

Exploration of The Potential of Suwangi Tourism Village Through Swot Analysis in East Lombok Regency, Indonesia

Muhammad Adi Junaidi^{1*}, Evilia Rochmi², Muhammad Ramli³, Mawalina⁴, Kukuh Firmansyah⁵, Mira Sari⁶

^{1,3,4,5,6}Pariwisata, Fakultas Bahasa Seni dan Humaniora, Universitas Hamzanwadi, Indonesia

²Politeknik Selaparang Lombok, Indonesia

*Corresponding Author Email: adijunaidi@hamzanwadi.ac.id

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Abstract: Suwangi Village is one of the villages located in Sakra District, East Lombok Regency. Suwangi Village is trying to pioneer a tourism village through natural, cultural, artificial, and special interest tourism. Therefore, to develop the potential of Suwangi village, a strategy is needed to make a tourism village that can continue to grow and attract the attention of tourists to visit. This research uses qualitative descriptive methods and uses *Strenght, Weakness, Opportunity and Threat Analysis* so that the strengths and weaknesses of the village can be recognized and to see the opportunities and threats faced to pioneer Suwangi Village into a tourist village. Based on the results obtained, several aspects that become the strength of Suwangi village's tourist attraction include natural beauty that is still natural, a fairly large area, has relics that are considered sacred and preserved until now. In addition, public awareness and understanding of the management and development of tourist destinations is still limited, becoming a weakness of the management of this tourist village. It can also be known opportunities and threats such as natural disasters, public perceptions that have not been educated about tourism tend to think negatively to be an obstacle to tourism development, and security is still not good. Although it still has some shortcomings, the potential tourist attraction of Suwangi village is quite adequate as a competitive tourist village.

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Introduction

The tourism sector is one of the important sectors in the development of a country since it contributes to job creation, state income, and the promotion of a country's prosperity (Bazargani and Kiliç, 2021). The tourism sector not only touches certain economic groups, but can also reach the lower class. Communities around tourism objects can establish various economic activities such as lodging, services (transportation), stalls, and others (Rahadi et al., 2022; Syahrial & Badollahi, 2020). Activities like this can be a solution to increase the income and welfare of the community around the tourist village area. Village tourism has become a rapidly growing phenomenon in the tourism industry. Along with the increasing public awareness of environmental sustainability and the need to escape from urban hustle

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and bustle, tourism villages are emerging as attractive alternatives that not only offer natural beauty (Ramli et al., 2022), but also introduce authentic rural life (Saputra et al., 2023). The tourist village not only focuses on ordinary tourist attractions, but also highlights the daily life of the locals. Through tourism villages, visitors have the opportunity to feel the atmosphere of real village life, engage in traditional activities, and interact with the local community (Junaidi et al., 2021; Salsabilla & Nurjayanti, 2023). This kind of activity gives a different feel compared to conventional holidays that are more fixated on popular destinations. In addition, tourism not only provides different experiences for tourists, but also brings various benefits to local communities (Dewi et al., 2022). By introducing local products and traditional crafts to visitors, tourism villages open up new opportunities for local economists (Wardaya et al., 2022). This can create jobs, advance skills development, and increase people's incomes. In addition, tourism villages emphasize sustainability and environmental preservation (Dewi et al., 2022; Putri et al., 2018). By highlighting the beauty of nature and promoting environmentally friendly practices, tourism villages become agents of change to encourage awareness about the importance of preserving nature for future generations (Mahadewi & Sudana, 2017; Rahmadhani Utomo et al., 2023). One of the villages that began to be developed into a tourist village is Suwangi village. This village is located in Sakra District, East Lombok Regency, West Nusa Tenggara Province. Tourism village planning is one of the local government programs in building the economy of local communities. Suwangi tourism village is one of the places for planning tourist destinations in East Lombok Regency. Suwangi tourism village planning is carried out through the utilization of local potential and supporting aspects. Suwangi Village is a village that has tourist attractions that have the potential to be developed into a tourist village. The types of tourism potential that can be developed are classified into four types, namely natural, cultural, artificial and special interest potential. The location of the Suwangi tourist village area is located quite far from the city center and requires access, both in the form of road access and information access to reach potential tourists. Currently, tourists who visit tourist attractions that already exist in the Suwangi tourist village area are still minimal. So serious planning and management are needed both by the community and the government.

