

Empowerment of Homestay Owners for Business Standards Fulfilment

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ABSTRACT

The increasing number of tourists to Harapan Island in the Kepulauan Seribu (Thousands Island) triggers an increase in the number of homestays. Every tourism business, including homestay, is required to have a business permit and operational permit in the form of a business certificate. A business certificate is very important as a guarantee of quality for consumers. This empowerment aims to prepare homestay owners in getting certified. The method used is a self-evaluation guided by the facilitator then participants are asked to identify the root of the problem. The weaknesses of homestays are very diverse, namely in licensing & certification, homestay products, service, and management. The root of the problem is informational, resources and capabilities. It requires the involvement of many parties to provide information on the importance of business licenses and certification. Banking access also needs to be improved so that homestay owners can complete the homestay standard facilities. Marketing capabilities need to be increased so that the bargaining power of homestay owners on travel agents increases.

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INTRODUCTION

Kepulauan Seribu (Thousands Island) Administrative District is a Special Region Province of Jakarta. The Thousand Islands is one of the National Priority Destinations (Destinasi Prioritas Nasional – DPN). Kepulauan Seribu consists of two sub-districts, Seribu Utara District and Seribu Selatan District. The District of Seribu Utara has three villages, namely Pulau Harapan, Pulau Kelapa and Pulau Panggang, while The district of Seribu Selatan consists of three villages namely Pulau Tidung, Pulau Pari and Pulau Untung Jawa (Badan Pusat Statistik Kabupaten Administrasi Kepulauan Seribu Utara, 2019).

As one of the National Priority Destinations, Kepulauan Seribu is visited by many tourists. The number of tourist visits to Kepulauan

Seribu fluctuated in the period 2014 to 2018. As can see in table 1.

Pulau Harapan Village consists of 36 islands, two of which are inhabited islands (Badan Pusat Statistik Kabupaten Administrasi Kepulauan Seribu Utara, 2019). Pulau Harapan berada di zona pemukiman kawasan Taman Nasional Kepulauan Seribu Pulau Harapan is in the residential zone of Kepulauan Seribu National Park (<https://jakarta.go.id/artikel/konten/1678/kepulauan-seribu-taman-nasional>).

Its location that is close to the recreation center zone and tourist visits in Kepulauan Seribu National Park, makes Pulau Harapan frequently visited by tourists. The number of tourist arrivals on Pulau Harapan is described in Table 1. An increase in the number of

Table 1
The Number of Tourist Visits in Kepulauan Seribu and Pulau Harapan

Year	Kepulauan Seribu Tourists (orang)	Pulau Harapan Tourists (orang)
2014	2.120.886	66.443
2015	1.251.886	142.308
2016	779.027	102.136
2017	707.218	95.179
2018	777.008	84.486

Source: BPS Kabupaten Kepulauan

tourist arrivals on Pulau Harapan is a positive indication.

Pulau Harapan Islanders take advantage of these opportunities by conducting tourism businesses such as providing accommodation, boat rental, provision of food and drink. The type of accommodation on Pulau Harapan is a tourist cottage or homestay. The number of homestays on Pulau Harapan in 2017 is 163 units (Badan Pusat Statistik Kabupaten Kepulauan Seribu, 2018).

The construction of homestays in Kepulauan Seribu is very urgent because the needs of homestays far exceed their availability (Astuti, 2017), but must be of international standard and accentuate each other's characteristics (Ratman, 2016). To ensure homestay quality and increase consumer confidence, each homestay is required to have a business certificate (PP Nomor 52 Tahun 2012, 2012). The success of the homestay affects the welfare and image of tourism (Arevin et al., 2014).

At present, there are still many homestays in Kepulauan Seribu that do not yet have certification (Junita, 2015). Because of the limited knowledge of many homestay owners, they do not consider it important to certify tourism businesses as evidenced by the minimal number of homestay owners who have a Tourism Business Registry (Tanda Daftar Usaha Pariwisata – TDUP). TDUP is a requirement to get a homestay business certificate (Projo, 2017). Therefore, empowerment activities are needed to raise awareness and prepare homestay owners to obtain homestay business certificates. This empowerment aims to conduct an inde-

pendent assessment. With independent assessment, homestay owners on Pulau Harapan can see their readiness to participate in homestay certification.

