

# Transformation of Pancoran Village through Education Tourism and Green Environment Management for Sustainable Empowerment

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## ABSTRACT

Community engagement in Pancoran RW 04 Village, South Jakarta, is implemented through a "Green Village" and "Eduwisata." The program aims to increase public knowledge, skills, and awareness of environmental conservation and encourage sustainable social and economic impacts. Several training sessions were conducted, including photography and social media, digital marketing management, life skills education, and crop cultivation techniques on narrow plots. The results indicate that the community's ability to utilize digital technology for local promotion, independent environmental management, and increasing food security through hydroponic practices has increased. In addition, the Green House that was built serves as an environmental education center and community laboratory. The success of this program reflects the effectiveness of a participatory approach in empowering urban communities. This concept promotes not only ecological change but also supports the social and economic sustainability of the community, which is suitable for replication in other regions.

## ARTICLE INFO

### Article History:

Received : 11 - 04 -2025

Revised : 18 - 04 -2025

Accepted : 12 - 05 -2025

Published : 28 - 05 -2025

### Keywords:

Education Tourism  
Green Environment Management  
Sustainable Empowerment  
Community Transformation  
Eco-Tourism

JEL: 035, Q56, L83, O35

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## **INTRODUCTION**

The transformation of Pancoran Village through an edu-tourism approach and green environmental management is a strategic initiative aimed at sustainably improving the quality of life for local communities. Edu-tourism, which integrates elements of education and recreation, serves as a catalyst for community empowerment by fostering local capacity building and environmental awareness. This approach not only enhances the economic prospects of the village but also strengthens local cultural values, holistically supporting community development. Community support is a critical factor in the success of sustainable tourism initiatives, where residents' perceptions of economic, social, environmental, and cultural benefits become key determinants (Bajrami et al., 2020). Community involvement in the planning and management of tourism is also essential, as local knowledge can promote sustainable practices and enhance visitor experiences (Alipour et al., 2020; Ursa, 2023). Edu-tourism in Pancoran Village can increase environmental awareness by engaging tourists in educational activities that emphasize sustainability while reinforcing the cultural identity of the local community, which is vital for preserving cultural heritage (Rasoolimanesh et al., 2021; Hidayat, 2023). Additionally, this initiative can drive economic growth through job creation and the promotion of local entrepreneurship, contributing to improved living standards (Woli, 2022). Inclusive edu-tourism, especially for marginalized groups, can also enhance community participation and social cohesion (Amalia, 2024).

The importance of integrating cultural preservation, environmental conservation, and community empowerment in tourism planning has been emphasized as an effort to achieve long-term sustainability in rural areas (Dolničar, 2020). Community-based management has been reported to increase the effectiveness of natural resource conservation while providing economic benefits for local residents (Hartono et al., 2021). The vast potential for sustainable development through edu-tourism programs, particularly those aligned with green environmental management, has been identified by involving local communities in tourism activities (Dewantara, 2024). This

approach enables the promotion of environmental awareness and the fostering of a sense of ownership among community members, which is crucial for sustainable social transformation (Wahl et al., 2020). Socio-economic conditions can also be improved through empowerment initiatives in tourism, highlighting the importance of inclusive participation in the planning and execution of such programs (Scheyvens & Watt, 2021). Therefore, synergistic community engagement with sustainable tourism practices is deemed essential for building resilience and sustainability in rural contexts (Nagaj & Žuromskaitė, 2021).

