

IMPLEMENTATION OF COMMUNITY-BASED TOURISM IN THE DEVELOPMENT OF ECOTOURISM IN THE VILLAGE OF KERUJUK NORTH LOMBOK

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Abstract

Tourism that provides opportunities for local communities to control and be involved in the management and Development Of tourism is the concept of Community Based Tourism (CBT). , West Pematang Village, Pemenang District, North Lombok Regency, The potential in the form of bamboo has been explored by the Community, especially the Tourism Awareness Group (Pokdarwis), which is believed to be able to change natural conditions and water availability for the better, which will also have a good impact on the welfare of the Community. This study aims to examine the application of the Community Based Tourism (CBT) concept to achieve sustainable management of Ecotourism Development. The method used in this study uses a qualitative approach. Data collection techniques were done through direct interviews, online media platforms, observation, and documentation. They identify the application of the Community Based Tourism (CBT) concept with three stages: reducing data, presenting data, and drawing conclusions. The results of this study show that the Ecotourism Development in Kerujuk Village, Lombok, started with a local community initiative called Pokdarwis and then invited other communities to participate in making a Master Plan for the Development of the Kerujuk Ecotourism Village which utilizes the Attraction of Explored Bamboo which is believed to be able to change natural conditions and the availability of water will be better, which will also have a good impact on the welfare of the people in Kerjuk village. The answer is the concept of community-based tourism in the Development of sustainable Ecotourism

Keywords: *Community-Based Tourism (CBT), Development, Kerujuk Ecotourism*

Introduction

Ecotourism-based tourism development is a concept in tourism activities that aims to increase local community participation in tourism activities and environmental preservation and improve the economy of local communities through the utilization of natural resources found in a tourist destination. Therefore, Ecotourism Villages need to be developed in a sustainable and environmentally sound manner to achieve economic, social, and environmental sustainability.

One form of tourism development, especially in ecotourism villages is community-based tourism (CBT). Community-based tourism or Community-Based Tourism is one of the concepts of developing a local tourist destination where the existing community participates in planning, managing, and also providing a voice

in the form of a decision in construction. The development of an Ecotourism Village that prioritizes local communities is expected to be able to make tourism activities provide high-value benefits for the community, where the people here can foster an attitude of belonging and a sense of community responsibility in the tourism development process.

Community-Based Tourism CBT is a concept in which the empowerment of a destination utilizes residents in its development. In simple terms, CBT can be interpreted as sustainable tourism managed by, from, and for the community which aims to improve the welfare and quality of life of residents and maintain cultural preservation. Among them are the stages of planning, managing, and providing input in developing a tourist destination. Three tourism activities support the CBT concept, namely adventure travel, cultural tourism, and ecotourism. Good tourism management is when the tourism sector can provide benefits to the whole community. This can be seen when small businesses in the community are involved in the tourism industry (Sidiq & Resnawaty, 2018). Community-based tourism has the hope that the distribution of benefits from tourism businesses will be more directly accepted by the community.

The community is a core player in the process of planning and implementing tourism management in a village. Natural, cultural, and ethnic wealth are assets that are the main attraction and potential for developing CBT in Indonesia. Therefore, Indonesia is an ideal place to develop and implement CBT (Dhiradityakul & John, 2013). Environmental aspects also have an important influence on the tourism development process, the scope of this environmental aspect is that social and economic activities should not disturb environmental stability. The linkage or correlation between the three aspects, namely social, economic, and environmental, is known as sustainable tourism development (ecotourism) (Griggs et al., 2013).

The Kerujuk Ecotourism Village is located in Kerjuk Village, West Pematang Village, Pemenang District, North Lombok Regency. The increase in air temperature and a decrease in the quality and quantity of water sources are felt by farmers, freshwater fish pond managers, and families who depend on piped water flowing from water sources for the needs of daily life and this is visible in the diminishing surface flow of river water, which is a concern for the residents, especially the village government and the youth of the Kerujuk hamlet, who then try to think creatively to find the best ways, ideas, breakthroughs and solutions to save nature and reduce the risk of disasters from various threats to ecological damage.