LITERATURE REVIEW

A homestay is a form of accommodation that reflects the commercialization process of someone's house to be used as lodging for profit (Kontogeorgopoulos et al., 2015). The tourist cottage business or homestay is the provision of accommodation in the form of residential buildings that are inhabited by their owners and utilized in part for rent by giving opportunities to tourists to interact in the daily lives of their owners (Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Republik Indonesia Nomor 9 2014).

Homestay has an important role in tourism. Tourists can learn and exchange culture with the homestay owner. (Ahmad et al., 2014), besides the homestay also contributes to the economic owner and the community (Thakuri, 2017). Homestay provides social, economic and environmental impacts (Bhuiyan et al., 2013)

Building & its features, service quality, facilities, homestay management, homestay geist, and community co-prosperity determine customer loyalty (Teong-Jin et al., 2016).

To guarantee credibility and quality, homestays must meet business standards and business certifications (Undang-Undang Republik Indonesia Nomor 10 Tahun 2009, 2009). Standards are a formulation of qualifi-

cations that must be met (Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Republik Indonesia Nomor 9, 2014). Homestay standards that must be met are divided into 3 groups:

1. Homestay products include elements of residential buildings, beds, supporting facilities, and kitchens;
2. Services are measured by simple service procedures that include elements of registration, payment, and maintenance;
3. Management includes administration, security and safety, and resources.

The homestay owner will get a certificate as proof of fulfillment of qualifications in the certification process carried out by the Business Certification Institute (Lembaga Sertifikasi Usaha – LSU), the homestay owner should conduct an independent assessment using the guidelines attached to the regulation.

To improve compliance with standards, empowerment is carried out for homestay owners. Empowerment is an effort to increase awareness, capacity, access, and role of the community both individually and in groups in advancing the quality of life, independence and welfare through tourism activities (Peraturan Pemerintah Republik Indonesia Nomor 50 Tahun 2011, 2011).

The essence of empowerment is self-awareness (self-evaluation) (Karsidi, 2007). Empowerment measures consist of the introduction of problems through analysis and reflection of the existence of problems, their needs, and potential awareness, formulating problems and applying priorities, identifying problem-solving, choosing alternative solu-

tions to problems, planning further activities, implementing or organizing, monitoring & directing activities, and, evaluation and follow-up plan (Karsidi, 2001).

Before applying for business certification, homestay owners must prepare themselves. Empowerment for Pulau Harapan homestay owners is an effort to increase awareness through self-assessment. The results of the independent assessment can be used to make improvements so that their business is ready for certification.

METHOD

Empowerment was carried out on Pulau Harapan. Empowerment participants were 50 homestay owners. The method used is self-evaluation guided by the facilitator using a questionnaire. The steps involved in empowering homestay owners are:

1. The facilitator distributes the list of questions to the participants;
2. The facilitator explains the standard homestay material;
3. The facilitator guides participants to fill out a list of questions;
4. If there are questions related to the questions, the facilitator guides the participants to review the material;
5. Participants are asked to look at the answers and ask for self-evaluation whether the answers are following homestay standards;
6. Participants are asked to find the root of the problem and find a solution.

RESULTS AND DISCUSSION

Out of 50 empowerment participants, 37 participants filled out complete self-reflection, the rest were incomplete so they were not analyzed. The discussion below reflects the results of the self-evaluation guided by the facilitator and the results of the participant discussion. As can see in Table 2, General description of participants who took part in self-reflection as follows.

For residents of Pulau Harapan, managing a homestay is additional work. The majority of the population of Pulau Harapan works as fishermen as many as 627 people, 312 people as traders, 46 people as civil servants/military/police, 687 people as laborers and 711 people in various other jobs (Badan Pusat Statistik Kabupaten Administrasi Kepulauan Seribu, 2018). When compared to the work of participants and residents of Pulau Harapan, the empowerment participants already represented the population. On holidays, most residents offer boat rental and tour guide services. In 2017, the total male population was 1,148 while the female population was 1,195. Male residents prefer to work rather than follow empowerment. Empowerment participant education, evenly from not graduating elementary school to the bachelor program. Background diversity affects empowerment activities.

