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COMMUNITY EMPOWERMENT IN THE DEVELOPMENT OF BAYAN TOURISM VILLAGES IN NORTH LOMBOK DISTRICT

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Abstract:
 Community empowerment is an essential aspect of developing tourist villages. This is because the development of tourist villages uses many resources the community owns. The community has an essential role in supporting the success of tourism village development, so powerless communities need to be empowered to create independence and economic prosperity for the community. This type of qualitative research uses data collection techniques, namely interviews, documentation, observation, focus group discussions and literature studies. Interviews are a data collection method with both direct and indirect data sources. This study examines tourism potential, the role of the community and how to empower the community. Data sources were obtained from the head of Bayan Village, the head of the tourism awareness group, traditional leaders of Bayan Village and the community in Bayan Village to serve as sources. The village can be a tourist attraction that invites tourists to the Bayan Tourism Village. The existence of this tourist village can increase income opportunities for the community and reduce unemployment. Empowerment is carried out by training the Bayan village community about tourism so that they can take advantage of the opportunities in the Bayan tourist village and create employment opportunities. A tourist village can empower the Bayan Village, North Lombok Regency community.

Keywords: Community Empowerment, Tourism Potential, Village Development, Tourism Advantage

INTRODUCTION

Law No. 6 of 2014 concerning Villages explains that the essence of village community empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, and awareness, as well as utilizing resources through the establishment of appropriate policies, programs, activities and assistance (Pradhipta et al., 2021) with the essence of the problem and priority needs of the village community. Realizing that potential can be managed and utilized, the local government, namely the Bayan Village Government, empowers the Bayan Village community. The potential in Bayan Village includes natural, educational, cultural and ecotourism tourism. The potential in Bayan Village can be utilized as a tourist area or a tourist village with highland topography (Sara et al., 2020).

Bayan Village, which is in the Bayan District, is one of the villages included in the KPD, which is a village based on nature and culture. The existence of an ancient mosque, a swimming pool with pure spring water from the mandala forest, a customary forest, and conservation are the village's potential for developing destinations and attractions, which are the strengths of Bayan Village. Establishing Bayan as a tourist village creates opportunities for the sons and daughters of Bayan village who have the potential to manage the village's potential. To develop the village's potential so that it does not rely on one central livelihood sector, namely agriculture, the Bayan Village-Owned

Enterprise, through the Bayan Tourism Awareness Group, is developing a tourist village that relies on natural and cultural potential. Through the Tourism Village business unit, Village-Owned Enterprise is assisted by the Tourism Awareness Group in developing its existing potential. "The program emphasizes community empowerment and participation from the planning stages through to implementation, monitoring, evaluation, and maintenance of activities." (Laksmi, Arjawa, et al., 2023).

The program embodies the spirit of community empowerment by emphasizing the importance of community participation at every stage, including planning, implementation, monitoring, evaluation, and maintenance of activities. The program embodies the spirit of community empowerment by emphasizing the importance of community participation at every stage, including planning, implementation, monitoring, evaluation, and maintenance of activities. The program embodies the spirit of community empowerment by emphasizing the importance of community participation at every stage, including planning, implementation, monitoring, evaluation, and maintenance of activities. The program embodies the spirit of community empowerment by emphasizing the importance of community participation at every stage, including planning, implementation, monitoring, evaluation, and maintenance of activities. The program embodies the spirit of community empowerment by emphasizing the importance of community participation at every stage, including planning, implementation, monitoring, evaluation, and maintenance of activities. The program embodies the spirit of community empowerment by emphasizing the importance of community participation at every stage, including planning, implementation, monitoring, evaluation, and maintenance of activities.

Community involvement through an empowerment approach requires a form of synergy between the village community and the village government. In this way, the results of each tourism village development process are expected to be more optimal (Arismayanti et al., 2017). The strategy for developing the Bayan Tourism Village by the village government and the North Lombok Regency Tourism Office is to empower local communities by providing tourism village development programs, increasing the capacity of MSMEs, outreach and promotion, and training or workshops (Hellmeister & Richins, 2019; Suroija et al., 2022).

The presence of tourist villages is expected to provide a multiplier effect, where tourist villages are expected to be a tool to improve people's living standards and become agents of change for the progress of development of an area. Developing a village into a tourist village requires exploring and identifying village potentials (natural, cultural, artificial) that are interesting for tourists to see and visit (Dwiridotjahjono et al., 2022). From community empowerment through the development of tourist villages, the benefits felt by the village community are increasing community income, employment opportunities and local product businesses (Saputra, Atmadja et al., 2021; Yasir et al., 2021).

The development of a tourist village must be distinct from the concept of community participation. As one of the managers of a tourist village, I know that the community is a determining factor in the tourism development of a tourist village. Community participation in developing a tourist village will be effective if their involvement is not only at the beginning or end of tourism development. Instead, the community is actively involved in the management or development of tourism (Sukmadi, 2022). Community participation in development is close collaboration between planners and the community in planning, implementing, preserving and developing the development results that have been achieved. The community has an essential role in supporting the success of tourism village development, so powerless communities must be empowered to create independence and economic prosperity for the community (Yudartha & Devine, 2023). Community-based tourism is an empowerment approach that involves and places



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the community as an essential actor in the context of a new development paradigm, namely sustainable development (Chamidah et al., 2020).