Research Method

The type of research used in this study is qualitative descriptive. Nawawi (2005) in (Purnomo, 2018) explained that qualitative descriptive research is a systematic and subjective approach in explaining everything in the field (empirical) and oriented towards efforts to understand phenomena thoroughly. In obtaining information about related data, the author uses the literature study method through secondary data from articles, Suwangi village documents, official tourism office websites, books, and uses SWOT analysis to find out strengths, weaknesses, opportunities and threats so that relevant strategies can be concluded to support Suwangi village's efforts to become a tourism village. According to Start and Hovland (2012) a SWOT analysis is a classic strategic planning instrument by using a framework of strengths and weaknesses, scavengers and threats. These instruments provide a simple way to estimate the best way to execute a strategy.

Result and Discussion

Natural Potential

Rice Field Area

Suwangi Village has a geographical location that is mostly in the form of rice fields. The rice field area offers a beautiful and beautiful panorama. The area of rice fields reaches 216 hectares located in every corner of Suwangi village. The scenic beauty of this rice field area certainly has great potential to be developed into a tourist destination. In addition to offering panoramic beauty, the rice field area in Suwangi village is also planted with various types of crops, not only rice, but also in the form of tubers, and vegetables. This certainly adds to the selling value of the rice field area, not only offers natural scenery but also has the potential to be used as a tour package in the form of activities in nature. Most Suwangi people use rice fields as their main income. Various types of activities in rice fields are engaged by the community, such as plowing fields, planting rice seedlings caring for plants to harvest. Various types of plants they grow have the potential to be used as tourist attractions. Well-packaged rice field activities and sustainable management will make Suwangi village have high competitiveness. In addition to natural beauty and plant diversity, the habits of people who are active in rice fields are also the strength of their potential. The habit of people who spend some time doing activities in the rice fields can be used as attractions or tourist attractions. This habit has an attractive selling point, especially to foreign tourists because the habit of doing activities in rice fields is new for them.

Strength	<ol style="list-style-type: none"> 1. Nature in Suwangi village is still very beautiful and natural 2. It has a fairly large rice field area of about 216 hectares 3. There are various types of plants that grow in rice fields such as rice, corn, tubers, beans, vegetables, and others. 4. The habit of people who are active in the rice fields every day can be an interesting attraction
Weaknesses	<ol style="list-style-type: none"> 1. There has been no awareness from the community or government to manage rice fields as a tourist attraction 2. There is no planning to be used as a tourist attraction 3. The community does not yet understand how to develop rice fields into tourist attractions 4. Supporting facilities are still inadequate
Opportunities	<ol style="list-style-type: none"> 1. Has the opportunity to be used as a different tourist attraction with the natural nuances of beautiful rice fields 2. Beautiful and beautiful scenery and many types of plants that grow provide quite fantastic opportunities to be made as tour packages in the form of rice field activities
Threat	<ol style="list-style-type: none"> 1. Plants are prone to pest attacks so that the beauty of the plant becomes damaged 2. Lack of water during the prolonged dry season so that people cannot plant 3. People who do not agree to the development of rice field tourism attraction will damage plants and soil contours

Bukit Suwiye

Suwiye Hill is located in the hamlet of North Suwangi, has a height of about 500 meters and is overgrown by trees that are quite shady. The hill is located in a fairly strategic area with conditions directly facing the Pandanduri Dam. This hill is not too high, but the view of some Suwangi villages and rice fields can be seen from the top of the hill. The hill with a height of 500 meters is used by the surrounding community to raise livestock because part of the hill is overgrown by weeds and trees that are suitable as a place to graze. Suwiye Hill offers a beautiful view, from the east can be seen most of the rice fields of Suwangi village which are beautiful and beautiful. While to the west you can see the Pandanduri Dam with a wide stretch of water resembling the ocean. The strategic condition of this hill makes the potential of Suwangi village high enough to be used as a tourist destination. Various types of tourist activities can be developed, one of which is *camping ground*. The hill with a height of approximately 500 meters has the potential to be used as a camping area because seeing some teenagers lately making *camping* a trend certainly makes Suwiye hill have selling power. In addition to *camping*, Suwiye hill has the potential to be a picnic area for young people and families. Not only that, Suwiye hill also has the potential to be used as a recreational park equipped with interesting photo spots, considering the condition of the hill adjacent to the Pandanduri Dam.

