



## Setanggor Tourist Village Development and Stakeholders in Central Lombok

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Diajukan 09-01-2025	Direvisi 17-01-2025	Diterima 30-01-2025
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### ABSTRACT

Setanggor Tourist Village in Central Lombok, Indonesia, is a relatively old tourist destination that requires the development of its various kinds of potential to maximize it. There needs to be good cooperation between the management, government, tourists, and travel agents, which can later support the development of Setanggor Tourist Village. The main objective is to identify the roles and contributions of stakeholders in developing sustainable tourist villages and create an effective development model. It uses a qualitative approach involving direct observation, in-depth interviews, literature study, and Focus Group Discussion (FGD) to obtain data. The data obtained is processed via the Nvivo 12 Pro software application. The synergy between the government, local communities, and the private sector is essential to optimize Setanggor Village's potential as a tourist destination. Community involvement and government support have proven crucial in overcoming challenges, such as limited human resources and infrastructure. This produces strategic recommendations for tourist village managers and other related parties to improve the quality of management and sustainably promote tourist villages.

**Keywords:** Model, Stakeholders, Tourist Village Development, Sustainable Tourism

### ABSTRAK

Desa Wisata Setanggor di Lombok Tengah Indonesia merupakan sebuah destinasi wisata yang tergolong sudah tua namun memerlukan pengembangan berbagai macam potensi yang dimilikinya agar dapat dimaksimalkan dan perlu adanya kerjasama yang baik antara pihak pengelola, pemerintah, wisatawan dan travel. agen yang nantinya dapat mendukung pengembangan Desa Wisata Setanggor. Tujuan utama penelitian ini adalah untuk mengidentifikasi peran dan kontribusi pemangku kepentingan dalam pengembangan desa wisata berkelanjutan, serta mengembangkan model pembangunan yang efektif. Penelitian ini menggunakan pendekatan kualitatif. Teknik pengumpulan data yang dilakukan adalah observasi langsung, wawancara mendalam, studi literatur, dan Focus Group Discussion (FGD). Data yang diperoleh diolah melalui aplikasi software Nvivo 12 Pro. Sinergi antara pemerintah, masyarakat lokal dan pihak swasta sangat diperlukan untuk mengoptimalkan potensi Desa Setanggor sebagai destinasi wisata. Faktor-faktor seperti keterlibatan masyarakat dan dukungan pemerintah terbukti penting dalam mengatasi tantangan yang ada, seperti keterbatasan sumber daya manusia dan infrastruktur. Penelitian ini menghasilkan rekomendasi strategis bagi pengelola desa wisata dan pihak terkait lainnya untuk meningkatkan kualitas pengelolaan dan promosi desa wisata secara berkelanjutan.

**Kata Kunci:** Model, Pemangku Kepentingan, Pengembangan Desa Wisata, Pariwisata Berkelanjutan

### INTRODUCTION

Tourism is vital in developed and developing countries (Putu *et al.*, 2022). Tourism is one sector that plays a vital role in efforts to increase national income (Yulianah & Supardi, 2022). Tourism has become one of the main contributors to Indonesia's Gross Domestic Product (GDP), wherein in 2016, this sector contributed 4.03% or Rp. 500.19 trillion, with an increase in foreign exchange reaching Rp. 176-184 trillion (Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Nomor 14 Tahun 2016 Tentang Pedoman Destinasi Pariwisata Berkelanjutan, 2016). This was also conveyed by (Walakula, 2020),

who stated that tourism contributes to the country's foreign exchange and is an industrial sector growing rapidly.

However, the growth of the tourism industry also brings challenges, such as land conversion for commercial purposes and urbanization, which can disrupt the balance of the ecosystem and environmental sustainability (Boley & Green, 2016). Tourism, although providing economic benefits for a country, can also cause problems, such as excessive energy consumption and negative impacts, including climate change (Streimikiene *et al.*, 2021). In fact, according to (Davenport & Davenport, 2006), physical development in supporting tourism, such as resorts, fuel consumption for buildings and energy, airplanes, buses, trains, emissions, waste, and excessive use of water supplies are all responsible for against environmental degradation. Resulting in "mass tourism," which is a fatal cause of environmental problems in forests, coasts, and pristine lands. The rapid growth of the global tourism industry makes sustainable tourism a vital contemporary issue faced by the industry in the 21st century (Hwang & Choi, 2018; Sørensen & Grindsted, 2021; Zhang, 2021).