According to Sunaryo (2013), the development of community-based tourism villages (CBT) is community involvement with the certainty of benefits obtained by the community through planning and assistance efforts that defend local communities. For a destination to be sustainable, all communities must be involved. Based on the description above, researchers are interested in conducting in-depth research to examine the participation and involvement of the Bayan Village community more deeply, as well as strategies for developing tourist villages in Bayan Village. Apart from that, the results of this research are also expected to provide benefits in the sustainable development of tourist villages (Sumarto et al., 2020).

This research aims to describe community empowerment related to the development strategy for the Bayan Tourism Village in North Lombok Regency. Based on an academic perspective, this research will contribute to adding to the literature on community empowerment in the development of tourist villages. The research results can be used as a reference for future community empowerment in developing tourism villages, so it is hoped that they will be able to impact the sustainability of other tourist villages in North Lombok Regency. The scope of this research includes community empowerment, especially community participation in the development of the Bayan Tourism Village, Bayan District, and North Lombok Regency.

Participation Theory. Empowerment in the context of society is an individual's ability to participate actively in society. This level of participation includes physical and mental participation and the benefits obtained by the individual concerned (Sara et al., 2021). Participation can generally be interpreted as a person or group of community members participating in an activity (Diener & Špaček, 2021). Participation can also be defined as a process in which individuals, groups or organizations voluntarily choose to be actively involved in the entire process of activities that have an impact on their lives, starting from the decision-making stage in planning, implementation, control (monitoring, evaluation, supervision), utilization the results of the activities carried out, as well as establishing partnerships with various related parties (Zhou et al., 2019). The purpose of community participation is to make people aware that they have the power to make decisions and that they have the right to benefit from the tourism development they have planned (Nguyen, 2018). Therefore, community involvement from planning to decision-making is generally considered mandatory (Asmelash & Kumar, 2019). Theresia et al. (2014) stated that in development activities, community participation manifests community awareness, concern and responsibility for the importance of development, which aims to improve their quality of life. In other words, through participation, the community is fully aware that development activities are not only an obligation that government officials themselves must carry out but also require community involvement, which will improve the quality of life. The theory of community participation adopted by Pretty (1995) and Tosun (2000) has the same essence: dividing forms of community participation into eight different levels. These levels of participation include manipulation, therapy, information, consultation, reassurance, partnership, delegated power, and community control. Arnstein stated that community participation is synonymous with community power, where community participation is tiered according to the gradations of power seen in the decision-making process (Buhl et al., 2016).

Planning Theory. Planning and development theory is used to dissect community-based tourism village development strategies. Tourism planning is essential because, currently and in the future, there will continue to be shifts in the tourism market. Tourists' motives, interests, tastes,



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demands, and behavior constantly change, which must be addressed appropriately (Byrd, 2007). According to Friedman (1993: 12), planning is a bridge that can connect knowledge as a value with action or natural action, related to the relationship between "what should be and what is ."For a plan to be good, a planner must have sufficient knowledge in his field, adequate skills and good behavior or personality (Thorhauge et al., 2016). There are several types of planning, and each type is closely related to each aspect being developed or studied, such as tourism, physical, economic, environmental, transportation, and others (Buhalis et al., 2023). Planning provides the transformative theory that enables radical practice. Planning reveals structural weaknesses in capitalist society, criticizes existing realities, maps and outlines a picture of the future, provides direction and suggestions through strategies in dealing with influential pressures, and facilitates collective self-empowerment (Buhalis et al., 2023; Rasoolimanesh et al., 2020).

Community Empowerment. Community empowerment in developing tourist villages is important when involving the community, where the community knows best what is needed (Suroija et al., 2022). Good participation will involve the community in all stages of development, starting from the planning process, decision-making, and monitoring of the tourism village development program. Community participation and involvement are greatly influenced by the community's willingness, opportunities and abilities (Yasir et al., 2021). Community participation in tourism village planning can encourage them to participate actively in implementation and supervision. A complete empowerment strategy requires understanding, addressing, and resolving the obstacles people face in using their power. It must be understood that empowerment requires time, energy and commitment, and the results could be more satisfactory (Syamsuri et al., 2022).

Tourism Village. A tourist village is a rural area that can be utilized based on the capabilities of elements that have integrated tourism product attributes, where the village offers an overall atmosphere that has a theme that reflects the authenticity of the village, both in terms of living, social, cultural, economic and customary aspects (Pradhipta et al., 2021). Everyday life, with unique architectural characteristics and village layouts, has become a series of tourism activities. Tourist villages emphasize local wisdom and local culture. In addition, its management is driven by the local community by utilizing existing natural, social, economic, cultural, historical and spatial potential. The development of a tourist village is how a village can develop and become a center with elements of entertainment and education (Yudartha & Devine, 2023). The development of the tourism sector has great potential to realize community welfare by involving the community's active role in its management (Sara et al., 2021). The approach to planning tourism village development that can be taken is community-based development. In this case, local communities will build and manage tourist facilities. So people can receive direct economic benefits and prevent the flow of urbanization (Rismayadi & Maemunah, 2018; Yasir et al., 2021).

