

ECOTOURISM DEVELOPMENT OF KERUJUK VILLAGE, NORTH LOMBOK

Rosianna Sianipaar¹, Juliana², Rudy Pramono³, Diena M.Lemy⁴, Amelda Pramezwary⁵
^{1,2,3,4,5} Master of Tourism Faculty of Tourism, Pelita Harapan University, Indonesia

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ABSTRACT

Kerujuk Ecotourism is located in West Pemanang Village, Pemanang District, North Lombok Regency. This ecotourism was formed when the tragedy of a landslide and flood occurred in 2002. The purpose of this research is first to analyze the ecotourism potential of North Lombok Kerujuk Ecotourism. Based on the research background, the formulation of the problem used in discussing this research is as follows: 1. What is the condition of ecotourism in Kerujuk North Lombok. 2. How is the development of ecotourism in Kerujuk North Lombok. This research aims to examine the development of ecotourism in Kerujuk, North Lombok. The method used in this research is qualitative research method. The Kerujuk Ecotourism Development has the potential to be developed with the collaboration of all stakeholders. The direction of developing Kerujuk Ecotourism can be developed with community-based tourism because it already has a tourism awareness group that will initiate the development of this ecotourism. This ecotourism needs to implement ecotourism principles and the concept of community-based tourism to be more organized and benefit the community. This research must continue due to data limitations and field observation time.

Corresponding Author:

E-mail:
rosianna.sianipar@uph.edu

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1. INTRODUCTION

Tourism development is one part of economic development to increase economic growth in a country. So that it can create jobs for the wider community, which in turn can increase the community's income as a whole, which can ultimately increase the community's prosperity. In developing tourism in a region, paying attention to the potential possessed by the area concerned is necessary. The more potential in an area, the more feasible the area is to be developed into a tourist destination (Sutiarso, 2018). Tourism development is a planned and structured effort to improve existing objects and areas and build new tourist objects and areas to be marketed to potential tourists. Tourism development is the same as the development of tourism products, in which the development of tourism products which are tourism facilities, should be adapted to changes in the tastes of very dynamic tourists. For the advancement of tourism development, several efforts need to be carried out in an integrated and well manner, namely: promotion to introduce tourist objects and areas, smooth transportation, ease of immigration or bureaucracy, accommodation that ensures comfortable lodging, capable tour guides, offers of goods and services with guaranteed quality and reasonable price rates, filling time with exciting attractions, environmental hygiene, and health conditions (Sutiarso, 2018). The village also has good potential to be developed with community-based tourism. However, assistance still needs to focus more on increasing accessibility and supporting tourism facilities. (Parani et al., 2021).

Kerujuk Ecotourism is located in West Pemanang Village, Pemanang District, North Lombok Regency. This ecotourism was formed when the tragedy of a landslide and flood occurred in 2002. At that time, young people began to build concern for the environment and carry out cultural revitalization. In 2015 this village was only a PNPM (National Program for Community Empowerment) agro-tourism, then in 2016 became ecotourism. At that time, the tourism office fully supported the tourism awareness group to carry out ecotourism. The concept of being one with nature is the theme of this ecotourism. Visitors can experience

Rosianna Sianipaar, Ecotourism Development of Kerujuk Village, North Lombok

life as a farmer by plowing 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 attraction for this ecotourism.

The definition of ecotourism continues to develop from year to year. Still, ecotourism is a form of recreation or travel with natural characteristics to conserve the environment, preserve life, and prosper the local community. Ecotourism can also be interpreted as a travel activity responsible for its environment based on natural rules. Ecotourism consists of natural-based components, education, and sustainable management, including economics, social culture, and ethical issues (Mujiono et al., 2019). In planning an ecotourism area, an assessment of ecotourism potential must be carried out from the product and market side. In developing ecotourism, it must be able to improve the tourist experience by seeing the interest of tourists in the concept of ecotourism (Nugroho, 2011). Studying natural and cultural tourist attractions has excellent potential as an asset and provision for becoming a professionally managed tourism village (Juliana & Sitorus, 2021). Cleverdon (1999) divides the typology of ecotourism tourists according to the level of interest as follows: 1) Loungers are tourists who choose relaxation and fun activities; 2) Users are tourists who are interested in unique and limited activities such as diving, surfing and the like; 3) Eco-aware are tourists who are interested in environmental issues and want to see how the environment develops; 4) Ecotourists are tourists who want to be actively involved in environmental protection (Nugroho, 2011).