Therefore, it is important for the government and stakeholders to focus on improving the economy and ensure that tourism development is carried out in a sustainable and environmentally friendly manner. One model of tourism development that is increasingly popular in Indonesia is the concept of tourist villages. A tourism village is defined as an administrative area offering attractions with unique and authentic rural experiences, life, and traditions of rural communities (Rosalina *et al.*, 2023). A tourist village is a rural area that offers a community-based tourism experience with activities related to local culture, agriculture, and nature (Agoes & Agustiani, 2021). These villages utilize local natural and cultural potential to attract tourists so that the community can be directly involved in tourism management as service providers and local product artisans. This model encourages village economic growth and becomes a means of preserving culture and the environment.

One tourism development model is through tourist villages, where local communities participate in tourism management. Setanggor Village, located in Central Lombok, NTB, has excellent potential to be developed into a leading tourist destination with attractions such as rice fields, gamelan, and farming activities. Setanggor Village, Central Lombok, is a tourist village that has a variety of potential tourism aspects, including natural tourism, artificial tourism, arts and culture tourism, craft tourism, religious tourism, agricultural tourism, fishing tourism, culinary tourism, and educational tourism (Risprawati, 2024). However, the development of the Setanggor Tourist Village still faces several obstacles. One of them is the limited human resources (HR) in optimally managing the potential of tourist villages. The involvement of local communities in tourism activities is often not optimal, so this village has not been able to attract large numbers of tourists. Apart from that, the impact of the COVID-19 pandemic has also worsened the situation, causing a drastic reduction in the number of tourist visits, both domestic and foreign (Feriyadin *et al.*, 2021). The COVID-19 pandemic has devastated all aspects of the economy, including the tourism sector and its derivative businesses. In 2020, there was a significant decline in tourist visits, which was almost 97% from the previous (Hamsal & Abdinagoro, 2021). The tourist village needs to optimize human resources skills, especially residents in areas with potential tourism. This aims to enable the community to manage the tourism potential of their area so that it can be used to improve the welfare of the community around the area both economically and socially (Apriadi *et al.*, 2023).

The Setanggor Tourist Village has various interesting attractions, such as farming activities, cooking classes, and traditional arts, such as gamelan, wayang, and dance. Apart from that, tourist attractions based on Islamic culture, such as Koran reading in the middle of rice fields, are also unique for Muslim tourists (Feriyadin *et al.*, 2021). However, these attractions are not enough to overcome this village's internal and external challenges. Therefore, synergy is needed between government, society, academics, and tourism industry players to create a more focused and sustainable development strategy.

This aims to explore and analyze the Setanggor Tourist Village development model using a Stakeholder Analysis approach. With this approach, it is hoped that various roles and responsibilities of each stakeholder can be identified in supporting tourism development in the village. This will also examine how this village can increase its tourist attraction and empower local communities through active participation in tourism management, thereby creating sustainable and inclusive tourism.

## **METHOD**

It uses a qualitative approach to design a sustainable tourism development model in the Setanggor Tourist Village, Central Lombok Regency. This approach was chosen because it can provide an in-depth understanding of the social, economic, and cultural dynamics that influence the management of tourist villages, according to Sugiyono's views (2013). This carried out in Setanggor Tourist Village, Central Lombok Regency, West Nusa Tenggara. This focuses on the tourist village development process and the involvement of stakeholders, including local government, local communities, tourism actors, land owners, and the private sector. The data collected consists of primary and secondary data. Primary data was obtained directly through stakeholder interviews, field observations, and focus group discussions. Secondary data is collected from relevant documents, such as government reports, previous studies, and other supporting sources.

Data collection was carried out using several techniques. First, direct observation in the field to observe infrastructure, tourism activities, and interactions between the community and other stakeholders. Second, in-depth interviews with stakeholders, such as tourist village managers (Pokdarwis), Central Lombok Tourism Office, academics, business actors, and village communities, were conducted using a structured interview guide. Third, a document study will be conducted to analyze various documents related to the development of tourist villages, such as development plans, financial reports, and regional policies. In addition, focus group discussions (FGD) were held with several stakeholders to discuss perceptions, challenges, and potential for developing the Setanggor Tourist Village.