Community-Based Tourism Village. Community-based tourism village planning uses a systematic thinking model using in-depth and precise scientific studies in planning following synoptic planning theory. Synoptic theory in various kinds of literature is often called system planning, rational systems approach, or rational comprehensive planning (Halkis, 2020). This theory uses a systems thinking model in its planning. The planned object is seen as a unified whole with one goal called a mission. It is the most complete theory compared to other theories (Hellmeister & Richins, 2019). This object or goal is broken down into parts using systems analysis so that the system shows its structure. This type of synoptic planning prioritizes methodological aspects. Synoptic planning steps include (1) recognizing the problem, (2) estimating the scope of the problem, (3)



classifying possible solutions, (4) investigating the problem, (5) predicting alternatives, (6) evaluating progress on specific solutions (Hajar, 2022).

Planning a development requires adjustments to the lives of the surrounding community, who will be the object and subject of a development. It aims to positively impact an area in developing a community environment, especially community empowerment. Development for community empowerment is not merely economic but also social and cultural (Candranegara et al., 2022). Community-based tourism village development planning in Bayan emphasizes a comprehensive approach to problem-solving, so community empowerment and involvement are needed in evaluating development (Pranita et al., 2022). Nata and Sakata provide the view that the approach used in preparing community-based tourism village development planning adopts a bottom-up approach. Planning preparation is initiated and proposed from below (the community) (Jayawarsa et al., 2021). The bottom-up approach will be more relevant with collaboration and elaboration from the local community. The community carries out the preparation and proposal, assuming that the community already understands the conditions (Sara et al., 2021).

METHODS

This research uses a qualitative approach. The reason for choosing a qualitative method is that its elaborative nature makes it easier to dig up deeper information related to research on community empowerment in developing tourist villages in Bayan Tourism Village, North Lombok Regency. Research management contains how this research method is carried out, including data types and sources, data collection methods, data analysis techniques, operational definitions of variables and sample determination (Saputra et al., 2019). In this research, qualitative data relates to community empowerment in developing the Bayan Tourism Village in North Lombok Regency. Primary data was obtained from the first source, namely the Bayan Village Head, Bayan Village Traditional Leaders, Village Heads, Local Communities, District Government and communities included in the penthalix (Palestho & Octanisa, 2023). The reason for selecting this source is because the researcher feels that this source knows best about the problem to be researched. Researchers used several data collection techniques: documentation, observation, interviews, FGD, and literature study (Umam & Astuti, 2022). The data was analyzed descriptively qualitatively using SWOT analysis (strengths, weaknesses, opportunities, and threats) by describing the existing conditions of internal and external factors using the Internal Strategic Factors Analysis Summary (IFAS) and External Strategic Factors Analysis Summary (EFAS) matrices for further preparation/ produced appropriate strategies in developing community-based Bayan village tourism (Dwiridotjahjono et al., 2022). In SWOT, there is the term environmental analysis, namely the process of observing an organization to identify various opportunities and threats that have essential meaning for the organization in the future and includes efforts to determine the strengths and weaknesses of the organization at present (Zahavi, 2021). This environmental analysis is divided into two, namely, the internal environment and the external environment (Pham et al., 2019).

The SWOT matrix can describe how opportunities and threats from the company's external environment are anticipated with its strengths and weaknesses. The SWOT matrix will make it easier to formulate various strategies (Budhi et al., 2022). The strategic alternatives must be directed at efforts to use strengths and improve weaknesses, take advantage of business opportunities and overcome threats. So, from the SWOT matrix, you will obtain four groups of alternative strategies called SO strategies, ST strategies, WO strategies and WT strategies (Arismayanti et al., 2017). Husain Umar (2010) states that each alternative strategy is SO Strategy (Strength-Opportunity). This



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strategy is based on the company's thinking by utilizing all its strengths to seize as many opportunities as possible. ST Strategy (Strength-Threat) This strategy is created based on the company's strengths to anticipate existing threats. WO Strategy (Weakness-Opportunity) This strategy utilizes existing opportunities by minimizing existing weaknesses. WT Strategy (Weakness-Threat) This strategy is based on defensive activities, trying to minimize the company's weaknesses and simultaneously avoiding threats (Hajar, 2022; Hou et al., 2019; Mallick et al., 2020).

RESULT AND DISCUSSION

Attractions and Tourist Attractions of Bayan Village. Several elements must be fulfilled so that tourism development in an area can run well. According to Cooper et al. (1995: 81) stated that there are 4 (four) components that a tourist attraction must have to become a good tourist attraction, so the achievement of the tourism industry depends on the four A's (4A), namely Attraction, Accessibility, Amenities and Ancillary (institutions in the provision of additional services) (Anis et al., 2023). A tourist destination must be supported by the existence of an institution that manages it. This institution will be helpful for tourists because they will be facilitated with various additional service supports such as information, security and various other services such as marketing, physical development (roads, railways, drinking water, electricity, telephone, etc.) as well as coordinating all kinds of activities at tourist attractions, provided by the local government of a tourist destination area, organizations, tourist destination managers and other groups provided both for tourists and tourism actors. Ancillaries also support tourism, such as management institutions, Tourist Information, Travel Agents and stakeholders who play a role in tourism (Parma et al., 2021).