The homestay business in Pulau Harapan began in 2011. According to Ibu Komariah, the pioneering homestay business in Pulau Harapan, at first the existence of homestay was less accepted by the population. Along with the acceptance of tourism on Pulau Harapan, every

year there is a new homestay on Pulau Harapan when viewed from the initial year the homestay business began.

The number of homestay rooms is one to five rooms (Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Republik Indonesia Nomor 9, 2014). The number of homestay rooms on Pulau Harapan varies from one to six rooms, the majority of which are two rooms. Most homestays on Pulau Harapan, are not homestays as stated on Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Republik Indonesia Nomor 9 (2014) but has become a hotel. In Pulau Harapan Village there are 405 permanent houses, 156 semi-permanent houses, and 65 non-permanent houses. Most homestays are permanent houses.

In Peraturan Menteri Pariwisata Republik Indonesia Nomor 10 Tahun 2018 (2018), it is stated that every tourism business must have a business permit in the form of a Tourism Business Registry (TDUP). To obtain certification and certificate issuance, homestay owners must have a Tourism Business Registry (TDUP) and fulfillment of homestay business standards. On Pulau Harapan, there are still many homestay owners who do not yet have business licenses and business certificates.

Empowerment is carried out to increase awareness and readiness of participants to attend homestay certification. With the self-assessment method, participants learn the elements of a standard homestay and assess

Table 2
Personal Characteristics Homestay Owner

Personal Characteristics	Option	Percent-age
Sex	Male	33.3
	Female	66.7
Age	20 – 30	8,1
	31 – 40	35,2
	41 – 50	40,5
	> 50	16,2
Education	Not Graduate ES	5.6
	Graduate ES	13.9
	Graduate JHS	30.6
	Graduate	38.9
	Graduate HS	38.9
	Graduate Bachelor	11.1
Other work besides owning homestay	CS/Arm /Policeman	6.9
	Fisherman	37.9
	Retailing (Store)	20.7
	Restaurant / Cafe	6.9
	Boat Rental	10.3
	Others	17.2

Source: primary data

Note: ES (elementary school); JHS (junior high school); SHS (senior high school); CS (civil servants)

Table 3
Homestay Overview

Characteristic of Business	Answer Choice	Percent-age
Start a homestay business	2011	6.66
	2012	3.33
	2013	6.66
	2014	20
	2015	30
	2016	10
	2017	13.33
	2018	10
Number of rooms for rent	1 room	11.42
	2 rooms	65.71
	3 rooms	5.71
	4 rooms	5.71
	5 rooms	8.57
	6 rooms	2.85
Homestay type	Become one with the house	44.4
	Separate from the house.	38.9
	Unknown	16.7
Homestay Building	Permanent	80.6
	Semi-permanent	2.8
	not permanent	16,7