The definition of ecotourism according to the Regulation of the Minister of Home Affairs No. 33 of 2009 concerning Guidelines for the Development of Ecotourism, ecotourism is a natural tourism activity in a responsible area by taking into account the elements of education, understanding, and support for efforts to conserve natural resources, as well as increase the income of local communities (Nafi et al. al., 2017). Ecotourism is a trip made by a tourist to a remote area to enjoy and learn about nature, history, and culture in an area. Ecotourism has a pattern of helping the local community's economy and supporting nature conservation. Some aspects that must be applied in ecotourism are the limited number of visitors and adjusted to the carrying capacity of the environment, eco-friendly tourism patterns (conservation value), cultural and local custom-friendly tourism patterns (educational and tourism values), and helping the community's economy (economic value). (WWF-Indonesia, 2009). Ecotourism is a tourism activity that focuses on the preservation of tourism resources. In planning and developing ecotourism, three aspects must be considered: ecotourism as a product, ecotourism as a market, and ecotourism as a development approach. Based on these three aspects, ecotourism can be called alternative tourism, which has charm. It is called alternative tourism because it has a market share that is different from marketing in general and planning and development concepts that are different from other types of tourism (Susilawati, 2016).

Ecotourism which is located in the middle of a village or village settlement, can be measured by prioritizing that ecotourism can integrate nature and tourism so that a unique tourist attraction that is entirely different from other types of tourism optimally preserves nature according to its primary function, can boost the community's economy as a whole, whether the community, investors, or local government, integrate nature and tourism systems to form a tourist attraction in the future. Ecotourism as an opportunity for local workers and attracting government interest can involve local workers as personnel in its operations, attract the government's attention to build public facilities, and attract the government's attention to provide public transportation, terminals, passenger safety systems, and information systems. (Utama et al. , 2021). According to Low Choy and Heilbronn (1996), there are five principles in ecotourism, namely: 1) environment: ecotourism relies on the natural and cultural environment that has not been polluted or disturbed. 2) society: ecotourism must provide the community with ecological, social, and economic benefits. 3) education and experience: ecotourism must increase understanding of the environment and culture through experience possessed by tourists. 4) sustainable: ecotourism can make a positive contribution to environmental sustainability in both the short and long term; 5) management: Ecotourism must be appropriately managed and ensure the sustainability of nature, culture, and the well-being of current and future generations (Susilawati, 2016).

Ecotourism development is based on the National Tourism Development Master Plan (RIPPARNAS). Tourism development in Indonesia includes tourism destinations, tourism marketing, the tourism industry, and tourism institutions regulated in Government Regulation no. 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS). This regulation contains the vision, mission, goals, objectives, and direction of national tourism development from 2010 to 2025. The vision & mission of national tourism development is the realization of Indonesia as a world-class tourism destination country,

competitive, sustainable, and able to encourage regional development and people's welfare. In realizing the vision, it is pursued through 4 (four) national tourism development missions covering the development of:

1. Tourism Destinations that are safe, comfortable, attractive, easy to reach, environmentally sound, increase national, regional, and community income
2. Tourism Marketing that is synergistic, superior, and responsible for increasing domestic and foreign tourist visits
3. A tourism industry that is competitive, credible, drives business partnerships and is responsible for the natural and socio-cultural environment
4. Government Organizations, Regional Governments, the private sector and the community, human resources, regulations, and operational mechanisms that are effective and efficient to encourage the realization of sustainable Tourism Development.