The attractions in Bayan village consist of natural tourist attractions and cultural tourism. The natural potential in the Bayan village consists of fauna protected by the Mount Rinjani National Park and the unspoiled views, which is an added value for natural tourism potential. The mountainous landscape in Bayan village is a natural formation of Mount Rinjani. A protected forest ecosystem is also part of the Mount Rinjani National Park, namely the Mandala Traditional Forest. The Mandala traditional forest has a natural tourism potential in the Bayan traditional village. This forest is protected by local community regulations known as awig-awig or customary law. Apart from natural potential, the cultural tourism potential in the Bayan traditional village can also be seen in the presence of historical remains such as the Ancient Bayan Beleq Mosque, ancestral graves, traditional houses, traditional rituals, religious ceremonies, traditional arts and traditional clothing. Tourist attractions are essential in tourism development; with attractions, tourism development can be carried out. We collected data through a primary survey to identify tourist attractions in the research location. The survey involved observation, documentation, and taking pictures of the results. We collected data through a primary survey to identify tourist attractions in the research location. The survey involved observation, documentation, and taking pictures of the results. The results of observations or observations of these tourist attractions can be seen in the following picture.



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Panorama of rice fields



Traditional house



Figure 1. Bayan Tourism Village Attractions

Mandala Customary Forest (Pawang Mandala). The Mandala Traditional Forest (Pawang Mandala) is a traditional forest in the Bayan village community that is still fully maintained in its authenticity and beauty. This forest, managed by the community with principles in harmony with nature, has a system of knowledge and local wisdom values managed directly by traditional institutions prioritizing nature conservation efforts (Suhirsan & Wianti, 2016). Bayan traditional village offers exotic panoramic views of nature, a combination of mountainous landscapes, and is surrounded by protected forests, which are part of the Mount Rinjani National Park. This combination makes the village area look more natural and beautiful and provides excellent air when enjoying the panoramic natural views. Tourists can participate in the natural tourist attraction Mandala Traditional Forest, located in Bayan village. Tourists can do natural tourism activities such as panorama walking and trekking. Along the route to the customary forest, tourists can use motorbikes through residential streets; parking spaces are available but must be managed better and neatly (Laksmi, Arjawa et al., 2023). The customary forest area has a sacred spring for the indigenous people, whose functions are closely related to traditional activities and daily life. Tourists can swim in the spring bathing pool, which is very clear and managed independently by the tourism awareness group in Bayan Village.



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Figure 2. Mandala Customary Forest

To enter the customary forest area, when researchers visited the customary forest, they did not find local traditional leaders guarding the forest, but rather self-help officers from community groups. The Bayan village's tourism awareness group (Pokdarwis) has stated that entry into the forest area is restricted. The forest holds sacred significance to the Indigenous people and is protected by traditional customary law known as awig-awig. This law governs permissible activities and prohibits specific actions within the forest. To enter the forest area, tourists must walk and wear traditional clothing, such as cloth and broomsticks. Moreover, if someone violates this awig-awig, they can be subject to sanctions following customary law that applies in society (Laksmi, Putra et al., 2023; Loehr et al., 2021).

Bayan Village Cultural Heritage. Law Number 11 of 2010 concerning Cultural Heritage Article 1 stated that Cultural Heritage is material cultural heritage in the form of Cultural Heritage Objects, Cultural Heritage Buildings, Cultural Heritage Structures, Cultural Heritage Sites and Cultural Heritage Areas on land and in Water whose existence needs to be preserved because it has essential value for history, science, education, religion and culture through a determination process. Some historical attractions in Bayan Village include the Ancient Bayan Village Mosque, the Bayan Village Traditional House, and the traditional Bangket (rice fields) (Laksmi, Arjawa et al., 2023).

As for the culture of indigenous peoples, which is still strong, the potential for culture to be developed as cultural tourism is quite large, with natural conditions that are still beautiful and well maintained. It cannot be separated from the culture of indigenous peoples in Bayan who apply strict regulations to maintain the beauty of natural resources in Bayan. Apart from that, 92 ancestral dishes of the Bayan traditional community are in the Ancient Bayan Mosque Complex. Bayan Beleq Mosque is the oldest mosque on Lombok Island. It is located about 80 km from the provincial capital of Mataram City. To get to the Bayan Beleq Mosque, tourists can use private transportation or rent a car and take the Mataram-Senggigi-PemenangTanjung-Gangga-Anyar-Bayan route. From Mataram, the journey can be reached in around 3.5 hours. The establishment of the Bayan Ancient Mosque is witness and proof that it was in Bayan that Islam first entered in the 16th century AD. The Walisongo (Sunan Prapen and Sunan Giri) and traders first brought Islam to Lombok. The Ancient Bayan Mosque is a cultural tourist attraction and can be used for religious tourism; it symbolizes the North Lombok Regency area. Of course, the potential of this mosque as a tourist attraction is enormous. Tourists not only come from the archipelago but also from foreign tourists who visit to see or research the mosque and history in Bayan.