On November 16, 2015, based on the same concern and vision to build his village in an environmentally friendly or sustainable manner, the Kerujuk hamlet was launched as an Ecotourism Village by the Regent of North Lombok. The Tourism Awareness Group (Pokdarwis) conducted mapping in a participatory manner and involved various levels of society to explore various potential natural resources, human resources, and man-made resources found in Kerujuk hamlet, including exploring existing problems. The activity was then continued with socialization and a series of discussions and collective thought and initiative was declared from Pokdarwis towards efforts to preserve, protect and develop upstream water sources by exploring one of the potentials or natural wealth of Kerujuk which

so far has colored the lives of its people, namely bamboo plants. The potential is in the form of bamboo which is believed to be able to change natural conditions and water availability for the better, which will also have a good impact on the welfare of the people.

The village tourism program or ecotourism village in principle is a community-based tourism program known as community-based *tourism*, namely tourism which emphasizes the involvement and role of the community in an active and participatory manner in every process. The importance of the involvement and active role of the community is based on the fact that the community knows nature and local culture which are potential selling points as tourist attractions so community involvement is absolute. Very fortunately, the pioneer group as representatives of the Kerujuk residents in 2016 was facilitated by the North Lombok District Bappeda and accompanied by an Eco-Friendly Tourism Village Development Consultant to finalize the group's ideas by creating a Master Plan for the Development of the Sustainable and Community-Based Kerujuk Ecotourism Village. This means that the program carried out in Kerujuk hamlet, starting from planning, implementing, monitoring evaluation, and follow-up plans, really involves the community in an active and participatory manner.

In developing Ecotourism Villages using CBT is very appropriate to know the condition of the area and is very effective in its use because it includes complete dimensions. The application of CBT is beneficial for various parties such as the government in developing strategies for empowering the community's economy (Rahayu et. al., 2016). This study aims to identify the potential of the Kerjuk Ecotourism Village, analyze ecotourism by implementing CBT (*Community-Based Tourism*), and identifying community participation in tourism development to be able to provide improved quality of life, increased pride in the community, and the willingness and loyalty of the community to be involved in every activity in the Kerujuk ecotourism village so that the development of the Tourism Village can be sustainable. building a village with a community-based tourism model in Kerujuk Ecotourism Village and can be a learning model for other villages in North Lombok in community-based village development programs and sustainable development.

Literature Review

Community-Based Tourism (CBT)

Definition Community-based *tourism (CBT)* (Muallisin, 2007) is tourism that realizes cultural, social, and environmental sustainability. This form of tourism is managed and owned by the community to help tourists increase their awareness and learn about the way of life of the local people. *Community-Based Tourism* has a different concept from mass tourism. *Community-Based Tourism* is a tourism development model that assumes that tourism must depart from an awareness of the values of community needs as an effort to build tourism that is more beneficial to the needs, initiatives, and opportunities of local communities. According to Suntri (2003), *Community Based Tourism (CBT)* is tourism that takes into account aspects of environmental, social, and cultural sustainability.

This concept is a new paradigm in tourism management. Suansri (2003) put forward several principles that must be upheld in implementing Community Based Tourism. These principles include:

1. Acknowledge and support and develop ownership community in the tourism industry;
2. Involve community members in starting every aspect;
3. Develop community pride;
4. Developing community quality of life;
5. Ensure environmental sustainability;
6. Maintaining the unique character and culture of the local area;
7. Helping the Development of learning about cultural exchange in the Community;
8. Respect cultural differences and human dignity;
9. Distributing benefits fairly to the Community; And
10. Play a role in determining the percentage of income.

CBT is a real populist economic concept, which is directly implemented by the community and the results are directly enjoyed by the community, Carol Patterson (2020) Community Based Tourism is a form of tourism that involves the active participation of the local community in the development and management of tourist destinations, with the aim to create sustainable social, economic and environmental benefits for local communities and enhance the tourist experience by providing a differentiated and authentic travel experience. The implementation of Community-based tourism is not only seen in the number of tourist visits but also the implementation of sustainable Ecotourism, including; the participation of local communities, the formation of organizations/institutions, the management of tourist attractions through environmental conservation, and the creation of business activities and employment opportunities.

Community-based tourism also has several main aspects in its development, there are 5 dimensions as follows:

1. The economic dimension has several indicators, such as:

In increasing the Community, funds are needed; in the tourism sector, it is hoped that jobs will be created, and the tourism sector will become a source of income for the local Community.

2. The social dimension has several indicators such as:

In the Development of life values in society, there must be gender equality between men and women very reasonably, including between the current and previous generations, forming a confirmation of a forum in the form of a community.