Community empowerment in sustainable tourism development is considered vital because the active involvement of local communities at every stage, from planning to implementation, is necessary. Through such engagement, synergy between communities and governments can be fostered, promoting the sustainable utilization of local resources (León-Gómez et al., 2021). Research shows that involving local communities in the planning and management of tourism facilitates a shared understanding of environmental sustainability and the economic benefits derived (Harilal & Tichaawa, 2020). In this regard, proper empowerment is required to enable communities to play an active role in green environmental management, ultimately contributing to environmental conservation and quality-of-life improvements (Akbar et al., 2021). Furthermore, direct community involvement has been shown to enhance the sense of ownership over natural resources, a crucial element for the sustainability of tourism initiatives (Bellato & Cheer, 2021). Collaborative approaches based on community empowerment have also proven to increase the efficiency of green environmental programs while expanding economic benefits through inclusive tourism management (Kersulić et al., 2020). Consequently, integrating community participation into sustainable tourism practices is critical to supporting resilience and ensuring long-term benefits for local residents (Monterrubio et al., 2020).

The rapid urbanization in Indonesia has caused significant changes in land use, resulting in the reduction of green open spaces and affecting environmental quality. These impacts are evident

from increased air pollution, decreased groundwater infiltration, and reduced biodiversity. In response, various cities in Indonesia have launched eco-friendly programs to maintain urban ecosystems. The development of urban parks and the greening of residential areas have been implemented, which have proven effective in improving environmental health. Research shows that urban green spaces play a crucial role in reducing pollution, suppressing noise, and lowering air temperatures (Delgado-Baquerizo et al., 2021). Furthermore, community involvement in green space management fosters a strong sense of ownership, ensuring the sustainability of environmental programs. Collaboration between governments and communities is seen as a key element in achieving environmental sustainability in urban areas. Strategies that integrate greening into urban spatial planning and raise public awareness about the benefits of green spaces are considered capable of mitigating the negative impacts of urbanization. This approach not only enhances environmental quality but also provides social and economic benefits, such as increased property values and improved public health. In Pancoran Village, leveraging community creativity and innovation is essential to improve economic productivity and quality of life amidst urbanization challenges, supported by continuous training and support for residents to strengthen their role in environmental conservation.

Community empowerment processes in tourism development often face challenges, particularly due to limited access to resources and information that hinder effective participation in environmental initiatives (Coy et al., 2021). These issues are further exacerbated by a lack of stakeholder coordination and inadequate policy support for local community empowerment (Samsu et al., 2021). Strategic efforts are needed to overcome these obstacles by creating opportunities for communities to derive direct benefits from tourism development, including through increased access to training, funding, and technology (Tommy, 2024). A participatory approach is crucial to addressing these constraints, especially in Pancoran Village, where active involvement of government, non-governmental organizations, and local communities is key to the sustainability of environmental programs (Stober

et al., 2021). Effective stakeholder collaboration can strengthen community ownership and support the implementation of environmental policies, driving inclusive and sustainable transformation (Pujihartati, 2023). Moreover, strong green environmental management plays an important role in community empowerment, as programs focused on cleanliness and waste management can encourage active community participation in environmental preservation (Gupta, 2021). These initiatives not only improve environmental health but also build collective awareness of sustainability, ultimately benefiting society as a whole (Tommy, 2024).

An education-based approach in green environmental programs is key to helping communities understand the benefits of sustainable resource management practices. Research by Purnomo et al. (2020) shows that programs encouraging active community participation can foster a sense of shared responsibility, ensuring long-term sustainability (Sun et al., 2020). By increasing awareness and engagement, communities can contribute significantly to ecosystem balance and the creation of livable environments. The transformation of Pancoran Village through the integration of education with green environmental management serves as an innovative model for community empowerment. This approach effectively integrates education, community participation, and sustainable natural resource management, driving holistic change (Sinaga & Purike, 2022). This model is flexible enough to be replicated in other areas, offering viable solutions to the challenges of urbanization that negatively impact the environment and community well-being (Soharwardi & Ahmad, 2020). Strengthening education and participation in environmental initiatives is therefore essential to building resilient communities capable of addressing urbanization complexities while promoting sustainability (Didi, 2024).