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Figure 3. Bayan Beleq Ancient Mosque

Bayan Traditional Maulid Ritual. One of the traditional rituals that has the potential for cultural tourism is the Maulid Adat Bayan. Maulid Adat Bayan is a famous traditional ritual and annual event in North Lombok Regency. Maulid is related to the celebration of the birth of the Prophet Muhammad SAW, which is carried out by the Muslim community of Bayan. Maulid Adat Bayan is a traditional activity from Lombok (usually called Mulud Adat Bayan). The Bayan Indigenous Community celebrates the Prophet Muhammad's birthday as a form of respect for the Prophet Muhammad.

Tourists visiting during the celebration can participate in the mauled procession. However, there are several rules that visitors must obey when entering a traditional house, namely removing footwear and clothing, covering the body only with woven cloth, wearing a headband for men, and prohibiting saying dirty words. (Diskominfo KLU; 2019). Maulid Adat Bayan is a unique tradition that combines elements of Islam and local customs. The Bayan people not only show love and respect for the Prophet Muhammad SAW but also maintain and preserve the traditions inherited from their ancestors. (BPPD NTB, 2023). This traditional birthday ritual is carried out once a year by all Muslim communities, especially the Bayan Indigenous community. This birthday activity is carried out traditionally and passed down from generation to generation. This traditional birthday ritual is carried out once a year. Traditional leaders, including Kyai, Penghulu, Kyai Lebe, Kyai Ketib, Kyai Mudim, and other traditional leaders and officials carry out traditional birthday rituals in Bayan.

The traditional Bayan birthday is held for two days, coinciding with 11-12 Rabiul Awal of the Jimahir year and 14-15 Rabiul Awal of the Hijriah year. This ritual is carried out based on the traditional calendar of the Bayan people called Wariga Sereat Bayan. The traditional Bayan birthday is religiously centered at the ancient Bayan Mosque and traditionally centered at the Karang Bajo traditional house.

In carrying out this traditional birthday ritual, all Bayan people participate in the procession, predominantly indigenous Muslim people living in the Bayan traditional village area. This traditional birthday ritual is an annual event for the North Lombok Regency Tourism Office, where not only traditional people participate in the ritual, but many domestic and foreign tourists also take part, but they only take part in the traditional procession and do not take part in religious activities.



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Figure 4. Bayan Traditional Maulid Ritual

Traditional Weaving Crafts. One of the potential tourist attractions is the traditional weaving center in the Bayan village. This traditional weaving center is located in the Bayan Ancient Mosque area. The weavers in the Bayan traditional village consist of mothers and daughters in Bayan. The Bayan indigenous people, known for their wetu telu philosophy, sacred the process of making various fabrics used for traditional clothing. One of the traditional clothes that is quite famous in the traditions of the Bayan indigenous community is the Jong Bayan. Jong is the head covering worn by women during traditional events in Bayan. The colors and motifs of the fabric produced have their significance and significance according to local traditional beliefs. Black means strength, which symbolizes the color of the earth and land; red symbolizes blood, which means courage; and white symbolizes purity and religious and divine relationships.

Woven cloth in Bayan is a local cultural asset that must be preserved. Jong Bayan is also the typical clothing of the Sasak Bayan tribe in North Lombok and is used as official traditional clothing for the North Lombok Regency. Women wear this Jong Bayan traditional clothing. It is used during the traditional community street event when pounding rice in a large wooden rank, which women in Karang Bajo village, West Bayan village, East Bayan village, and Kampu Loloan attend. For men, there are various types of headbands called "Papua" and "Papua," depending on the position or position of the wearer in traditional institutions. (R. Kertamalip, Head of Karang Bajo Village, 2022). The traditional institutions in question consist of Mak Lokaq, traditional Kyai, Penghulu, and Pemangku. Traditional kyai in Bayan are religious figures, while other traditional institutional figures serve in traditional ceremonies and serve in traditional communities in general.

Researchers conducted interviews with residents who work as weavers in the Bayan traditional village, and many tourists came to visit to buy and try to make and participate in the weaving process of woven cloth. Sales proceeds from the production of cloth, Papua, Jong, and other attributes have been exported to foreign countries such as India and Malaysia, and weavers in Bayan have received special attention from UNESCO so that the cultural tourism potential of this typical traditional woven cloth can develop better. Documentation of the survey results on the cultural tourism potential of traditional woven fabrics can be seen in the following image:





Figure 5. Traditional Weaving Crafts

Cultural Dimensions: Community Participation in Developing the Potential of the Bayan Tourism Village. Local community participation is very much needed in tourism development. Communities that actively participate in planning, managing, and developing local tourism and pay attention to preserving the local environment will be more helpful in increasing the rate of national development in the tourism sector. Apart from protecting and maintaining the potential of Bayan village, community participation is also needed to maintain the sustainability of tourism in Bayan village. According to the head of Bayan village, Mr. Satradi, Sp. Explains that:

"Participation carried out by the Bayan village community is maintaining the preservation of cultural customs and participating in the tourism business by working as guides, weaving craftsmen, providing homestays and managing tourist attractions in Bayan village. This cannot be separated from the involvement of the younger generation, Bayan Village Youth Organization members, in developing tourist villages and managing tourist attractions in Bayan" (Interview results, 23 December 2023).