3. The Cultural Dimension has several indicators as follows:

Making residents respect and appreciate different cultures, supporting the Development of cultural exchanges, and local traditions must still be attached to the existing culture and development traditions.

4. The environmental dimension has several indicators, such as:

Deepen and understand carrying area capacity, organize waste disposal, and promote concern for environmental protection.

5. The political dimension has several indicators, such as:

Encouraging the surrounding Community to participate, widening the Community so that the rights to manage natural resources are guaranteed and maintained.

The existence of community-based *tourism* in tourism, for example, tourism villages, namely where in tourist villages local communities can develop the potential in their area to become a tourist object and have potential such as the potential of existing natural resources, the potential of a unique culture and course the potential of human resources who manage it. If it is felt that this potential supports all, then concept development will be carried out community based *tourism* on the tourism.

Ecotourism Village Development

In the discussion about the notion of ecotourism village that ecotourism village is divided into two words, namely the word "village" and "ecotourism", the first is the word "village" which is an area occupied by a group of legal communities where the government organization is under the head of the district and has the right to regulate his household in the bonds of the Republic of Indonesia.

The second is ecotourism. In the sense of ecotourism, there are two sides, the first is the concept side and the second is the market size for the concept side explaining that ecotourism is tourism that is responsible for the surrounding environment and nature and is responsible for contributing to the environment and the welfare of the surrounding community. Then from a market point of view, it explains more in terms of policies and programs from ecotourism itself in preserving the environment and the welfare of the surrounding community. So from the two words above, namely "village" and "ecotourism", it can be concluded that an ecotourism village is an area occupied by a group of legal communities in which there are natural resources that support tourism activities and these tourism activities are responsible for the surrounding environment and the welfare of the community. around, Sutiarmo (2017) A well-developed Ecotourism Village can improve the economy of the local community, introduce local wisdom and culture to tourists, and enrich the tourist experience in traveling.

Basic Principles of Ecotourism Development in Indonesia As for the Principles of Ecotourism Development in Indonesia, there are five basic principles of Ecotourism Preservation itself which is the goal of environmental preservation. However, in practice, ecotourism can sometimes cause damage to nature, such as littering in ecotourism areas, so a solution is needed to overcome this, namely by involving the community and tourists to be responsible for preserving the surrounding environment.

1. Education

As for ecotourism education in Indonesia, the principle is that tourism activities must provide an educational element in these activities as, according to Dowling, Ecotourism should be educational; on the other hand, according to Fennel, Ecotourism learns a lot about nature and history and regional customs which are educational.

2. Tourist

In tourism activities, it is necessary to have elements that can pleasure tourists, both products and services, so there is a selling point and a value that motivates and inspires visiting tourists.

3. Economy

In terms of the economy, it explains that there is a need for economic opportunities for the Community and Ecotourism itself in supporting the welfare of the surrounding community and preserving nature Ecotourism itself with a balance of exemplary service to tourists.

4. Community Participation

In implementing ecotourism activities, it is necessary to have community participation in the success of tourism activities in Ecotourism itself.

Research Methodology

In this study the method used is descriptive qualitative. This type of research is descriptive with a qualitative approach. Qualitative research intends to holistically understand phenomena experienced by research subjects, such as behaviour, perceptions, motivations, actions, etc., and use descriptions in words and language in a specific natural context. Moreover, by utilizing various natural methods (Moleong, 2018). "Qualitative research method is used to examine the condition of natural objects." Activities in the analysis include data reduction (data reduction), data display (data display) as well as drawing conclusions and verification (conclusion drawing/verification) (Miles, Mathew B., 2009) so that researchers collect data by writing, editing, classifying, reducing, presents and describes how the potential for Community-based tourism in the Kerujuk ecotourism village of Lombok

The data collection needed in this study was carried out using in-depth interviews, direct observation, and related documentation. This study's types and sources of data consist of primary and secondary data. Primary data was obtained from in-depth interviews with the chairman & members of the Kerujuk Ecotourism Village Pokdarwis and conducting observations related to the application of the concept of community-based tourism (CBT). At the same time, secondary data consists of documents in the form of data from the Manager and articles relating to the application of CBT in tourism development. Implementation of Community-based tourism with components of implementing sustainable Ecotourism, including; the Participation of local communities, the formation of organizations/institutions, the management of tourist attractions through environmental conservation, and the creation of business activities and employment opportunities from these components. And conclude. The data obtained regarding the implementation of Community-based tourism is summarized then the data is selected according to research needs. The data selected through the selection process is then made into a summary and grouped to make it more conical and patterned.

