

2 ICLICE 2015 57 Fahmi Rizky Taufik Hidayat

## **High Educated Youth Contributions As The Agent Of Change In Developing Waterfall Tourism**

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### **ABSTRACT**

Education is a very important aspect as a means to develop the potential in a region and a young generation who have innovative ideas that can change a condition of society. The combination of youth with innovation and education as the rationale in optimizing the development will result a significant change to the development in quality of life, therefore, we raised the role of youth with higher education in developing waterfall tourist attraction in a region in Indonesia as well observing the youth role in providing knowledge and insight to the community to contribute to environmental preservation. In this paper, we conduct research in the West Java province of Indonesia precisely-South Sumedang district uses a qualitative method of data collection techniques; observation, interviews and FGD (Focus Group Discussion), then analyzed qualitatively with the holistic conclusions. Assuming research, firstly that the functioning of the youth as social and environmental change, then the youth will provide knowledge about the importance of environmental awareness, the development of attractions for the development of economic sectors and automatically, standards of living will increase because there are economic activities that run and managed by local communities. Finally, with a qualitative analysis of what we do will prove how big the role of educated youth to the development of waterfall attractions, provide knowledge about environmental conservation as well as the contribution of youth to improve the lives of local communities.

Keywords: Youth, Education, innovation, environment

### **Introduction**

Youth is a class of people aged 16-30 years who have an important role because the youth is a generation that determines the future of a nation through creative ideas and innovation that can make a significant contribution in the development of the country in almost all sectors. Seen from the viewpoint of the regeneration of a country, we can assume that if the youth of a country has a high quality, no doubt that the country will have resources that are able to develop creative ideas that may be implicated in the progress of their own country, but if the youth in a country does not have a high quality, then we can assume that young people will not be oriented towards sustainable development and is oriented on the values and circumstances that lived at this time.

One of the main parameters in determining whether a country has qualified generation is the level of education. Education plays an important role in improving the quality of human resources (HR) so it has character, knowledge, values, attitudes and skills that can be supported through educational institutions, we can imagine if a country has a low level of education, the quality of knowledge, values, ethics and capability also will not be achieved optimally. The level of education in Indonesia is one of the least, according to the Central Bureau of Statistics, the average education of the people in Indonesia only up to elementary school, which is about 47%. When compared with other countries, Indonesia also has a

standard deviation level of education below the average of -2.03, far below Singapore with a standard deviation of 0.84.

Seen from demographic of Indonesia, the number of youths occupying the top. Based on data from Indonesia Central Statistics Agency, in 2013, the number of youth reached 62.6 million people, which meant that Indonesian human resources in the form of youth reached a quarter of the total population of Indonesia. But pity that the rapid growth of population is not matched by a high level of education, it can be concluded that the parameters of higher education in Indonesia are those who attend a minimum of Junior High School graduation in order to say that educated above average.

Education is directly proportional to the state of the economy, as evidenced by the 2014 Indonesian government defines the poverty line by income per month (per capita) as much as Rp312.328. This amount is equivalent to USD \$ 25 which therefore means that the standard of living is very low (Indonesia-investments.com). talk about the economy, Indonesia actually has a promising potential for economic development, one of which is the tourism sector. Nature-based tourism, especially the safari tour and maritime sectors are reliable because there are unique in every place visited, one of them is a waterfall.

The waterfall is formed when a stream of water falling from a high place to a lower place. Water that falls will erode the riverbed to form a basin resembling pond. The waterfall can also occur due to the fault on which there is a flow of the river. The waterfall is a unique tour that stores up to feasible to develop and become a mainstay of tourism in a region, the problem that occurs is that the management is done by the government and the community itself. And it can be achieved if the majority of people can actively contribute to the well, including the contributions made by youth in developing ideas and innovations that support the development of a waterfall in a tourist area.

Therefore, this paper connects the youth as agents of change, supported by a high level of education in developing the tourism sector, especially the waterfalls and saw the participation of young people are to contribute, the extent to which highly educated youth can develop economic sectors supported with waterfall development. Thus, research conducted by taking a sample an area that has the appropriate variables and can be considered representative of the research undertaken. The study was conducted on 25 October 2015 in the Ciherang village, Sumedang district, West Java Province, Indonesia.

The objectives of the study is to examine the object of the role of youth in public life, as well as assessing the extent to which effectiveness role of highly educated youth as agents of change in the development of creative ideas and innovation.