The collected data was analyzed using a model (Milles & Huberman, 1992), which involved several stages: data collection, data reduction, data presentation, and concluding. Data from interviews, observations, and document studies will be collected at the data collection stage. After that, the collected data was reduced by eliminating information that was not relevant to the focus. The selected data is then presented as narratives, tables, or diagrams to facilitate concluding. The researchers also use the NVivo application to code qualitative data efficiently, assisting in grouping, analyzing, and visualizing the data obtained. With the help of this application, thematic and comparative analysis can be carried out in more depth, and results can be presented in tables, diagrams, or graphs to support the conclusions drawn.

The conclusions obtained from this data analysis will be used to design a sustainable tourism development model in the Setanggor Tourist Village, which is expected to become a reference for the village's tourism management in the future.

## RESULTS AND DISCUSSION

The development of the Setanggor Tourist Village began in 2016 by one of the people in Setanggor Village, namely Ida Wahyuni, who was moved to try to find other alternatives for the village community's income. because this village has great potential in terms of natural beauty, cultural richness, and community life which is still very strong in local traditions. In recent years, Setanggor Tourist Village has implemented various tourist attraction developments, including cooking classes.

Cooking classes are one of the main attractions in this village. Tourists are invited to participate in the cooking process by taking food ingredients directly from the rice fields. After the ingredients are collected, tourists are taken to the open kitchen, which offers a beautiful panorama of the rice fields. This activity offers a cooking learning experience and introduces tourists to the diversity of local food ingredients.



Figure 1. Cooking class activities  
(Source: Kurniawan, 2024)

The concept of a halal tourist village in Setanggor Village also highlights religious tourism attractions, such as reciting the Koran in the middle of the rice fields. This activity is only carried out from the afternoon to the evening.





Figure 2. Religious activities in Setanggor Village.  
(Source: Kurniawan, 2024)

Setanggor Village received assistance from the Minister of Villages, Development of Disadvantaged Regions, and Transmigration to develop the tourism sector and create a weaving gallery. Natural weaving coloring training is carried out through a live-in designer concept, where the designer lives with the weavers to assist with natural weaving and dyeing techniques. This program allows designers to teach using natural materials from the surrounding environment in the fabric dyeing process while preserving local weaving traditions. The resulting woven products are beautiful and contain higher aesthetic value and selling value, attracting the interest of a market that appreciates authentic products. With support from designers, local weavers can create more varied motifs and colors without losing their cultural identity. The resulting woven products are an important part of the tourism experience, allowing tourists to learn and appreciate the creative process of making traditional weaving.



Figure 3. Setanggor Village weaving activities  
(Source: Kurniawan, 2024)

However, these efforts appear to have failed. The development of the Setanggor Tourist Village is currently still facing big challenges in meeting the community's needs, especially in efforts to increase their income. The drastic decline in the number of visitors is one of the main factors hampering the development of this village.