Results and Discussion

An Overview of the Kerujuk Lombok Ecotourism Village

Kerujuk Ecotourism is located in West Pemanang Village, Pemanang District, North Lombok Regency. This Ecotourism was formed when the landslide and flood tragedy occurred in 2002. At that time, the younger generation began to build awareness of the environment and carry out cultural revitalization. In 2015 this village only became PNPM (National Community Empowerment Program) Agro-tourism, on November 16, 2015, based on the same concern and vision to develop their village in an environmentally friendly or sustainable manner, the Kerujuk hamlet was launched to become an Ecotourism Village by the Regent of North Lombok. At that time, the tourism agency fully supported tourism awareness groups to carry out Ecotourism. The Tourism Awareness Group (Pokdarwis) conducted mapping in a participatory manner. It involved various levels of society in exploring potential natural, human, and man-made resources found in Kerjuk hamlet, including exploring existing problems. Apart from involving the Community in a participatory manner, "Pokdarwis" ' also continue cooperating and collaborating with the village and local governments.

The activity was then continued with socialization and a series of discussions with community leaders and residents, increasing knowledge by screening films, comparative studies, searching for data via the internet and finally finding an idea and declaring a collective thought and initiative from "Pokdarwis" towards efforts to preserve, protect and developing water sources in the upstream by exploring one of the potentials or natural wealth of Kerujuk which so far has coloured the lives of its people, namely bamboo plants. It is this potential in the form of bamboo that is believed to be able to change natural conditions and water availability for the better, which will also have a good impact on the welfare of the people. However, the question is how to make the bamboo that will be explored continue and produced. Because of the economic conditions of the hamlet community in general, if you continue to conserve bamboo, the family's economic needs will be neglected. They will only add to the problem of poverty.

Seeing the Development of a world tourism orientation that leads to alternative tourism that makes villages the main destination, the group seized this opportunity to package bamboo in the Kerujuk hamlet into a community-based ecotourism program. It was named "Kerujuk Ecotourism Village". The natural potential in the form of bamboo in Kerujuk is recorded as an asset that has a high role in the continuity of the history of human life since the time of the ancestors, both from an economic, social, cultural and ecological perspective, is believed to be a tourist attraction that can be developed with a touch of creative economic endeavours. The brand-image built by "Kerujuk Ecotourism Village" is playing and learning with nature, which means it is an educative recreation place to reintroduce the values of rural cultural wisdom by playing to realize nature conservation for the future of Lombok's next generation Better North. Tourism products and services from "Kerujuk Ecotourism Village" are translations of the brand image with an extensive client segmentation, ranging from children to adults, corporate groups, government, families, school children, students, including foreign tourists. These tourism products and services will be packaged as the primary source of income for

the Kerujuk Ecotourism Village. Kerujuk Village also has several attractions and tour packages offered. These tourism products and services will be packaged as the primary source of income for the Kerujuk Ecotourism Village. Some of the products that will be developed include:

A. Adventure Package

1. Keruk Village Trekking (light trekking path through villages, forests, and rivers)
2. Keruk Village Bicycling (mountain bike trails along hills, rivers, or rice fields)
3. Keruk Water Adventure Game (water adventure game on the river) with a raft, boat, or tubing)
4. Refer to low rape games (games with a low level of risk, such as rope games placed on a mud pool or particular games for kindergarten or elementary school-aged children installed between trees with a height of 0.5 meters from the ground).

B. Educational Tour Packages

1. Environmental Education Package "Back to the Village", 1. Packages for learning to plough fields, plant rice seeds, make bento, look for river biota, play rafts, and rope bridges/low challenge. This package is intended for playgroup, kindergarten, and elementary school children.
2. The Rural Education Package "Staying in the Village" is a package to live in people's homes to get to know the life of rural communities with all their uniqueness and traditional activities.
3. Environmental Camping Packages "*Kerujuk Green Camp*", namely the camping program using tents near forests and rivers, cooking participants using local ingredients from the surrounding environment, and introduction of the functions of nature, especially bamboo for human life.
4. Cultural Education Package "*Kerujuk Culture Trip*", namely travelling through the countryside and participating in activities at residents' homes with distinctive habits such as making sap sugar, bamboo crafts, caring for rice fields or gardens, etc. Then practice the bamboo music and do it.
5. Agricultural Education Package "*Refer to Integrated Farming*" (introduction to agricultural/plantation cultivation, animal husbandry, fisheries, etc.) by cultivating the land, planting, tending, harvesting, and processing the crops. Then caring for livestock, processing livestock manure into manure/organic, etc.).

