4) Socio-culturally, the figure of kyai or Islamic religious leaders is respected by the community 5) Positive social interactions, gatherings and regular religious activities 6) Telang is easy to plant in the yard or polybags / pots 7) The benefits of telang for health are a market opportunity in the post-pandemic period 8) Healthy lifestyle trend by consuming herbal-organic ingredients 9) Telang market opportunities are still quite wide, not only in the form of tea but also seeds and telang seeds sold in the market 10) Network of parties involved in communal branding of Baran as an Edutourism Village (<i>Eduwisata Kampung Baran</i>) | <ul style="list-style-type: none"> 2) The low level of community participation in development, but mutual aid activities between neighbors are still maintained 3) Working time is quite busy, baran residents are hard workers 4) Low public knowledge of telang cultivation, processing technology, and marketing 5) People do not have access to standardization and certification of products, which are required by superior products |
|---|--|

ST.

WT:

Threats (T)
(External)

- | | |
|---|--|
| <ul style="list-style-type: none"> 1) The location of the village is in a peri-urban area, so that green land is threatened by urban development and turns into housing / built-up land. 2) However, the new urban community is a good market for tourist village products 3) The demands of economic needs are high so that citizens have to work harder, and look for alternatives to additional income, so that the opportunity to develop telang as a superior product is more open. 4) The telang market is starting to get crowded so that competition is | <ul style="list-style-type: none"> 1) Not enough time, and high economic needs push citizens to look for alternative jobs that quickly make money 2) Land is increasingly limited due to the development of cities and businesses in agriculture that are not easy to make residents work in other sectors 3) Most of the residents only need to have yard land, telang plants can be planted on narrow land 4) Low level of knowledge in the face of advances in information technology from outside 5) Low motivation to try new things (telang cultivation) plus the telang market that is getting |
|---|--|

getting higher, so citizens need to understand the use of online media to expand the market. In this case most citizens already have gadgets. crowded

The results of the SWOT analysis above shows that telang has the opportunity to be developed as a superior product because it fits the criteria of the activity, namely:

1. In accordance with the natural conditions of Baran Hamlet so that it is easy to cultivate
2. It is easy to do, does not require special skills, and can be a side hustle. Telang flower processing is relatively easy and does not require expensive tools.
3. Having a fairly broad target market due to the trend of a healthy modern lifestyle. After the pandemic, people are increasingly aware of the importance of consuming healthy-organic foods, and many are starting to regularly consume natural herbal drinks for immunity, so organic products become additional value. Among the public, generally the consumers are the upper middle class, because the availability of organic matter is still small so the price is quite expensive (Suharjo & Harianto, 2019). A healthy lifestyle that is a lifestyle trend today makes room for the food market and herbal-organic products (Suharjo & Harianto, 2019). For this reason, the addition of the telang product includes added value, namely organic-based products, supporting the creation of a distinctive green landscape, and having health benefits. These additional criteria align with the lifestyle of people who are now gradually turning to herbal and organic products due to increased awareness of the importance of health.
4. The financial advantages are immediately visible.
5. Have sustainability values.

In addition to meeting the criteria above, telang flower processing has constraints related to knowledge and experience in telang cultivation and processing, marketing, and business management carried out by communal.

c. Empowerment Strategy in Telang Flower Processing in Baran Tourism Village

Sustainability is the hope of many parties for the harmony and safety of the earth as a place for human life. There are three pillars of sustainable development, namely the economic, ecological, and social pillars (Simpson, 2001). The “green economy concept” refers to an approach to economic growth that prioritizes environmental protection and has its roots in the practice of sustainable development (Krugman, 2010). Green economy emphasizes energy-efficient, low-carbon economic activities, so that negative impacts on the environment are minimal, while remaining quality-oriented environment and economic improvement.

Telang flower processing activities are carried out based on the Green Economy concept, in this case it is an optimization of local potential, so as to save transportation costs, utilize land optimally. At the same time, it is an effort to maintain a balance of green environment and a built environment, empowering the community so that it has a positive impact on the welfare and prosperity of the community.

Telang flower processing activities in Baran Hamlet deal with socio-cultural problems, including community participation, management aspects, and marketing. Some of the strategies carried out, include:

1. Communication and Interaction

With a Madurese cultural background and 99% Muslim, recitation becomes an effective socialization medium. The local culture positions kyai or Islamic religious leaders as role models, so that the approach through recitation forums can be effective. It is easier for people to follow the advice of religious leaders. This process is carried out together with an approach to community leaders, before entering the recitation group. One of the media that can be used in this case is a routine recitation forum conducted by Pesantren Manager Tholabie. Although in fact 'new residents' but this pesantren has a fairly close relationship with local residents and community leaders. Pesantren holds a regular recitation forum every week which is attended by around 30-40 residents. Pesantren also has access and a fairly wide network, both internally and externally. Every week, after regular recitation, pesantren holds philanthropic market activities which are also routinely attended by pilgrims from Baran Hamlet and outside the village. This activity can be a means of interaction between residents and parties from outside the village who are also regular student (*santri*).