### **Existence of High Educated Youth in Ciherang Village**

In the Ciherang village community, there are 30 young men who ranged from 16-27 years with education levels above the average, which is as follows:

Youth who have studied in college as much as two people, young people in high school and have passed over as many as 21 people and seven others graduated from junior high school. Some of them have a job, but the majority is still in the stage of learning in high school (refer Chart 1).

### **High Educated Youth Role in the Management of Waterfall**

As a class society, youth are required to actively participate in the implementation and development of policies, however, the function of youth as a part of society cannot be separated from their participation to the changes, because that's why the youth is referred to as an agent of change, namely due to the youth more can follow the dynamics of the community with all the circumstances so that youth can make changes based on the patterns applied to the public. Dealing with such matters, this paper discusses the role of youth as

agents of change, in this case, we use development waterfall tour as an object of study so that the analysis is more acceptable and more is concrete because it can be directly assessed by qualitative research methods based on observations in field. It is divided into three youths were the most significant role in the development of tourist visible waterfall in the village of Ciherang, including the following:

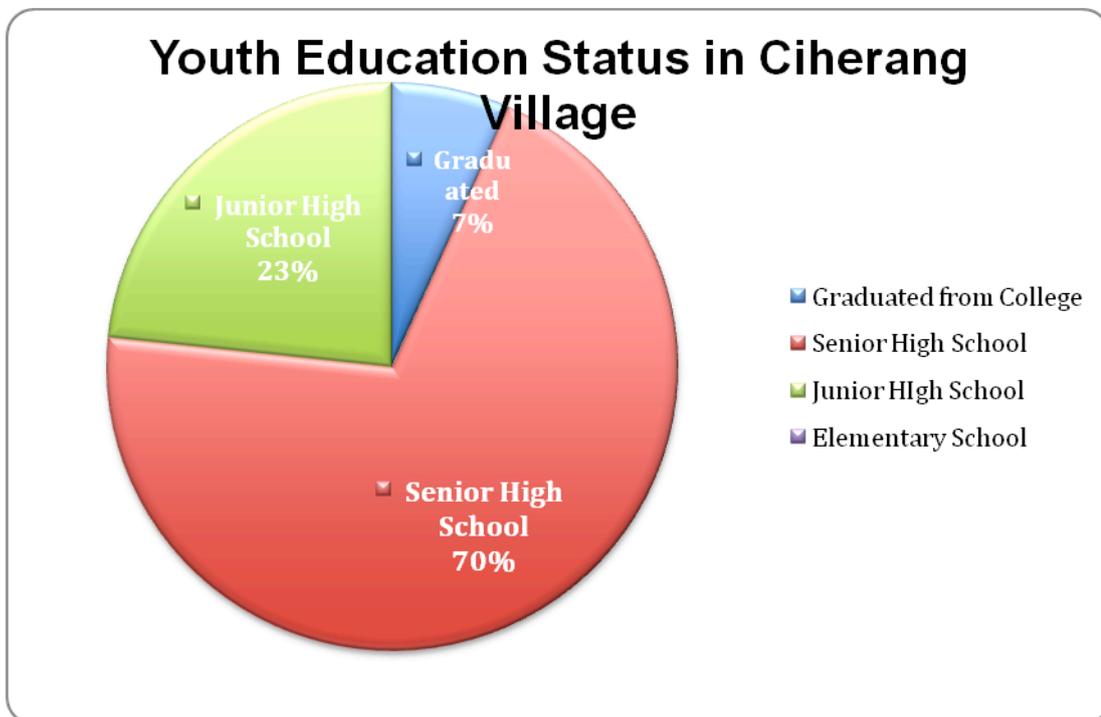


Chart 1 Youth Education Status in Ciherang Village

**Management waterfall.** Waterfall Ciherang is the a highest waterfall in Sumedang district, height of about 65 meters and depth of the pool under the waterfall of about 30 meters, therefore, visitors are prohibited to swim in the pool or are directly under the flow of a waterfall flowing from above, with the condition, youth and local authorities should seek ways to develop tourism without allowing visitors to swim or bathe in the waterfall. Before 2005, the tourism has the concept of the region or the circle of art, the concept is implemented in a way demonstrates the art of dance or martial arts regional specialties, build stalls, providing a place to sit and rest for visitors and enhance the ticket so that management can be sustainable, but after a year 2005, a landslide that covered most of the waterfall of that area caused by irregular land use, land on top of the waterfall used to rice farming requires soil conditions are wet and muddy when it should be fixed allowed to land solid in order to avoid the undesirable such as landslides.