## **RESEARCH METHOD**

Community Service Implementation Methods in Pancoran Village: Integration of Art, Visual Aesthetics, and Philosophical Values in Green Village Development. This initiative adopts a participatory bottom-up approach focused on

collaboration between the community, stakeholders, and the implementation team to comprehensively understand local conditions. The implementation method is systematically designed in three main stages: Input, Process, and Output, as detailed below:

### **Input Stage**

The input stage aims to comprehensively understand the physical, social, and environmental potential of Pancoran Village to ensure that the designed programs align with local needs. During this stage, site surveys are conducted to analyze elements such as topography, land use, and green open space conditions. Surveys also include observations of community life patterns, such as habits, activities, and their environmental needs. Data collection methods encompass field observations, direct interviews with local residents, and GIS-based mapping to enhance data accuracy. Additionally, initial coordination with village officials is conducted to obtain formal support in the form of permits and to facilitate activity implementation. This approach is strengthened through formal and informal meetings with community leaders to understand social structures, norms, and local culture. This stage concludes with focus group discussions (FGDs) involving the community, community leaders, and stakeholders. FGDs aim to identify key needs, establish program management priorities, and anticipate potential conflicts or implementation obstacles. The FGD process is facilitated interactively, with documented results including minutes and a needs map as a guide for subsequent stages.

### **Process Stage**

The process stage aims to enhance the community's capacity for independent and sustainable environmental management. Periodic mentoring activities are conducted to raise community awareness about the importance of environmental conservation while jointly developing action plans to implement the Green Village concept according to local needs. Furthermore, training is provided to strengthen community skills, covering key aspects such as sustainable gardening techniques (e.g., hydroponics and vertical farming for utilizing limited space); waste management, including

sorting organic and inorganic waste and processing it into compost; and visual arts as an educational medium through mural creation with environmental themes to convey conservation messages and build social awareness. This stage is designed to encourage greater community involvement in maintaining environmental balance and improving their overall quality of life.

### **Output Stage**

The output stage aims to transform Pancoran Village into a Green Village focused on enhancing environmental quality and community well-being. This transformation is realized through the creation of green open spaces that are not only healthy and aesthetically pleasing but also create an environment conducive to residents' comfort and quality of life. Additionally, the integration of environmental art and technology serves as an innovative program element. Educational murals with environmental themes are created on village walls to provide educational messages to the community about the importance of environmental preservation. Moreover, a greenhouse is constructed as the village's icon, functioning as a learning center for sustainable agricultural practices. This greenhouse is equipped with solar panel technology to support conservation activities, providing a tangible example of environmentally friendly technology application in daily life. This stage is expected to create an inspirational and sustainable village model.

## **RESULT AND DISCUSSION**

### **Agricultural Education**

The Greenhouse serves as an educational platform enabling the community to learn sustainable agricultural practices through practical and interactive training. Activities include techniques for cultivating crops in limited spaces, resource-efficient water management, and the use of organic fertilizers. This hands-on training is highly beneficial in urban areas with limited land, aligning with Setiawan et al. (2022), who highlighted the advantages of practical education over traditional lecture methods. Specifically, the application of vertical farming and hydroponics offers tangible solutions to land constraints. Additionally, this approach supports Rahayu (2021), who argued that community-based agricultural education significantly increases awareness of the

importance of urban food security.

### **Rebuilding the Human-Nature Connection**

In urban environments like RW 04, limited green open spaces negatively impact residents' quality of life. The Greenhouse aims to restore the human-nature connection by providing opportunities for residents to engage in gardening activities such as planting, nurturing, and harvesting crops. These activities enhance environmental awareness and highlight the importance of conservation. Research by Nugroho et al. (2023) indicates that direct interaction with nature has positive psychological effects, including stress reduction and a strengthened sense of environmental connection. This initiative also supports Wijayanti (2020), who emphasized that green spaces can serve as recreational and educational mediums, promoting ecological balance.