Figure 2. Recitation Activities and Philanthropic Markets

2. Innovator

Residents who are loyal and diligent in participating in recitations are easier to work with in developing Tourism Villages. From the observation and implementation of several activities for about two years, it is known that the interests, talents and potentials of pilgrims vary. Empowerment activities in the processing of telang flowers need to be carried out in stages and require innovators. The innovator is both a bridge and an example. There are innovators who play a role in the process of crop cultivation, raw material processing, motivators or coordinators, marketing, and others. An intensive approach is not only needed in order to socialize the program, but the most important thing is how to make this program sustainable. To build a will, it will be easier if it corresponds to talent and potential. An intensive approach needs to be taken to map out the talents and potentials of each individual involved.



Figure 3. FGD to identify local potential and extension

3. Assistance in telang cultivation, utilization for landscape elements, processing, marketing, and business management. This activity is carried out in accordance with the stages of the program. The approach technique is carried out through counseling, forum group discussions, training, and informal meetings. Full engagement is necessary to establish closeness. The delivery of information cannot always be done formally, but it can also be done informally. Residents need to gain additional knowledge about cultivation techniques and arrangement of telang flowers as an element of the landscape. They also need to be accompanied in the process of processing to marketing telang flowers into telang tea. Assistance is carried out jointly by academics and other related parties. This mentoring can be done on an ongoing basis for several stages / years.



Figure 4. Assistance in processing and packaging products

4. Network Strengthening and Development

Strengthening the network is necessary for the expansion of knowledge and experience of all parties involved. Strengthening internal and external networks also expands the market for superior products. Strengthening and expanding this network is carried out in accordance with the principle of communal branding, namely expanding and strengthening cooperation with various related parties. Network expansion and strengthening is not only carried out offline but also through online social media digital platforms. One of the media used for online sales is through <http://kampoengbuahbercahaya.com/> website and Instagram. In addition, product sales are also carried out in bazaars, exhibitions, and others.

Conclusions and Suggestions

Community empowerment is a development process based on the initiative and participation of the community, which aims to improve its own situation. In the context of sustainable development which has three main pillars, namely economic, ecological, and social, with empowerment, it is hoped that there will not only be economic improvement, while at the same time also social improvement. The green economy complements it with consideration and attention to ecological aspects. The processing of telang flowers as a superior product of tourist villages is based on local potential, both natural potential and human resource potential. Community empowerment in processing telang flowers into superior products requires intensive strategies and assistance based on natural and social characteristics. Empowerment strategies include communication and interaction techniques, the presence of innovators, mentoring, strengthening and expanding networks. Technically, each type of empowerment must be adapted to the natural, socio-cultural, and economic characteristics of the community to make it easier to accept, implement, and sustainable.

References

- Ahern, J. (2010). Planning and design for sustainable and resilient cities: theories, strategies and best practices for green infrastructure. *Watercentric Sustainable Communities. Planning Retrofitting and Building the next Urban Environment* (Novotny V, Ahern J, Brown P (Eds.)) Willey, Hoboken, USA, 135–176.
- Butarbutar, R. R., & Soemarno, S. (2012). Community empowerment efforts in sustainable ecotourism management in North Sulawesi, Indonesia. *Indonesian Journal of Environment and Sustainable Development*, 3(1).
- Dangi, T. B., & Jamal, T. (2016). An integrated approach to “sustainable community-based tourism.” *Sustainability (Switzerland)*, 8(5). <https://doi.org/10.3390/su8050475>.
- Haribowo, R. (2018). Studi Perencanaan Sistem Jaringan Pipa Distribusi Air Bersih Di Perumahan Citra Pesona Buring Raya Kota Malang Dengan Program Watercad. *Jurnal Mahasiswa Jurusan Teknik Pengairan*, 1(2), 23.