The interview excerpt emphasizes that the community's participation still needs to be improved in several aspects, and the community also needs to be given an understanding regarding the management of tourist attractions and villages. Meanwhile, Raden Sutra Kusuma, as chairman of the Bayan Ecotourism Pokdarwis, further clarified the role and participation of the Bayan village community as a tourist village.

"Community participation in managing tourist villages is still based on volunteerism and individual awareness, so there is still a need to socialize the importance of community participation and involvement in developing tourism potential in the village" (Interview results, 23 December 2023).

So, in helping the community be more empowered to develop the potential of tourist villages in Bayan village, it is essential to get support from the village government, regional government, tourism office, and other tourism stakeholders.

Researchers conducted observations, interviews, and focus group discussions to study community participation in developing the potential of the Bayan tourist village. Raden Suryanto also conveyed this as a traditional figure or authority in Bayan Timur.

"... to appreciate foreign culture, I do not think the public will be surprised by this phenomenon, because many tourists from various countries with diverse cultures have visited the Bayan tourist village, plus the innocent behavior of the people of Bayan Village can also appreciate



foreign culture. Who came here? On the other hand, people can also learn from foreign cultures through social media. Anything that feels modern starts from the culture brought by foreign tourists, but I still urge people always to respect all visitors or tourists who visit here so that the guests are kind. Locals and international guests feel at home and come back here again" (Interview results, December 2023)

Economic Dimensions: Creation of Job Opportunities in the Tourism Sector. The development of tourist villages is very effective in introducing and providing maximum opportunities for village communities to understand the essence of the world of tourism and enjoy the results of tourism. In this regard, one of the benefits of the tourism village concept implemented in Bayan Village is that people with poor economic conditions can play an active role in the continuity of tourism. In other words, the emergence of new job opportunities that have the potential for the development and empowerment of local village communities. The existence of tourist objects and attractions in Bayan village has an economic impact by creating jobs. It was conveyed by Dende, the owner of Petung ArtShop and an MSME operator in Bayan village who makes and sells traditional Bayan weaving.

"...in the past, I was just a housewife, but with the existence of the ancient Bayan mosque, which is becoming increasingly well known and more and more domestic and international visitors coming, it has given us women and housewives job opportunities such as making typical Bayan weaving as a local product, and It turns out that it is in great demand and bought by tourists who come here. We also accept the rental of traditional Bayan cloth and clothing for visitors entering the Bayan Mosque area or during traditional Maulid and Eid activities. Of course, this provides additional income for us women, and we hope that the government will pay attention to providing more MSME training programs to us because, currently, they are not evenly distributed. Only some citizens get the opportunity through MSME training from the tourism office" (Interview results, December 2023).

Tourism's most significant economic impact is the creation of decent jobs for the community. The people of Bayan village originally had a mediocre income level, and their work depended only on the season because they worked in the agricultural and plantation sectors. With the development of tourist villages, people can manage, provide services or sell at tourist attractions to meet their needs and get more decent work than before in the tourism sector.

Environmental Dimensions. In principle, managing the potential of tourist villages requires supporting capacity through commitment, active role and synergistic involvement from all government and community stakeholders (Saputra, Manurung, et al., 2021). Each party has its function and role following its authority and capacity. In the environmental dimension, all government and society groups must work together to preserve the environment. Community participation is needed to prioritize environmental protection, and all parties must support each other in educating and empowering local communities about the importance of environmental conservation in developing tourist villages (Abdou et al., 2020).

The environmental dimension in managing the Bayan tourist village will have a good impact because apart from community behavior that must change, the community must be able to overcome sanitation problems and be free from the threat of disaster (Saputra, 2023). Based on observations made by researchers in the last year, even though the Bayan tourist village is included in the category of a developing tourist village, there still needs to be more awareness of environmental cleanliness in the Bayan tourist village. It can be seen from the need for more public areas in several tourist attractions and their lack of maintenance. Visitors provide several public facilities. There is still much



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plastic waste scattered around several tourist spots in Bayan village, showing that there still needs to be more concern and awareness among the local community (Sisaye, 2021). Tourism, especially in rural areas, is a form of tourism that relies on the objects and attractions of village life with its natural panorama. Therefore, it is essential to maintain the environment's carrying capacity through increasing awareness of the importance of cleanliness and environmental sustainability (Oleśniewicz et al., 2020).

Social Dimension. The Social Dimension in tourism management is not only about the involvement and active role of the community, which has increased from before. However, the quality of life of the community and the life of the community, the community with groups or communities, as well as groups or communities with other groups, can have a helpful impact on the survival of the community. Bayan Village has superior tourism potential in terms of natural and cultural potential, but there are shortcomings, namely human resources, which still need to be improved in developing tourism in Bayan Village (Bukirwa & Kising'U, 2017; Saputra et al., 2023). This is proven by the number of people who have only graduated from elementary school (SD), amounting to 1,144 people with a percentage of 18.16% of the total 6300 residents of Bayan village. With this large number, it can be assumed that the community developing tourism in the modern era cannot be fully empowered to develop tourism in Bayan Village (Dwiridotjahjono et al., 2022; Lemy et al., 2019). The impact that the Bayan village community feels is the improvement in the community's quality of life. The Bayan village community previously had a mediocre economic level, high unemployment rate, low participation rate, and low education level. Most women work only as housewives (Saputra et al., 2023). However, with the development of the times, society can change its mindset by prioritizing tourism development to improve the quality of life planned by the North Lombok Regency government, which is now one of the favorite tourist destinations for domestic and foreign tourists as said by one tourist from Germany named Thomas who visited the ancient Bayan mosque.