Strength	<ol style="list-style-type: none"> 1. The location of Suwiye hill is quite strategic because it is directly facing the Pandanduri Dam 2. The condition of the hill is not too high so that it can be accessed by all circles, both children and parents 3. The view of rice fields will look beautiful and beautiful when viewed from the top of Suwiye hill 4. Overgrown with various types of trees and wild plants so that the air on the hill becomes cool
Weaknesses	<ol style="list-style-type: none"> 1. The community still lacks knowledge about the management and development of hilly tourist attractions 2. The management of Suwiye hill as one of the tourist attractions is still not on the list of village governments
Opportunities	<ol style="list-style-type: none"> 1. Suwiye Hill adjacent to Pandanduri has the potential to attract visitors visiting Pandanduri Dam 2. Bukit Suwiye has the potential to be used as a camping ground area considering that <i>camping</i> activities are a trend that is quite popular among young people
Threat	<ol style="list-style-type: none"> 1. The status of Suwiye hill under the authority of the local government can be a threat in its planning to become a tourist destination. This makes it difficult for management permits from local governments. 2. Some people work as cattle herders in Suwiye hill. When the hill is developed into a tourist attraction, of course the herders will protest and disturb the tourists who come. This can be a threat to the sustainability of destination planning.

Loang landak

Loang Landak is a Goa located in the river flow originating from the Pandanduri Dam. According to the local community, Goa was built during the colonial period, namely during the Dutch rule in 1916. The cave is located about 100 meters below the Pandanduri Dam. The cave has a width of about 3 meters, a height of about 15 meters, and a length of about 30 meters. In 2017 Loang Landak Cave was used as a tourist visit. Many young people came in droves carrying swimming tubes and doing sports in the form of river *tubing*, a type of skating from the river through Loang Landak Cave using swimming tubes. But lately no one has visited the place anymore, because there has been no management from the community or the village. Local people believe that Loang Landak Cave is haunted and has waiters, so rarely people want to visit the cave. Goa loang hedgehog is located in the community rice field area and quite far from the highway. There are two roads to reach Loang Landak Cave, the first road through a community residential area and the second road through a rice field area which is reached on foot for about 500 meters. Its status as an ancient building certainly makes the surrounding community believe that the goa is inhabited by spirits, so the community limits activities in the cave area. This condition makes the Loang Landak area not well maintained, so that around the cave area surrounded by garbage and covered with scattered tree branches. But its status as a historical heritage cave that looks ancient certainly has a fairly high value or value.

Strength	<ol style="list-style-type: none"> 1. Loang Landak Cave has a fairly wide size, so it is suitable as a place for water sports in the form of slides using tires 2. Agreenish irnya gives air conditioning that gives a refreshing sensation 3. The river in the cave is quite wide and long around the village so it is suitable as a place to swim and berse l u ncur 4. Loang Landak Cave has been built since the Dutch colonial era, of course this fact makes Loang Landak has a fairly high value / selling value 5. In addition to the river <i>tubing</i> area, Goa Loang Landak also has the potential to be used as a location for heating n because the size of the river is quite wide with a length almost surrounding the residential area, making the river has a selling value and is suitable as a bathing location.
Weaknesses	<ol style="list-style-type: none"> 1. The location of Loang Landak is in the middle of residents' rice fields so it cannot be accessed directly using vehicles. The only way to get to Loang Hedgehog is to walk along the rice fields along 1.5 km and takes about 15 minutes. 2. The local community still lacks knowledge about the management and development of tourist destinations, so the dam is not managed properly
Opportunities	<ol style="list-style-type: none"> 1. Loang Landak Cave has entered the list of planning and developing the potential of the village government to be developed into a tourist destination
Threat	<ol style="list-style-type: none"> 1. The threat that can interfere with the planning process of making Loang Landak Cave into a tourist destination comes from the

- perception of the community who consider the cave to be a haunted place that has waiters that can endanger anyone who visits. This can be an obstacle to promote Loang Landak as a tourist destination
2. Currently there is a banyan tree and rocks that can be a threat to the safety of visitors