- Huda, N., Ernawati, S., Pratiwi, A., & Rahmatia, N. N. (2022). Pemberdayaan Masyarakat Melalui Pengembangan Soft Skill “Pembuatan Abon Pepaya” Dalam Upaya Peningkatan Pendapatan Keluarga Di Lingkungan Songgela Kelurahan Ule Kota Bima. *PRIMA: Portal Riset Dan Inovasi Pengabdian Masyarakat*, 1(3), 13–20. <https://doi.org/https://doi.org/10.55047/prima.v1i3.185>.
- Imayanti, R. A., Rochmah, Z., Aisyah, S. N., & Alfaris, M. R. (2019). Pemberdayaan Masyarakat Dalam Pengolahan Bunga Telang di Desa Pangreh Kecamatan Jabon Kabupaten Sidoarjo. *Conference on Innovation and Application of Science and Technology (CIASTECH)*, 2(1), 77–82.
- Indeswari, A., Antariksa, A., Pangarsa, G. W., & Wulandari, L. D. (2013). Pola Ruang Bersama pada Permukiman Madura Medalungan di Dusun Baran Randugading. *RUAS (Review of Urbanism and Architectural Studies)*, 11(1), 37–46.
- Krugman, P. (2010). Building a green economy. *New York Times*, 5.
- Marpaung, A. M. (2020). Tinjauan manfaat bunga telang (*Clitoria Ternatea* L.) bagi kesehatan manusia. *Journal of Functional Food and Nutraceutical*, 63–85.
- Miandehi, P. M., & Masrouri, M. Y. (2013). Assessment of SWOT model on tourism industry in sustainable development of rural areas: Case study on Bandar-E Anzali. *World Applied Sciences Journal*, 21(3), 455–464.
- Minh, N. P. (2020). Efficacy of steaming, vacuum drying and stir-frying to total phenolic, flavonoid and organoleptic properties in butterfly pea flower (*Clitoria ternatea*) tea. *Journal of Entomological Research*, 44(4), 621–624.
- Moleong, L. J. (2015). *Metodologi Penelitian Kualitatif, Cetakan 34. ed.* PT Remaja Rosdakarya.
- Pangarsa, G. W. (2006). *Merah putih arsitektur Nusantara*. Diterbitkan oleh Penerbit Andi untuk Jurusan Arsitektur, Fakultas Teknik, Universitas Brawijaya.
- Parwata, I. N. A., Kusumawati, N., & Suryani, N. (2016). Pertumbuhan dan produksi hijauan kembang telang (*Clitoria ternatea*) pada berbagai level aplikasi pupuk bio-slurry. *Journal of Tropical Animal Science*, 1(1), 142–155.
- Pociovalişteanu, D.-M., & Niculescu, G. (2010). Sustainable Development Through Eco-Cultural Tourism. *European Research Studies*, 13(2).
- Prasetyo, D. E., Zulfikar, F., & Shinta, S. (2016). Valuasi Ekonomi Hutan Mangrove di Pulau Untung Jawa Kepulauan Seribu: Studi Konservasi Berbasis Green Economy. *Omni-Akuatika*, 12(1).
- Putri, M. P., & Shof, M. (2019). Edukasi Manfaat dan Potensi Bunga Telang (*Clitoria ternatea*) sebagai Minuman Kesehatan pada Masyarakat Desa Datengan Kecamatan Grogol Kabupaten Kediri. *Prosiding (SENIAS) Seminar Pengabdian Masyarakat*.
- Razali, I. (2004). Pemberdayaan Komunitas Vol 3 No 2 Mei 2004. *Jurnal Ilmu Kesejahteraan Sosial*, 3(2), 61–68.
- Ruru, J. M., Kaehe, D., & Rompas, W. Y. (2019). Partisipasi Masyarakat Dalam Perencanaan Pembangunan Di Kampung Pintareng Kecamatan Tabukan Selatan Tenggara. *Jurnal Administrasi Publik*, 5(80), 14–24.

- Sarsby, A. (2016). *SWOT analysis*. Lulu. com.
- Simpson, K. (2001). Strategic Planning and Community Involvement as Contributors to Sustainable Tourism Development. *Current Issues in Tourism, February 2013*, 37–41.
- Soetjipto, S. (2009). Adaptasi Geografi Masyarakat Petani Madura di Pedukuhan Baran Kelurahan Buring Malang. *MIPA Dan Pembelajarannya*, 37(1).
- Sofield, T. H. B. (2003). *Empowerment for sustainable tourism development*. Emerald Group Publishing.
- Suharjo, S. N., & Harianto, A. (2019). Perbedaan Gaya Hidup Sehat Dan Sikap Terhadap Makanan Organik Dari Generasi Baby Boomers, X, Dan Y Di Surabaya. *Jurnal Manajemen Perhotelan*, 5(1), 45–58.
- Sulistyowati, E., Sari, R. P., Santoso, B., PN, F. F., & Yunitasari, G. (2021). Budidaya Dan Pemasaran Produk Bunga Telang Di Medokan Ayu Rungkut Surabaya. *SenSaSi*, 1(1), 60–67.
- Titisari, E., Azizah, S., Kurniawan, S., Ridjal, A. M., & Yuniarti, R. (2022). Aplikasi Konsep Eco-Culture dalam Pengembangan Kampung Wisata Buah Baran Bercahaya. *RUAS (Review of Urbanism and Architectural Studies)*, 20(1), 109–117.
- Titisari, E. Y., Azizah, S., Kurniawan, S., Ridjal, A. M., & Yuniarti, R. (2022). The Strategy of Organic Farming Implementation through Waste Bio-Conversion in Developing Baran Edu-Tourism Kampung, Malang, Indonesia. *Universal Journal of Agricultural Research*, 10(4), 388–396. <https://doi.org/DOI: 10.13189/ujar.2022.100408>.
- Wahyuni, D. (2018). Strategi Pengembangan Pemberdayaan Masyarakat Dalam Pengembangan Desa Wisata Nglanggeran, Kabupaten Gunung Kidul. *Aspirasi, Vol.09 No(Jurnal Masalah-Masalah Sosia)*, 83.
- Wulandari, L. D., Indeswari, A., Arsitektur, J., Teknik, F., & Brawijaya, U. (2010). Proses Perubahan Ruang Spasial Di Permukiman Dusun Baran Kidal Malang. *LOCAL WISDOM-Volume: II, Nomor: 3, Halaman: 35 - 41, September 2010., II(3)*, 35–41.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).