Source : primary data

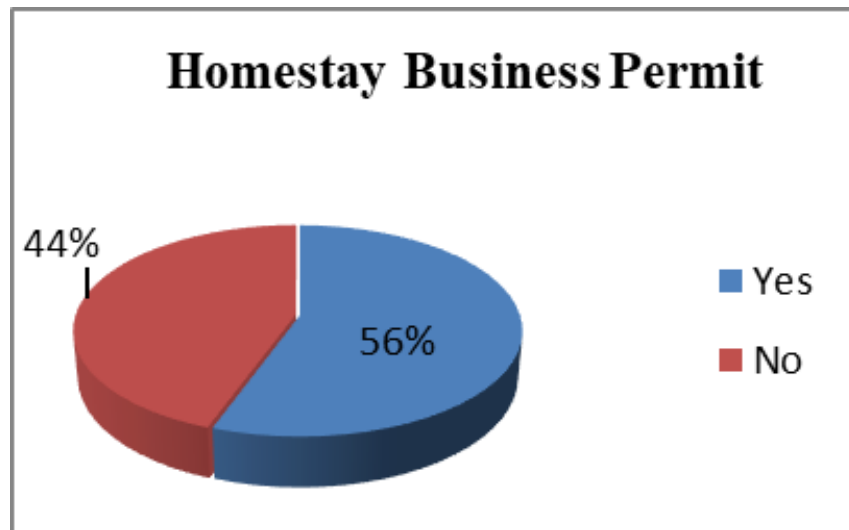


Figure 1
Homestay Business Permit

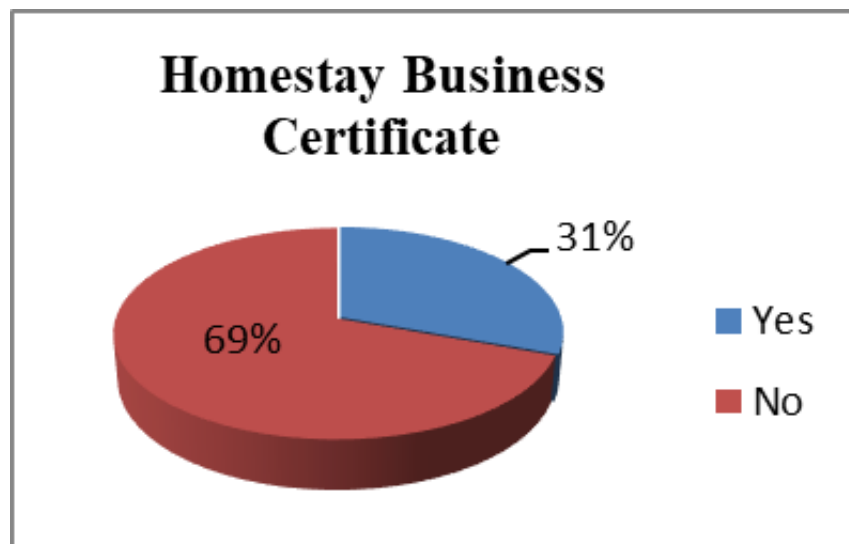


Figure 2
Homestay Business Certificate

the standard elements that have been and have not been met, so they can prepare themselves to fulfill them.

The bedroom must have a room key facility, dressing mirror, cupboard, lighting, fan, and trash can (Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Republik Indonesia Nomor 9, 2014). The results of the independent evaluation of empowerment participants stated that all homestay rooms have been equipped with lighting. Most homestays use the air conditioner (AC). Only a small portion of homestays provide wardrobe and dressing mirror. The type of mattress that is most widely used is a foam mattress. The most widely used form of water storage is the bucket and the type of toilet that is most widely used is the squat toilet. Although providing a kitchen for guests is one of the homestay standards, most homestay owners do not allow guests to use it because of equipment safety issues. Based on the discussion, it was stated that it was necessary to work together with a travel agency that brought guests so that the travel agency would take care of the security of the homestay facility. Homestay facilities that are often missing are room/homestay keys, remote AC and eating utensils. Therefore, it is recommended that homestay managers need to learn from hotel managers in maintaining facilities. At the hotel, guests can check out after confirmation from the housekeeping department.

The homestay manager is required to implement simple service procedures including room bookings, guest identity recording, guest

payment administration records, guest complaint records, homestay cleaning services, security services, and providing information to guests.

As can see in Table 4. Based on observations, most homestays do not have space for administrative activities because homestay owners do not understand this obligation. Most guests are obtained from travel agents. Empowerment participants said that they did not know the number of guests and did not know the guests because they were only related to travel agents. Therefore many homestay owners do not record guest identity and complaints. Room cleaning/homestay is done after guests go home because most guests stay for two days and one night.

As can see in Table 5. Based on observations, most homestays do not have space for administrative activities because homestay owners do not understand this obligation. Most guests are obtained from travel agents. Empowerment participants said that they did not know the number of guests and did not know the guests because they were only related to travel agents. Therefore many homestay owners do not record guest identity and complaints. Room cleaning/homestay is done after guests go home because most guests stay for two days and one night.

Many participants have never attended homestay and Sapta Pesona training. The training is usually held on Pulau Pramuka, which is an obstacle for homestay owners on Pulau Harapan.