C. Outbound Training Package.

1. Refer to the kid's fun games program (group cooperation game program and foster a love for nature in children)
2. Refer to the Family Gathering Program. (group dynamics game program for families/family gatherings)
3. Kerujuk Youth Fun Outbound Program (group dynamics game program for teenagers and college students)
4. Kerujuk Outbound Training Program (outbound management training program for executives, company employees, government agencies, or organizations). The concept of being one with nature is the theme of this Ecotourism. Visitors can experience life as a farmer by ploughing fields, planting rice, and catching fish in ponds. Visitors can also enjoy traditional food typical of the Sasak tribe. Another attraction that this Ecotourism has is traditional games such as bamboo bracelets, stakes, and distance which are the main attractions of this Ecotourism.

Kerujuk Ecotourism Village is a community-based service business engaged in managing alternative tourism activities managed by a non-governmental group

called Pokdarwis, "Kerujuk Lestari". Kerujuk Ecotourism Village provides tour packages that take advantage of the rural environment with the basic concept of activities: Back to Nature, Recreative, Educative, Environmentally Friendly, Traditional Feels. A Non-Governmental Organization Group manages the adventure of the Kerujuk Ecotourism Village called "sustainable Kerujuk", which is planned to be a cooperative or association legal entity. The Kerujuk ecotourism village offers cultural and environmental education packages and adventure packages that use the outdoors in every activity, and of course, risks are involved. Therefore, all of its activities will be managed by experienced people and packaged in professional management by implementing the principle of safety first (putting user safety first). In supporting the implementation of the principle of prioritizing safety, all field personnel must attend a series of staff training to understand better and master the standard operating procedures. In addition, all equipment and supplies used are of international safety standards. Each division will also have standard operating procedures based on observations, trials, research, experience, and learning in the field.

The pioneer group as representatives of the Kerujuk residents in 2016 for all types of product development needed were facilitated by the Bappeda Village Development Consultant. This is a more significant opportunity for the Participation of the local Community of the Kerujuk Ecotourism Village to involve themselves in the decision-making process and enjoy the benefits of the Development of the tourism industry. The Kerujuk Ecotourism Village Pokdarwis, as the Manager of the Ecotourism Village together with the village government, certainly needs to have a clear and directed development concept so that the Development of the Kerujuk Ecotourism Village can continue to be sustainable and beneficial and have a positive impact on the Kerujuk Ecotourism Village community. So that later the distribution of social welfare was more evenly distributed. Through an explanation of the potential of the Ecotourism Village, researchers are interested in knowing how to implement Community-Based Tourism in the Development of the Kerujuk Ecotourism Village so that it can become a learning model for other villages in North Lombok in community-based village development programs and sustainable Development.

Application Of The Concept Of Community Based Tourism

Tourism development by carrying out the concept of Community-based tourism is a concept that emphasizes community participation to participate directly and is expected to be able to provide welfare for local communities. (Hidayah (2020). In implementing the CBT concept, the local Community can be actively involved in participating because the ultimate goal is to improve the Community's welfare and quality of life. However, efforts to develop community empowerment involving residents are not accessible. The ability of human resources is the key to community socio-economic empowerment so that they can take advantage of existing tourist attractions and improve their welfare. The implementation of Community-based tourism is not only seen in the number of tourist visits but also the implementation of sustainable Ecotourism, including; the Participation of local communities, the formation of organizations/institutions, the management of tourist attractions through environmental conservation, and the creation of business

activities and employment. The following applies the *community-based tourism* concept in the Development of the Kerujuk Ecotourism Village.

Local Community Participation

Tourism development places great emphasis on the active involvement of local communities in developing and managing tourist destinations. In the CBT model, local people are considered the principal owners and managers of tourist destinations in their area. Therefore, local community participation is essential in CBT implementation. The Kerujuk Ecotourism Village in North Lombok has shown a high level of Participation from the local Community in developing and executing the village as a sustainable tourism destination. In ecotourism activities, local communities actively collaborate with village managers to protect and utilize natural resources.