According to the Indonesian National Standard (SNI), the principles used in ecotourism management are as follows:

- a. Sustainability of functions in the ecosystem
- b. Preservation of natural tourist attraction objects
- c. Socio-cultural sustainability
- d. Satisfaction, safety, and comfort of visitors
- e. Economic benefits

The development of regional ecotourism areas must be community-based in efforts to improve environmental conditions in ecotourism site areas, conservation/reforestation/planting efforts in ecotourism area sites, preparation of ecotourism infrastructure (Civil Technical), capacity building for ecotourism managers and community involvement in the development of ecotourism area sites (Nafi et al., 2017). According to TIES (The International Ecotourism Society), ecotourism is responsible for traveling to natural places by preserving the environment and improving the welfare of the local population. Ecotourism is environmentally oriented tourism to bridge the interests of protecting natural resources/environment and the tourism industry. The purpose of this research is first to analyze the ecotourism potential of North Lombok Kerujuk Ecotourism. Based on the research background, the formulation of the problem used in discussing this research is as follows: 1. What is the condition of ecotourism in Kerujuk North Lombok. 2. How is the development of ecotourism in Kerujuk North Lombok. This research aims to examine the development of ecotourism in Kerujuk, North Lombok.

2. METHOD

The method used in this research is qualitative research method. According to Creswell, qualitative research methods are research conducted by a series of events related to human experience. The phenomena and problems studied will be explained through qualitative methods (Herison et al., 2019). The stages of research in this qualitative method are as follows: 1. Identifying the ecotourism potential of Kerujuk Village. 2. Distributing questionnaires to respondents to find out their interest in carrying out ecotourism activities. 3. Conducting interviews to gather information on the condition of tourism management in Kerujuk Village. 4. Developing the concept of sustainable ecotourism in Kerujuk Village. The data collection techniques used in this study are as follows: 1. Interview : an interview is a conversation between two or more people to obtain specific data. Both parties conducted interviews, namely researchers/data seekers (interviewers) and those who provided data or key informants. (Herman, 2018). For the interview process to run effectively and per the topics discussed, it is necessary to make an interview guide containing a collection of questions that will be addressed to key informants. In this study, the key informants will be as follows: The village head or representative staff of the Kerujuk Village office, the North Lombok Kerujuk Ecotourism Manager, and the Community. 2. Observation : Observation is an intentional and systematic observation of the activities of individuals or other objects under investigation. This study used open observation where researchers in collecting data stated to data sources that research was being carried out (Sugiyono, 2017). 3. Documentation : it is a record of past events (Sugiyono, 2017). Documents used in this research can be in photos, pictures, videos, or data documented in various forms. 4. Literature Study : it is a data collection technique by conducting a review study of books, literature, records, and reports related to the problem being solved. (Sugiyono, 2017).