"This was my first trip to Lombok, Indonesia, and I read a lot about Lombok on online media. This Bayan Mosque was fascinating for me to visit. It is a historical tourism object that includes its culture and people's way of life. I like exploring the North Lombok area but found a language barrier when communicating with locals because they do not speak English." (Interview results, December 2023).

Based on quotes from an interview with one of the tourists, Thomas, who explained that the residents who guard the Bayan mosque do not communicate in English, more attention is needed for tourism actors and the Bayan community to improve their skills and increase the capacity of Bayan village residents in providing tourism services for foreign tourists.

Political Dimensions. In managing a tourist village that involves community participation, paying attention to the political dimension is necessary, which ensures that tourism puts the community first. The political dimension exists to create community participation, improve the quality of communities or non-governmental organizations, and create effective leadership (Darvishmotevali & Altinay, 2022). To improve the management of tourism potential in Bayan village, the political dimension involves increasing resident participation and enhancing the broader community or society. To enhance the management of tourism potential in Bayan village, the political dimension involves increasing the participation of residents and improving the broader community or society. (Katherine, 2015). Apart from society or communities creating participation, communities can develop their ability to organize well in tourism management. Community participation is closely related to tourism, maximizing empowerment. An active community is a



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community that wants to participate in the planning, management and development of a tourism sector. It was stated by Mr. Raden Sutra Kusuma, chairman of the Bayan Ecotourism working group, that;

".....community participation in tourism development in the Bayan tourist village is essential in improving the quality of the economy and how the community thinks so that tourism can be well maintained. Tourism in Bayan is not created intentionally, but comes from the natural resources in Bayan Village and the strong cultural traditions and customs."

Based on researchers' observations, in community empowerment in Bayan village, community participation is slowly increasing, but not simultaneously and evenly. Some people participate by selling, helping improve facilities and infrastructure to support tourism needs, and working together to maintain the cleanliness of the tourism area and the safety of the Bayan tourist village (Arienata et al., 2024). In broader community empowerment, the role of society and community is vital in managing and developing tourism. It is supported by the existence of a community in tourism (Dewi et al., 2024). With the community being formed, it is hoped that the tourism sector will increase its space to move more widely.

Analysis of Internal Factors and External Factors (SWOT). Strengths are the potential of the Bayan tourist village and the tourism-supporting elements in the Bayan traditional village, North Lombok district, namely The history of the Bayan traditional village in the Bayan subdistrict, North Lombok district is the historical places. According to history, the Bayan indigenous people are the center of civilization, culture and religion on the island of Lombok. It has a beautiful natural panorama that attracts tourists. The natural beauty on offer is in the form of panoramas of Mount Rinjani, hilly plateaus, relatively cool weather and climate and an attractive and impressive village atmosphere. Rich in cultural potential and customs that can be used as cultural tourism to be developed, namely the Ancient Bayan Mosque, traditional clothing, traditional houses, historical sites and cultural heritage objects, traditional dances and houses. A unique tourism experience where natural tourism potential can be developed through trekking, unspoiled natural scenery, and swimming activities in traditional forest bathing pools. There are tourist support facilities, accommodation services, and connected road accessibility. Tourism-supporting infrastructure includes the availability of electricity networks, clean water networks and telecommunications.

Weaknesses are all the obstacles and problems faced in developing the Bayan tourist village. Limited human resources (HR) (Sumartono & Hermawan, 2020). Local human resources from the Bayan village community need to be improved to manage tourism products and activities, and there needs to be more training and skills in the tourism sector for local communities. Low commitment, involvement, participation, and support from local communities are needed to develop tourism in Bayan village. Lack of infrastructure where tourism facilities and infrastructure are inadequate, such as road access, transportation and public facilities. The road network to the tourist attraction location has damaged access roads and bridges. Limited funding, in this case, limited budget for tourism development and promotion (Surojija et al., 2022).

Opportunities are opportunities that come from the Bayan tourist village. Several opportunities can be used to empower the Bayan community and develop the Bayan tourist village. Among them are information and promotional opportunities for tourist objects in the North Lombok district carried out by the regional and provincial Tourism Services through printed promotional media and internet access (Ratna Susanti et al., 2022). Sustainable tourism trends with increasing tourist interest in sustainable and community-based tourism. Technology and social media opportunities where technology and social media can be utilized for the promotion and marketing



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of tourist destinations. The natural potential is attractive, and its natural beauty is maintained to manage agrotourism activities. Cultural potential in the form of cultural tourism attractions based on cultural tour communities. Promoting tourist attractions to tourism actors.

Threats are things that have the potential to cause losses originating from the Bayan tourist village. The influence of foreign culture on the surrounding community. Natural disasters where the Bayan area is a location prone to natural disasters, namely earthquakes (Dwiridotjahjono et al., 2022). The risk of natural disasters such as earthquakes and floods can damage infrastructure and reduce the number of tourists (Herawati et al., 2022). Globalization will increase competition, along with the development of tourism-supporting facilities and infrastructure in other areas. Dependence on tourism trends where the uncertainty of tourism trends can influence the number of tourist visits. Environmental damage is the potential for environmental damage due to over-tourism and lack of awareness of environmental sustainability (Predana et al., 2020). Tourism destination competition. Competition with other tourist destinations that offer similar experiences and the existence of superior tourism products.