However, after a landslide disasters befall the area around the waterfall, the management of the waterfall freezes and does not run again because of the facilities that have been built had been destroyed by landslide. This is where the starting point of the role of youth with education level and high obsessions that are in the local area to restore the waterfall is in the original state that supports the economy of local communities. Local youth started making cadets to re-develop the tourist attraction. And the most active in the formation of youth is one of the main youth who have been educated S1 though not until graduate named Kiwil. He became the initiator and pioneer in the area of youth movements, youth organization of Ciherang village was formed in 2011 with the main vision is to develop

the economic level of the community with the mission to develop the waterfall attraction in Village of Ciherang as a medium to improve the economic conditions of local communities. In addition, the youth received a lot of foreign investors who want to develop the waterfall, and dividing the result of gains from the management of the waterfall, and establish relationships with external parties that can support the development of a waterfall tour, one of which is working with teachers expert in Sociology at the University of Padjadjaran. Until now, the waterfall development is still in the process to realize and make an MOU with relevant parties in its development.

**Care cleanliness.** The purpose of the waterfall development not only in economic value that is trying to develop in society, but also from the viewpoint of others who have a positive influence in the development of this attraction, one of which is from the aspect of hygiene. With the development of infrastructure supporting the tour, then the public should also indirectly contribute to keeping the environment clean, because visitors will not feel comfortable if the conditions around the attraction was not clean and free from rubbish. Paradigm that emerged from the aspect of cleanliness not only arise from the necessity to support the convenience of visitors, but also arises from the awareness that if society took part in preserving the environment, the environment will give the best results to support the needs of the community itself, as evidenced by took water net of springs above the waterfall Ciherang village, we can imagine if people do not keep their environment, the water consumed by themselves would not be feasible. Therefore, in the development of attractions that do educated youth helped shape the paradigm of society concern for cleanliness and environmental safeguards.

**Planting mutual cooperation.** In the development of an attraction that is integrated with the local authorities, of the public should be able to build an infrastructure that supports the development of attractions. This has encouraged people to instill a system of mutual aid, meaning that in order to achieve a desired result, the cooperation between the individual with other individuals can complement each other and help each other in sustainable development, such as voluntary work to improve the road, with the means of supporting tourism development conducted by the youths, people are required to actively participate in the improvement of the road to and from the falls, it is the underlying attitude of mutual cooperation, which until now held in high esteem by the villagers of Ciherang. It can be assumed that although tourism development has not run for sure, but at least the public is equipped with an attitude of mutual cooperation for development, and development can work well if there is involvement of all parties.

### **Community Response and Views on Management of Waterfall Performed by High Educated Youth**

With this method of research that has been done by students of Sociology, University of Padjadjaran, we conduct research method qualitative, one of which is the method of FGD (Focus Group Discussion) that can find detailed information of the speakers who feel a direct effect on policy or breakthroughs carried out by local youth in the development of this attraction. We interviewed several prominent society and local authorities in order to search how big the role of the youth in becoming agents of change in the case of the development of this waterfall.

They argue that the youth have a strong intention to develop the tourism sector in the area, it is seen from the organization that they form now increasing in number. Their seriousness is also evident from their desire to bring foreign investors to develop tourism waterfalls, they are trying to seek relationships of people who can be invited to work together to develop the tourism sector, and others.

Beside that, people also see that young people are gradually changing the mindset of the people around. At first, the local community just thinking about how to produce agricultural products that can fulfil the need of the daily life of them, but now, people's minds are slowly changed with the opportunity to develop the economic sector of the waterfall that has the potential to become a leading tourist attraction because of the falls in Ciherang village is the highest waterfall located in Sumedang and keep its own uniqueness.

Yet so many inhibiting factors that led to the development of this attraction has been slow, including the costs. As much as youth intention to develop this tourist attraction, still people will think realistically that the development of a tourist entail huge costs to a number of experts. People assume that highly educated youth is idealistic, it means that the development will be done by the developer must be in accordance with the expectations of young people when in fact the people want to see in advance the progress made by the foreign investors. The public aware of the importance of critical thinking that are not easily fooled, but the public believes that if the youths as representatives of the people do not dare to take risks, then the public will not know the extent of the attraction could be developed.

### Closing

Thus this paper is made, the authors hope that the information contained within this article can explain how important the role that belongs to the youth, especially youth who have higher education levels in the expanding sectors of the economy through tourism, also especially the development of a waterfall. As a class society, youth are required to actively participate in the implementation and development of policies, however, the function of youth as a part of society cannot be separated from their participation to the changes, because that's why the youth is referred to as an agent of change, namely due to the youth more can follow the dynamics of the community with all the circumstances so that youth can make changes based on the patterns applied to the public.

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