3. RELUST AND DISCUSSION

The vision of Kerujuk Village is to become a cultural and environmental education tourism area that is beautiful, friendly, exciting, and fun for anyone to play in while learning to love, protect, preserve, and sustainably use nature, especially bamboo, as an adaptation effort to climate change. Moreover, improving the quality of water sources for a better future. At the same time, the missions of Kampung Kerujuk are 1. Preserve, develop, utilize, and explore bamboo sustainably 2. Organize watersheds in Kerujuk to become a clean and beautiful river park 3. Identify, document, preserve, develop, playback, and interpret various types of games' traditional traditions typical of the Sasak tribe in Lombok as an effort to strengthen national identity. 4. Mobilize agricultural, plantation, livestock, and fishery groups in an integrated manner to jointly realize local food sovereignty. 5. Increase the capacity of hamlet residents, from children to adults, to care more and take real action in protecting and preserving nature. 6. Improving the skills of medium, small, and micro businesses for its residents through creative economic activities to support ecotourism development so that it can increase the potential value of its hamlets which have an impact on reducing poverty and increasing community welfare 7. Prioritizing patterns of citizen participation and empowerment, sustainability of rural development programs, and preservation of the environment so that people become more empowered and independent and increase their sources of livelihood. In addition to the vision and mission, Kerujuk Village also has a goal, namely Kerujuk Ecotourism Village to become a natural laboratory for bamboo plants, namely an area in which there are forests with various types of bamboo plants growing in Lombok, bamboo nurseries, and planting activities, learning activities on methods or techniques for cutting and preserving bamboo good, the use of bamboo to support the daily activities of the hamlet community, etc. Kerujuk Ecotourism Village is a place for environmental education tours or nature conservation education Kerujuk Ecotourism Village is a center for traditional games typical of the Sasak tribe, especially those using bamboo materials. Kerujuk Ecotourism Village is a center for traditional bamboo-based arts, crafts, and cultural activities. Kerujuk Ecotourism Village is a place to learn about various traditional architectural art with a distinctive Lombok nuance. Kerujuk Ecotourism Village is a rural culinary tourism destination made from local food that grows in the hamlet environment, which is processed using traditional heritage menu recipes. Kerujuk Ecotourism Village is a place to learn various kinds of environmentally friendly technologies that are beneficial for everyday life and in the framework of supporting food and energy sovereignty. Kerujuk Ecotourism Village is a tourist spot with a wide selection of group dynamics and self-development games such as low rope, high rope, and outbound management training, , which are packaged uniquely and attractively. Kerujuk Ecotourism Village is an option for adventure tourism, such as mountain biking, bird watching, river trekking, trekking, or forest trekking. Kerujuk Ecotourism Village is the leading choice for MICE tourism with traditional and natural nuances by providing meeting halls, homestays, and supporting facilities. Kerujuk Ecotourism Village provides an environmentally friendly camping ground (green camp) with a nature and cultural conservation camping program.

An increase in air temperature and a decrease in the quality and quantity of water sources are felt by farmers, managers of freshwater fish ponds, and families who depend on piped water flowing from water sources for their daily needs and can be seen clearly in the diminishing surface flow of river water. The concerns of the residents, especially the village government and the youth of the Kerurukan 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 of ecological damage. The geographical condition of Kerujuk hamlet, which is hilly with upstream vegetation that needs to be appropriately managed, adds to the concern about the dangers of landslides and floods, as happened several times in the past year. Regarding this problem, 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 into an Ecotourism Village by the Regent of North Lombok. The Tourism Awareness Group (POKDARWIS) conducted mapping in a participatory manner. It involved various levels of society to explore potential natural, human, and man-made resources found in Kerujuk hamlet, including exploring existing problems. Apart from involving the community in a participatory manner, POKDARWIS continues cooperating and collaborating with village and regional 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 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. 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 and 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 endeavors. Moreover, the concept of ecotourism was chosen because the notion of ecotourism or ecotourism is ecological tourism or tourism activities that are environmentally friendly and community-based by prioritizing: • aspects of conservation/preservation of nature and culture • aspects of social and economic empowerment of local communities • aspects of learning and education • aspects of recreation.

Therefore, ecotourism 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 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, improve welfare and improve the quality of life of residents. Thus, the two main objectives questioned above about how to save natural water sources while increasing the welfare of the people in Kerujuk hamlet are answered by the concept of developing ecotourism. Community based tourism, tourism village programs or ecotourism villages in principle, are community-based tourism programs known as community-based tourism, namely tourism that 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 has knowledge about nature and local culture, which are potential selling points as tourist attractions, so community involvement is absolute. Very lucky, this pioneering group, as a representative of the Kerujuk residents in 2016, was facilitated by the North Lombok Regency Bappeda and accompanied by a Consultant.