Cultural Potential

Segampang Tomb

Segampang Tomb is the tomb of one of the missionaries who came from Arabia with Shaykh Sayyid Abdullah Bin Shaykh Abdul Qadir Al Hadrami. The figure of Sayyid is a propagator of Islam on the island of Lombok. The name Segampang itself comes from the Sasak language which means "to make it easy" and until now the tomb is known as the Segampang tomb. The building of the Segampang tomb already existed during the Dutch colonial period, the existence of the tomb is believed to be a place of pilgrimage and ask for prayers, especially for children who want to quickly be able to read the holy verses of the Qur'an. The tomb measuring 2x1.5 meters is still very well maintained and maintained, even the well where the figure of Sayyid was bathed when he died is still there today. The condition of the community whose activities are still thick with religious activities makes the Segampang tomb which is considered to be visited by many pilgrims from various regions inside and outside East Lombok. This is what makes the Segampang tomb has the potential to be used as a religious tourism destination that must be managed properly. The Segampang tomb was cared for by one of the community leaders named Mr. Mus, he was the one who cared for and guarded the tomb. The authenticity of the tomb has been maintained until now as evidenced by community visits to pilgrimage that never stop. In other words, the tomb of Segampang is never empty of pilgrims. Makam which is located on a hill with an altitude of approximately 200 meters is also used as a burial place for people living in the area. The tomb of Segampang has been facilitated with bathrooms and ablution places for pilgrims, but these facilities are still very limited. In addition, there is also a gazebo to rest. According to the information given by Mr. Mus, pilgrims who come not only come from the island of Lombok but there are also those from Sumbawa, Java, Aceh, Sumatra, and even Malaysia. The condition of the tomb that is often visited makes the East Lombok Regency government aware to build accessibility to the Segampang tomb. Now the road to the tomb has been paved so that it can make it easier for pilgrims to visit.

Strength	<ol style="list-style-type: none"> 1. Segampang tomb is considered a sacred tomb so it is often visited to pray. People believe that praying at the tomb will facilitate all the good things that want to be achieved during life 2. Tombs have easily existed since the Dutch colonial era, the history of the tomb certainly has a very valuable value, so it becomes an attraction to be visited by pilgrims 3. Accessibility to the tomb is paved and can be reached by various vehicles both two-wheeled and four-wheeled 4. Cleanliness, authenticity, and preservation of the environment where the tomb is located is well preserved.
Weaknesses	<ol style="list-style-type: none"> 1. The involvement and concern of the village government is still minimal

	<ol style="list-style-type: none"> Facilities that can support the needs of pilgrims are still very limited, such as toilets, good ablution places, bathrooms, gazebos, halls, and others No one has sold rampe flowers that are often used by the surrounding community as a default when visiting tombs.
Opportunities	<ol style="list-style-type: none"> Job creation The creation of local MSME entrepreneurs, such as selling food, drinks, rampe flowers, hizib, yasin books and others The creation of additional income for both the community and the government
Threat	<ol style="list-style-type: none"> Threats come from an external perspective, for example such as natural disasters. The building of the tomb has easily stood since the Dutch era, so that when a natural disaster such as an earthquake occurs, the building will collapse Another threat comes from the perception of people who have not been educated about tourism, so that when the tomb is as easy as a religious tourism destination, the community assumes that the authenticity or sacredness of the tomb will be lost, this can be an obstacle to tourism development

Artificial potential

Bendungan Pandanduri

Pandanduri Dam existed before 1969. According to the local village chief, the dam has been planned from the Dutch colonial era. In 2011 the government of the Republic of Indonesia under the leadership of President Susilo Bambang Yudhoyono made an expansion project of the Pandanduri Dam, so that the dam which was originally 50 hectares to 315.7 hectares with a storage volume of 27 million m³. The dam was made for the benefit of irrigation of rice fields in the Sakra area, Keruak dan Jerowaru. The vast expanse of water makes the Dam look very exotic so that it is visited by many people as a tourist attraction. Pandanduri Dam is a type of artificial tourist attraction that offers a variety of tourist attractions. Attractions that can be enjoyed today are the beauty of a fairly wide expanse of dam water, fishing, *fishing*, *hiking*, leisurely cycling, and others. In addition to the tourist attractions above, Pandanduri Dam has the potential to develop its attractions, such as canoe attractions, canoes, *camping grounds*, festivals, floating cafes, freshwater fish culinary, and so on.