Table 4
Self-Evaluation Summary of Homestay Products

Elements of Homestay Products	Answer Choice	Percentage
Homestay nameplate	Have	22.2
	Don't have	77.8
Facilities in the guest rooms	Room key	55.55
	Makeup mirror	27.77
	Cupboard	8.33
	Lamp	100
	Air conditioning	77.77
	Fan	33.33
	Trash can	47.22
Mattress type	Spring mattress	8.1
	Foam mattress	91.9
Bathroom facilities	Plastic tub	38.23
	Bucket	61.77
	Hangers	50
	Trash can	38.23
	Seat toilet	29.3
	Squat toilet	64.7
	Drainage	44.4
Dishes and glasses for guests	Yes	86.1
	No	13.9
Supply of water for guests	Drinking water in a dispenser	97.1
	Drinking water in a teapot	2.9
Kitchen facilities	Can be used by guests	11.1
	Only for homestay owners	89.9

Source : primary data

Table 5
Self-Evaluation Summary About Homestay Services

Service element	Option	Percentage
Room reservation	Over the telephone	27.3
	From email	9.1
	Through intermediaries	63.6
Guest identification	Yes	47.2
	No	52.8
Guest complaint notes	Yes	27,8
	No	72,2
Homestay room cleaning	Always offered to guests	14.6
	When requested by a guest	14.6
	After the guests go home	70.7
Homestay security	Given the room and house keys	34.08
	Always remind guests to lock rooms and houses.	57.4
	Always check the room and home security.	
	Always check the room and home security	8.5
Information conveyed to guests	Room rent.	21.4
	Homestay facilities for guests.	22.9
	Public facilities on Pulau Harapan.	18.6
	Interesting places around	30.00
	Pulau Harapan. Tradition of Pulau Harapan residents	7.1
Homestay training	Never attended	50
	Attended	50
Sapta personal training	Never attend	72.2
	Attended	28.2

Source: primary data

Note: Sapta persona is the seven conditions that must be realized to attract tourists

Homestay shortcomings exist in all aspects of the assessment standards, namely aspects of products, services, and management. Homestay shortcomings in Pulau Harapan, are also found in the elements and sub-elements of products, services, and management. From discussions with empowerment participants, the root of the problem is the limited information, resources, and capabilities of the homestay owner.

Kepulauan Seribu consists of 110 islands, 45 of which are tourist islands (Badan Pusat Statistik Kabupaten Kepulauan Seribu, 2019). At present, there are 661 homestays spread across several islands. This condition becomes an obstacle in socialization activities by the government or private institutions and also becomes an obstacle to the capacity building of homestay owners.

The ability of empowerment participants to meet homestay facilities is still limited. The highest average expenditure per capita is still in the food group (Badan Pusat Statistik Kabupaten Administrasi Kepulauan Seribu Utara, 2019) Most goods must be imported from Jakarta so that the price is more expensive than in Jakarta. Access to banking services and products is still limited, so opportunities to get loans from banks are also limited. This condition is an obstacle in providing homestay facilities and certification.

Most homestays have guests from travel agents. A small number directly contacted the homestay owner. This causes a high dependence on travel agents. The travel agency regulates the number of rooms rented. Because of

high dependency, it causes low bargaining ability, thus affecting the income of homestay owners. To increase bargaining, it is necessary to increase capabilities, especially in marketing. As can see in picture 1 and 2.

CONCLUSIONS AND RECOMMENDATIONS

The readiness of homestay owners in certification is very diverse. After being facilitated with self-evaluation, the homestay owner realizes the shortcomings in the homestay's products, services, and management of the homestay.

The homestay business standard is the obligation of every homestay owner, so the fulfillment efforts need to be monitored by related parties and sought by the homestay owner, especially for those who already have a business permit. Before applying for certification, the homestay owner is obliged to pursue elements of the homestay that have not been met in stages.

For those who do not have a business license, the priority is to register their business. Next is to work on the elements that have not been met.

Compliance with business standards is proven not only to meet regulations but also to be the key to business success. The keys to successful homestay business are age, business characteristics, business processes, competencies, entrepreneurial behavior, empowerment and customer loyalty (Arevin et al., 2014).

It is recommended that homestay owners complete homestay products with little investment such as homestay nameplate, trash cans, and dishes and glasses. Services that can be improved immediately are recording identity, recording payments and recording complaints. The interaction between homestay owners and guests needs to be improved so that homestay owners can provide information about homestays and Pulau Harapan. To improve the skills of homestay owners in recording payments, homestay management and sapta charm require various empowerment from various parties,

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Picture 1
Guide the homestay owner's self-evaluation



Picture 2
Discussion of the root cause of homestay owners

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