Development of an Eco-Friendly Tourism Village to finalize the group's ideas by making 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 involves the community actively and passively, starting from planning, implementing, monitoring evaluation, and follow-up plans. Every stage passed is carried out in a deliberation mechanism and agreed upon in a joint forum. The process sometimes takes a very long time because attitudes are needed to accommodate different views from community members with different experiential and educational backgrounds. However, that is the dynamic that will always occur in activities that prioritize community participation, even though, in the end, it will always be wrapped up in an agreement of ideas that are considered the best and most beneficial for society, not based on the interests of specific individuals or groups. The results of this community-based planning will then be used as a reference in building villages with a community-based tourism pattern in Kerujuk hamlet and may become a learning model for other villages in North Lombok in community-based village development programs and sustainability. Kerujuk Ecotourism Village is packaged into a tourist village with the principles of the following values: a. Local Cultural Wisdom, as interpreted in the philosophy of the bamboo grove, that the utilization of resources and the management of human activities must be based on wise and prudent attitudes, behavior and culture and take into account the carrying capacity of the environment. Citizens must always maintain the beauty and preservation of the earth and its contents because what is on earth is entrusted to future generations. Likewise, it is stated in the cultural dictionary that a cultured human being is a human being who: • Always be grateful for the gift of the Most Compassionate • Mutual respect and complementarity among human beings • Be wise and care about nature and the surrounding environment b. Balance that when we take something from nature, it is appropriate to give something to nature by protecting and preserving it. In this way, harmonization will be realized, which will provide

Welfare for its inhabitants if nature is maintained in a state of balance. Moreover, conversely, the absence or non-functioning of one element in the balance will create calamity and calamity for all.

Visiting guests is playing while learning based on experience (experiential learning) or learning while doing (learning by doing) so that they can touch the cognition, affection & psychomotor aspects so that with the knowledge received, social awareness and concern for nature begin to be awakened, and finally consciously will take part in taking concrete actions according to their capabilities to improve natural conditions for the sake of community welfare and a better future for the next generation of the nation's children and grandchildren. Kerujuk Ecotourism Village is located in Kerjuk hamlet, West Pemenang village, Pemenang district, North Lombok district, and West Nusa Tenggara. The land used to support the development of the ecotourism area is owned by residents willing to lend it to the ecotourism village manager to be managed according to the needs of the Kerujuk Ecotourism Village with a production sharing agreement pattern. Land in the form of gardens, rice fields, yards, and houses belonging to residents are managed and arranged in such a way as to make it an attractive, clean, beautiful, and pleasant place.

Strategic value of the Kerujuk Ecotourism Village Location to be developed based on the following considerations: 1. The rural atmosphere is still beautiful and traditional 2. It is near the tourist area of the three Gilis and Senggigi beach 3. The short travel time from the city of Mataram. 4. Fertile areas with beautiful landscapes with mountains, rivers, waterfalls, stretches of rice fields, and residential areas as the embodiment of the upstream to the downstream concept. 5. Kerjuk Hamlet is a local food-producing area with the top products being durian, mangosteen, rambutan, mango, palm sap, rice, tubers, etc. The brand image built by Kerujuk Ecotourism Village is playing and learning with nature. It is an educative recreation place to reintroduce the values of rural cultural wisdom by playing to realize nature conservation for the future of the younger generations of North Lombok. Good. Tourism products and services from Kerujuk Ecotourism Village are translations of the brand image with a broad 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. Some of the products that will be developed include:

- a. Adventure Package 1. Kerujuk Village Trekking (light trekking trails through rural areas, forests, and rivers) 2. Kerujuk Village Bicycling (mountain biking trails along hills, rivers, or rice fields) 3. Kerujuk Water Adventure Game (water adventure games on rivers) with rafts, boats, or tubing) 4. KERUJUK LOW ROPE GAMES (games with a low level of risks, such as rope courses placed over 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 Package. 1. Environmental Education Package "BACK TO THE VILLAGE," a package to learn how to plow rice fields, plant rice seeds, make bebonto, look for river biota, and play rafts and low rope/challenge bridges. This package is intended for playgroup, kindergarten and elementary school-age children. 2. The Rural Education Package "STAY IN THE VILLAGE" is a live-in package for staying at a resident's house to get to know the life of rural communities with all their unique and traditional activities. 3. "KERUJUK GREEN CAMP" Environmental Camping Package, namely a camping program using tents near forests and rivers, participants cooking using local materials from the surrounding environment, and an introduction to the functions of nature, especially bamboo for human life. 4. Cultural Education Package "KERUJUK CULTURE TRIP" namely walking through the countryside and participating in activities in the homes of residents who have distinctive habits such as making sap sugar, bamboo crafts, taking care of rice fields or gardens, etc. Then practice bamboo music and perform it. 5. Agricultural Education Package "KERUJUK INTEGRATED FARMING" (introduction to cultivation of agriculture/plantations, livestock, fisheries, etc.) with cultivating land, planting, caring for, harvesting, and processing crops. Then caring for livestock, processing livestock manure into manure / organic, etc.).
- c. Outbound Training Package. 1. KERUJUK KIDS FUN GAMES PROGRAM (group cooperation game program and fostering a love of nature for children) 2. Kerujuk Family Gathering Program. (group dynamics game program for family/family gathering) 3. Kerujuk Youth Fun Outbound Program (group dynamics game program for teenagers, students, and students) 4. Kerujuk Outbound Training Program (outbound management training program for executives, company employees, government agencies, or organizations).