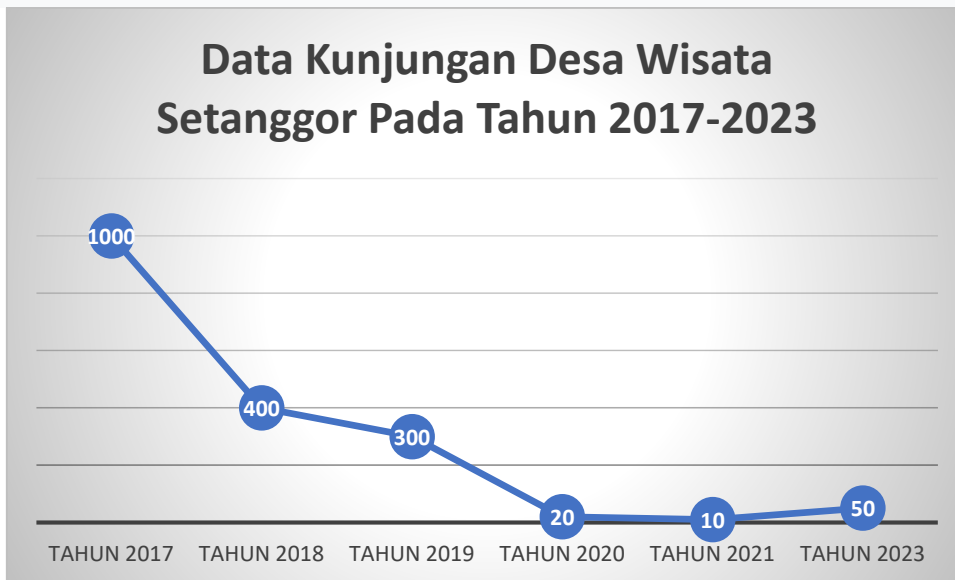


Figure 4. Visits to Setanggor Tourist Village 2017-2023  
(Source: Kurniawan, 2024)

Apart from that, the lack of collaboration between stakeholders has resulted in several attractions and facilities being neglected in this village. Without synergy and support from various parties, development efforts will be hampered. Ineffective promotion on social media also contributes to the lack of attraction for tourists, so the existing potential cannot be maximized for the welfare of local communities.

The Setanggor Tourist Village development model resulting from this stakeholder analysis is based on qualitative data processing, including observation, interviews, and documentation. This presents an implementation model that can effectively improve the Setanggor Tourist Village's development.



Figure 5. Setanggor Tourist Village development model through stakeholder analysis (Source: Nvivo 12 Pro visualization, 2024).

Figure 5 presents the applied output in the form of a model for developing the Setanggor Tourist Village through stakeholder analysis using the Pentahelix approach. This model highlights the importance of collaboration between sectors to optimize villages' tourism potential in an inclusive and sustainable way.

The following narrative describes the roles and interactions between elements in the model: (1) Government as regulator: The government plays an important role in creating policies that support tourism development in villages. The steps taken include infrastructure improvements, such as road access and public facilities, which not only facilitate accessibility but also improve residents' quality of life. This policy is designed to align with the uniqueness and needs of the village, ensuring that tourism development provides positive benefits for the community. (2) Academics as partners: Academics contribute their expertise through research and development. They work closely with villagers to identify and develop local resources that have potential. Academics also provide training to increase community capacity in managing the tourism sector, including hospitality services and digital marketing techniques. This makes the community an active actor in the tourism industry. (3) Media as a promoter: Media plays a vital role in promoting Setanggor Tourist Village. They contribute by describing the natural beauty, friendliness of the people, and the rich culture the village offers. Through engaging narratives and visuals, the media builds a positive image of Setanggor as an attractive tourist destination for local and international tourists. (4) Business actors as economic innovators: Business actors seek to explore economic opportunities that arise from tourism. They develop products and services that not only meet the needs of tourists but also respect and preserve local heritage. They offer attractive and comprehensive tour packages, from comfortable accommodations to unique culinary delights. (5) Local communities as main actors: Local communities play an integral part in planning and implementing tourism projects. They ensure that every initiative taken is profitable and in line with the community's values and aspirations. Active community involvement is key to ensuring the sustainability of tourist village development.

With close collaboration between the government, academics, media, business actors, and the community, the Setanggor Tourist Village can become a successful example



of developing a tourist village that integrates economic, social, and environmental aspects. This narrative shows that multidisciplinary collaboration creates broad positive impacts and brings sustainable progress to Setanggor Village and all stakeholders involved.

## CONCLUSION

The development of the Setanggor Tourist Village shows excellent potential in utilizing local natural and cultural riches to improve community welfare. Even though various initiatives have been carried out, such as cooking classes, reciting the Koran in the middle of the rice fields, and creating a weaving gallery, the challenges faced by this village remain significant. The decline in tourist visits and the lack of collaboration between stakeholders are the main obstacles to achieving sustainable development goals.

The development model proposed through stakeholder analysis with the Pentahelix approach emphasizes the importance of synergy between government, academics, media, business actors, and local communities. Each element is crucial in creating an inclusive and sustainable tourism ecosystem. Through supportive policies, training, effective promotion, and development of local products, the Setanggor Tourist Village hopes to increase its tourist attraction and empower the local community.

The success of developing the Setanggor Tourist Village is not only measured by the number of tourist visits but also by the positive impact on the social and economic life of the community. With an integrated and collaborative approach, Setanggor Village can be an example for other villages in developing tourism that is economically profitable and preserves culture and the environment.

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