Tourism Development Strategy (SWOT). The SO (Strength-Opportunity) strategy is a strategy that uses all strengths to take advantage of opportunities and generate results. Taking advantage of technological advances in marketing and promoting Bayan Village. Utilizing technological advances in marketing and promoting Bayan Village Tourism can be carried out through coordination and collaboration with tourism partners to increase capacity. Support tourism facilities (PHRI, ASITA, HPI, DEWISNU and others) as well as cooperation in tourism promotion with the Regional Tourism Promotion Agency (BPPD) of North Lombok Regency to continue to increase tourism promotion through print media, electronic media, leaflets/brochures, websites and participation in tourism promotion exhibitions in Indonesia and abroad (Arismayanti et al., 2017; Budhi et al., 2022; Hajar, 2022).

The WO (Weakness-Opportunity) strategy is a strategy that takes advantage of opportunities by minimizing weaknesses, resulting in Community empowerment through training. This empowerment strategy can be implemented through coaching and counseling involving related agencies, such as the Tourism Office, Mataram Tourism College, and other universities. Community empowerment in collaboration with agencies and village administrators at their respective tourist attractions and financial institutions that can provide credit or investment capital. Training that can be given to the community includes making souvenirs, culinary delights, tourist destination management, homestay management and tourism integration, digital marketing and service quality (Nur & Rakhman, 2015). Develop and organize supporting facilities in the Bayan tourist village. This strategy for developing supporting facilities in Bayan village can be carried out by studying tourist needs, especially public facilities such as toilet facilities, information posts, security, parking facilities, shelter in the rainy season, rubbish bins, and facilities for waste treatment. Apart from that, it is necessary to reorganize the supporting facilities of Bayan Village so that they look nice and clean. The existing infrastructure is to increase visitor/tourist satisfaction while visiting Bayan Village (Laksmi, Arjawa, et al., 2023; Loehr et al., 2021).

The ST (Strength-Threat) strategy is a strategy that uses strength to overcome threats, namely by implementing Healthy Villages to meet CHSE criteria. CHSE is an acronym for Cleanliness, Health, Safety and Environmental Sustainability (Illiyina et al., 2021; Ningrum & Septyandi, 2021). CHSE is one of the Indonesian Ministry of Tourism programs that guarantees that the tourist attractions they visit are safe from all kinds of diseases, especially Covid 19. For this reason, villages and communities are advised to make regulations related to healthy villages and health protocols



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for tourism activities in Bayan village. Make special rules/policies regarding the tourism development of Bayan Village (Dharma et al., 2023). Pay attention to the tourism conditions of Bayan village, which still maintains stringent customs. So, confirmation is needed to establish regulations for developing tourism in Bayan village. Traditional rules are maintained, lest tourism in Bayan village damage the community's culture or make it seem like culture has become a tool for commercialization because of tourism (Lasarudin et al., 2022; Parma et al., 2021).

The WT (Weakness-Threat) strategy is a strategy that minimizes weaknesses and avoids threats, resulting in the provision of education to local communities. The strategy for providing outreach to the local community is carried out by the village government, North Lombok district government (Dispar) and academics in the tourism sector by providing an understanding of tourism potential and the benefits obtained by the community as well as the concept of tourism development in the Bayan tourist village (Muhamad et al., 2021; Sukmadi, 2022). Increased supervision of tourism activities. Strategy to increase supervision of tourism activities. The safety and comfort of tourists regarding tourism activities can give a positive impression of the tourist attractions they visit, and ultimately, tourists will want to revisit those places. Tourist satisfaction with tourism destinations' facilities, infrastructure, and security can provide a positive image (Chamidah et al., 2020). The village government, the Bayan Village Pokdarwis, and the community must carry out routine controls by establishing security measures to keep tourism activities running smoothly.

CONCLUSION

Based on the results of the discussion, it can be concluded that the tourism development of Bayan Village as a tourist village in North Lombok Regency was analyzed using a SWOT analysis approach, resulting in the following strategies: SO (Strength Opportunities) strategy, namely utilizing technological advances in marketing and promoting Bayan village, developing variety of rural tourism products based on unique local potential. Creating a brand image for the Bayan Village tourism destination. The WO (Weakness Opportunities) strategy is community empowerment through training, developing and organizing supporting facilities in Bayan Village, establishing a calendar of events, increasing cooperation with travel agents and creating more Bayan village tour packages. The ST (Strength Threat) strategy creates special rules and policies for developing Bayan village tourism, collaborating with related agencies to overcome environmental damage, and implementing healthy villages to meet CHSE criteria. The WT (Weakness Threat) strategy is to provide education to the local community, increase supervision of tourism activities, maximize the tourism development budget through cooperation, and increase public awareness of tourism awareness and Sapta Pesona (Arismayanti et al., 2017; Budhi et al., 2022; Hajar, 2022; Hou et al., 2019).

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