Kampung Ekowisata Kerujuk is a community-based service business 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 • Recreational • Educative • Environmentally friendly • Traditional nuances • Adventure of the Kerjuk Ecotourism Village managed by a non-governmental group named KERUJUK LESTARI, which is planned to be incorporated cooperation or association law. Kerujuk Ecotourism Village offers cultural and environmental education packages and adventure packages that use the open nature in every activity, and of course, risks are involved. Therefore, all activities will be managed by experienced people in their fields and packaged in professional management by implementing the safety first principle (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. Kerujuk Ecotourism Village is managed by prioritizing Community Empowerment and Local Potential Empowerment by providing opportunities for community groups, such as farmer groups, women's groups, youth groups, artisans groups, etc., to actively participate in building discourse, exploring potential, developing identity, and business opportunities. Because, after all, the potential possessed by residents is a potential that has added value to the development of the Kerujuk Ecotourism Village program.

To maintain the organization's professionalism and handle its operations, a team that is tough and willing to work hard and improve capabilities in ecotourism is needed. Organizational Structure: An organizational structure or the so-called Kerujuk Ecotourism Village management was formed to facilitate the division of tasks and responsibilities: 1. Chairperson 2. Secretary & personnel 3. Treasurer & financial manager 4. Program & Operations Coordinator 5. Marketing Coordinator & Promotion 6. Other coordinators 7. Members In its implementation, Kerujuk Ecotourism Village will be supported by a teamwork divided into three classifications, including GROUP A: This group is the core HR consisting of 5 coordinators who are, of course, the driving force of the business. Apart from receiving a fixed monthly salary based on a group agreement, the five people are also entitled to health and accident insurance related to their position. GROUP B: This group consists of several permanent staff/employees who will also run the business. This group will receive a monthly salary according to the group agreement and health insurance and accident insurance, including 1. Front Office staff (plus administration & finance) 2. Location security staff 3. Office boy staff, cleaning service & gardening 4. Staff kitchen GROUP C: This group is part-time workers who, in practice, will work and receive rewards if they join a work team when there are incidental visiting guests. The group's personnel are recruited from youth and residents, students, or anyone with an interest or basic skills in nature/adventure tourism activities, who are, of course, required to participate in a series of classroom training activities, observations, practical training, etc. This group gets paid when there are guests and receives accident insurance, including 1. Group guide 2. The support team (equipment, etc.) will experience development and be divisional.

4. CONCLUSION

Therefore, ecotourism 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 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, improve welfare and improve the quality of life of residents. Thus, the two main objectives questioned above about how to save natural water sources while increasing the welfare of the people in Kerujuk hamlet are answered by the concept of developing ecotourism. Community based tourism village programs or ecotourism villages in principle, are community-based tourism programs known as community-based tourism, namely tourism that 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 has knowledge about nature and local culture, which are potential selling points as tourist attractions, so community involvement is absolute. The Kerujuk Ecotourism Development has the potential to be developed with the collaboration of all stakeholders. The direction of developing Kerujuk Ecotourism

can be developed with community-based tourism because it already has a tourism awareness group that will initiate the development of this ecotourism. This ecotourism needs to implement ecotourism principles and the concept of community-based tourism to be more organized and benefit the community. This research must continue due to data limitations and field observation time.

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