### **Community Laboratory Center**

In addition to its educational role, the Greenhouse serves as a community laboratory where residents can conduct simple experiments related to agriculture and sustainability. Activities such as organic fertilizer production, soil media testing, and water-efficient irrigation techniques address urban agricultural challenges. Pratama and Yusuf (2021) noted that community laboratories enhance creativity and innovation in solving local problems, while Halim et al. (2022) highlighted that community-based research activities build confidence and independence in addressing environmental challenges. Consequently, the Greenhouse becomes a community-driven solution hub for sustainability issues such as organic waste management and resource conservation.

### **Impact and Sustainability**

The construction of the Greenhouse in RW 04, Pancoran Village, has made a significant contribution to education, environmental conservation, and community empowerment. Its dual role as an educational facility, a medium for human-nature interaction, and an innovation center makes it a replicable model for addressing urban environmental challenges. The Greenhouse also symbolizes a commitment to integrating development with sustainable environmental practices. Nguyen et al. (2021) emphasize that initiatives like this are vital in addressing issues

caused by urbanization, including rising temperatures, biodiversity loss, and reduced groundwater infiltration. In conclusion, the integration of educational programs and community empowerment strategies in Pancoran Village provides a promising pathway toward sustainable development. By fostering knowledge, skills, and environmental awareness, communities can effectively address urbanization challenges while enhancing their quality of life. These findings offer valuable insights for policymakers and community leaders seeking to implement similar programs in other regions, emphasizing the critical role of collaboration, education, and sustainable practices in achieving long-term community resilience and well-being.



**Figure 1.** Green House as an Icon of Green Village which is used as a laboratory center for the community

The Green Village Area is enriched with educational murals that convey environmental awareness messages and inspire the community. As a complement, a greenhouse has been constructed as both an icon and a learning facility, offering residents the opportunity to learn about sustainable farming practices and environmental conservation strategies. This education-based initiative plays a pivotal role in fostering community awareness of the importance of prudent resource management. As stated by Walsh et al. (2020), programs involving active community participation can cultivate a sense of shared responsibility, which is key to long-term sustainability. Through heightened awareness and active engagement, the community contributes to maintaining ecological balance and creating a more livable environment. The integration of initiatives such as greenhouses and murals demonstrates a holistic model of community empowerment that

can be replicated in other areas facing urbanization challenges (Patel et al., 2020). This comprehensive approach not only addresses environmental issues but also strengthens social cohesion and community resilience, ultimately enhancing residents' quality of life (Walsh et al., 2020).



**Figure 2.** Educational mural

Community empowerment in Pancoran Village, particularly in RW 04, has been implemented through the "Green Village" and "Edu-tourism" approaches, which focus on enhancing knowledge and skills while generating positive social and economic impacts. Various training programs have been designed to support residents' abilities to manage local potential effectively. The outcomes and impacts of these initiatives are described as follows:

#### **Photography and Social Media Training**

This training provided foundational knowledge on photography techniques and the effective use of social media platforms. Participants were introduced to methods for creating creative content using digital tools to promote the Green Village to a broader audience. The program successfully improved technological literacy among the community, enabling them to leverage digital platforms to showcase local potential. As noted by Rahman & Azizah (2022), technology-based training empowers communities to reach wider markets through digital promotion. The impact of this training is evident in the increased number of visitors to the Green Village, directly contributing to the local economy.

#### **Digital Marketing Management Training**

This program aimed to equip participants with skills in digital marketing strategies, business management, and effective governance of tourism

villages. Residents learned how to manage social media accounts, develop promotional content, and analyze visitor data. This training enhanced the community's capacity to market local tourism digitally, ensuring competitiveness in the digital era. Nugraha et al. (2023) highlighted that digital marketing management significantly improves promotional efficiency and builds tourist trust, as reflected in the long-term economic benefits experienced by RW 04.

#### **Community Education in Life Skills Training**

Targeted at youth, including young adults and students, this training aimed to develop life skills that support personal and professional growth. The training materials included communication skills, time management, and decision-making. The program successfully enhanced the confidence and preparedness of the younger generation to face future challenges. Research by Setiawan & Pratiwi (2021) emphasized that life skills-based training contributes to the development of soft skills, which are essential for sustainable community empowerment and long-term benefits for the community.