The Tourism Awareness Group (Pokdarwis) with activities and planning carried out mapping which was carried out in a participatory manner and involved various levels of society to explore various potential natural resources, human resources, and artificial resources found in Kerjuk village, including exploring existing problems. Apart from involving the community in a participatory manner, (Pokdarwis) also continue to cooperate and collaborate with the village government and local government. The activity was then continued with socialization and a series of discussions with community leaders and residents, increasing knowledge by screening films, comparative studies, searching for data via the internet, and finally finding an idea and declaring a collective thought and initiative from Pokdarwis towards efforts to preserve, protect and develop natural resources. water in the upstream by exploring one of the potentials or natural wealth of Kerujuk which so far has colored the lives of its people, namely bamboo plants.

The natural potential in the form of bamboo in Kerjuk which is recorded as an asset that has a high role in the continuity of the history of human life since the time of the ancestors, both from an economic, socio-cultural, and ecological perspective is believed to be a tourist attraction that can be developed with a touch of creative economic endeavors, By Therefore, ecotourism village development activities contain elements of concern, responsibility, and commitment to the authenticity and preservation of the natural environment for the welfare of the local community. Ecotourism village development can create job opportunities for local people and reduce poverty. The presence of tourists in unspoiled areas provides an opportunity for residents to earn additional income by becoming tour guides, opening homestays, opening food stalls, souvenir stalls, transportation service providers, and other businesses related to ecotourism activities, to provide additional income, improving welfare and improve the quality of life of residents.

Formation of organization/institution

Community involvement in the Development of the Ecotourism Village must have a forum for coordinating the Community. One way to coordinate the Community is by holding community organizations. Community organizations will later carry out tasks based on their respective functions in the Development of the Ecotourism Village. In its Development, the Kerujuk Ecotourism Village is managed by prioritizing the concept of community empowerment and developing potential local attractiveness by providing opportunities for community groups,

such as farmer groups, women's groups, youth groups, artisan groups, etc., to actively participate in discourse development, potential exploration, identity development, and business opportunities. Because after all, the potential possessed by local residents is a potential that has added value to the Development of the Kerujuk Ecotourism Village program. The types of grouping and empowerment of each Community are divided into 4 (four) parts, including 1. (Women's Group) empowered as Processing of agricultural/garden products and provision of consumption, Production of merchandise/souvenirs and as a tour guide. 2. (Youth Group/i) are empowered as tour guides, outbound game operators, flying fox, waste managers and recycling management. 3. (Farmers Groups) are empowered as providers of food ingredients to be processed for guest consumption, Integrated Farming Area Management, and Organic waste management. 4. (Cultural Arts Group) Management of art attractions and cultural arts workshops. Maintaining the organization's professionalism and handling its operations takes a tough team willing to work hard and improve capabilities in the field of tourism. An organizational structure is needed to support the progress of planning an activity to facilitate the division of tasks and responsibilities. Then an organizational structure or so-called management of the Kerujuk Ecotourism Village was formed, consisting of 1. Chairman 2. Secretary & personnel 3. Treasurer & Financial Manager 4. Program & Operations Coordinator 5. Marketing & Promotion Coordinator 6. Other coordinators 7. Members. So that the existence of this organizational structure can help optimize the management and utilization of resources for the Kerujuk ecotourism village. With an organized management team, resource management can be carried out effectively and efficiently to increase quality and attractiveness.

Management of tourist attractions through environmental conservation.

In the Development of the Kerujuk Ecotourism Village, this village is carrying out natural and cultural conservation. The revitalized cultural sites were several unkempt sites, the Loang Landak tomb, the Upper Grave, and the Batu Melesong tombs. Then the Community and Stakeholders restore cultural sites, including nature conservation, reforestation, and planting of bamboo trees. Kerujuk Ecotourism Village has potential in the form of bamboo, which is believed to be able to change natural conditions and water availability for the better, which will also have a good impact on the welfare of its people. However, the question is how to make the bamboo that will be explored continue and produced. The natural potential in the form of bamboo in Kerujuk is recorded as an asset that has had a high role in the continuity of the history of human life since ancient times, both from an economic and social perspective.