#### **Plant Cultivation Training**

Focused on optimizing limited land use, this training introduced participants to hydroponic and vertical farming techniques for cultivating vegetables and ornamental plants. This activity not only increased green spaces in urban areas but also supported household food security. Participants learned sustainable agricultural methods that enhanced environmental quality and household food production. According to Sari et al. (2022), hydroponic training in urban areas benefits environmental conservation and household income, demonstrating that even with limited land, communities can significantly contribute to family food needs and ecological sustainability.

#### **DISCUSSION**

The community service activities conducted in RW 04, Pancoran Village, demonstrate that the "Green Village" and "Edu-tourism" approaches significantly enhance residents' quality of life by improving their knowledge, skills, and environmental awareness. This aligns with Chambers' (1997) community empowerment theory, which emphasizes that access to



knowledge and skills is crucial for fostering independence in addressing local challenges. Training programs such as photography and digital marketing have successfully equipped residents with technological skills, enabling them to effectively promote local potential. These outcomes align with Rahman & Azizah (2022), who found that technology-based training expands market access and provides significant economic benefits through digital promotion.

Furthermore, life skills training and agricultural education have directly strengthened social and environmental resilience among the community. Life skills training, particularly for youth, has enhanced their capabilities in time management, communication, and decision-making. This supports Vygotsky's (1978) social development theory, which highlights the role of social interaction and community-based learning in individual success and character development. Similarly, hydroponics and vertical farming training have contributed to household food security while promoting environmental conservation. These results are consistent with Sari et al. (2022), who argued that sustainable urban agriculture practices improve environmental quality and offer economic benefits.

The empowerment model combining "Green Village" and "Edu-tourism" in RW 04 aligns with the sustainable development framework proposed by the Brundtland Commission (1987), emphasizing the need to meet current needs without compromising future generations' ability to meet theirs. The program's success, exemplified by the construction of the Greenhouse and educational murals, demonstrates how appropriate technology and active community participation can create comprehensive and sustainable solutions. These initiatives not only foster environmental awareness but also strengthen social cohesion and community resilience against urbanization challenges. The results affirm that structured community-based approaches can serve as replicable models for other regions facing similar issues. In conclusion, the integration of educational programs and community empowerment strategies in Pancoran Village provides a promising pathway toward

sustainable development. By fostering knowledge, skills, and environmental awareness, communities can effectively address urbanization challenges while enhancing their quality of life. These findings offer valuable insights for policymakers and community leaders seeking to implement similar programs in other regions, emphasizing the critical role of collaboration, education, and sustainable practices in achieving long-term community resilience and well-being.

## **RECOMMENDATION**

The conclusion of the community empowerment program in Pancoran Village through the "Green Village" and "Edu-tourism" concepts highlights its success in enhancing the capacity and well-being of the community, particularly in RW 04. This program has yielded positive impacts across various dimensions—social, economic, and environmental—through a series of integrated training initiatives. The photography and social media training empowered the community to create and promote local potential via digital platforms, thereby increasing the visibility of the Green Village as a tourist destination. Digital marketing management training supported more professional tourism village management, enhancing the area's appeal to visitors. Furthermore, the life skills training targeted at the youth successfully developed individual potential and instilled better character traits. Meanwhile, the plant cultivation training provided practical solutions for creating productive green spaces in limited areas, contributing to household food security and improving environmental aesthetics.

## **ACKNOWLEDGE**

We extend our heartfelt gratitude to Universitas Trilogi for its invaluable support in providing resources, funding, and academic guidance, which greatly contributed to the success of this community engagement program. Our appreciation also goes to the RW 04 Pancoran Village Government for their collaboration and active participation, ensuring the smooth implementation of the activities. This partnership has been instrumental in achieving the program's objectives and fostering sustainable community development. Thank you for the dedication and commitment shown throughout this initiative.

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