Culture and ecology are believed to be tourist attractions that can be developed with a touch of creative economy businesses; Pokdarwis Kerujuk development also utilizes bamboo besides its use for building materials for houses and gazebos (gazebos), rod brackets (kerandas) of people who died in Lombok. "From an ecological aspect, why is bamboo because it stores more water than other plants? In 2019, the Kerujuk Ecotourism Village was working with the West Rinjani Forest Stakeholders Unit to plant petung bamboo and bamboo shoots (young bamboo) which can be used as vegetable ingredients in Lombok. Residents use bamboo as a traditional game tool for stilts, terompah, silung tearing, be dug

(pledokan), and tulip (chopsticks). Therefore, Pokdarwis Kerujuk Lestari wants to manage bamboo in such a way as to gain attractiveness by setting up a bamboo laboratory in a particular area, which contains all the bamboo plants that grow in Lombok and Indonesia.

Creation of Community Business Activities

Regarding economic empowerment, Pokdarwis Kerujuk Sustainable involves residents as partners in craft groups, culinary groups, hygiene groups, farmer groups, and farmer women's groups. There are also tour guide groups, homestay groups, and fish farming groups. Residents also produce handicrafts in critical chains, miniatur berugak, and bale balak (houses on stilts). For culinary, there are ginger sap drinks (sap water mixed with ginger), kerake (grated coconut mixed with sticky rice or rice and palm sugar), gogos (made from grated cassava coconut and roasted brown sugar). There are keciping ingredients made from sago (the sugar palm is cut down first and then the sediment of the juice) and grated brown sugar coconut. Furthermore, all of this has been cultivated by the local people of the Kerjuk Ecotourism Village. The creation of these business activities not only provides financial benefits for the local Community but also creates employment opportunities for villagers who do not have permanent jobs. In addition, the presence of tourists also opens opportunities to improve the quality of life and education for the local Community because tourists can provide education and support for the Development of Ecotourism in the village. Business activities are created by developing a large ecotourism village and a strong entrepreneurial spirit from the local community. In Kerujuk, and the ecotourism village became an inspiring success story and an example for other villages to develop their ecotourism potential.

Community-based tourism is a form of tourism in which local communities have control and are involved in its Development and management, and a large proportion of the benefits remain in the hands of local communities. (Syrman 2016) Says the implementation of Community-based tourism is not only seen from the number of tourist visits but also implementation of sustainable Ecotourism by considering the following indicators: (1). Participation of local communities (2). Formation of organizations/institutions, (3). Management of tourist attractions through environmental conservation (4). Creation of Business Activities and Employment. From the indicators described above, the Kerujuk Ecotourism Village in its Development has implemented an Eco-Friendly Tourism Program to finalize the group's ideas by making a Master Plan for the Development of the Kerujuk Ecotourism Village which utilizes the Attraction of Explored Bamboo, which is believed to be able to change natural conditions and water availability for the better, which will also have a positive impact on the welfare of society. So the group seized the opportunity to package bamboo in Kerujuk hamlet into a community-based ecotourism program and was named "Kerujuk Ecotourism Village ". With the concept of Community Based Tourism in ecotourism development. The results of community-based planning in ecotourism development will then be used as a reference in building villages with community-based tourism patterns (*community-based tourism*) in Kerujuk hamlet. They could become a learning model for other

villages in North Lombok in community-based and sustainable village development programs.

Conclusions

Application of Concepts *Community Based Tourism (CBT)* has been carried out in the Development of the Kerujuk ecotourism village in North Lombok. Community-Based Tourism focuses on local community participation in tourism development to improve their welfare and livelihoods. The Kerujuk Ecotourism Village in its Development has implemented an Eco-Friendly Tourism Program to finalize group ideas (Pokdarwis) by making a Master Plan for the Development of the Kerujuk Ecotourism Village which utilizes the Attraction of Explored Bamboo, which is believed to be able to change natural conditions and water availability for the better, which will also have a good impact on the welfare of the Community. So the group seized the opportunity to pack bamboo in Kerjuk hamlet into a community-based ecotourism program and was named "Kerujuk Ecotourism Village" with the concept of Community Based Tourism in the Development of Ecotourism. The results of community-based planning in ecotourism development will then be used as a reference in building villages with community-based tourism patterns (*community-based tourism*) in Kerujuk hamlet. They could become a learning model for other villages in North Lombok in community-based and sustainable village development programs. Applying the Community-Based Tourism (CBT) concept in the Kerujuk Ecotourism Development has significantly benefited the local Community and contributed to sustainable tourism development.

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