Strength	<ol style="list-style-type: none"> Pandanduri Dam offers the beauty of a fairly wide expanse of water that almost resembles the sea Pandanduri Dam has an interesting history, where the dam has existed since the colonial era of Belanda There are already several gazebos on the edge of the dam that tourists can use to sit while looking at the vast expanse of water Access to Pandanduri Dam has a hotmix road Water discharge is always present despite the long drought
Weaknesses	<ol style="list-style-type: none"> Dam management is still not optimal, judging from the absence of entrance fees. Visitors are free to enter and park anywhere

	<ol style="list-style-type: none"> Dam support facilities are still inadequate that can support tourist needs such as toilets, proper parking lots, culinary stands, and others The local community still lacks knowledge about the management and development of tourist destinations, so the dam is not managed properly
Opportunities	<ol style="list-style-type: none"> The location of the dam is adjacent to tourist attractions that are already popular in Lombok, such as Kuta beach, Pink Beach, Mount Rinjani, Mandalika Circuit, so it has great potential to be visited by tourists who are already in Lombok Dam close to Lombok International Airport
Threat	<ol style="list-style-type: none"> Visitors often lose motorcycles because supervision is still very minimal so that the image of the dam destination becomes bad When rainfall is high, the dam's water has the potential to overflow and endanger the surrounding area and existing facilities

Special interest potential

Fishing

Fishing is an activity that embraces the experience of nature and brings out a sense of excitement in challenging the ingenuity of fish. Fishing activities rely not only on technical aspects, but also include elements of excitement and relaxation. Enjoying the natural atmosphere, listening to the sound of gurgling water, and waiting for vibrations at the tip of the fishing rod are integral parts of the fishing experience. In addition, fishing is often a social activity that builds bonds, be it in family relationships, friendships, or fishing communities. Thus, fishing is not only a fishing fre, but a fun adventure that brings physical and mental benefits, also contains sustainability and ethical values to the aquatic environment. One of the locations used as a fishing spot in Suwangi village is the Pandanduri Dam. This location has been used as a fishing ground by the community long before the dam. Pandanduri Dam is used as a fishing spot not only by the surrounding community, but also people who like to fish from various regions outside East Lombok. Pandanduri is already quite famous by anglers because it has abundant fish. The strategic location and abundant fish make the Pandanduri dam very potential to be used as a location for holding fishing events that can bring tourists from various regions and abroad. Fishing activities are not only used as a hobby, some people make fishing as a livelihood. The fish obtained can be sold in the market, or can be used as a side dish for daily meals. This is what makes the Pandanduri dam never empty of people who fish. When tourism enters and develops in Suwangi village, fishing activities are certainly not only used as a hobby or livelihood, but fishing activities can be used as tourist attractions that can provide benefits for the village and the community.

Strength	<ol style="list-style-type: none"> It has a fairly large fishing area, namely the Pandanduri Dam Has abundant and diverse fish Fishing activities can be done at any time because the fishing location never dry water even though the dry season Access to fishing spots is easily accessible using various types of transportation, such as motorbikes and four wheels
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Weaknesses	<ol style="list-style-type: none"> Limited facilities to support tourism, for example, such as fishing rod rental places and bait purchases are not yet available, toilets, food stalls, and others are also still not available Fishing activities as a tourist attraction have not been managed properly
Opportunities	<ol style="list-style-type: none"> Can create new jobs The creation of local entrepreneurs, such as fishing equipment rental businesses, bait sales, culinary sales, development of tourist attractions and so on
Threat	<ol style="list-style-type: none"> <i>Overfishing</i> can lead to drastic declines in the number and size of fish populations and jeopardize the sustainability of fish resources. Less responsible fishing practices, such as the use of fishing gear that damages aquatic bottom habitats or taking live bait from natural ecosystems, can damage habitats and disrupt aquatic ecosystems Not complying with fishing regulations, such as breaching minimum size limits or fishing seasons, can harm fish populations and threaten the sustainability of fishery resources Uncontrolled development of fishing attractions can lead to increased tourist pressure, potentially damaging ecosystems and making the natural environment lose its quality.

Conclusion

The potential of tourist destinations in the Suwangi Village area consists of natural, cultural, artificial and special interest potentials. Natural potential consists of rice fields, hills and caves. The next cultural attraction consists of the Segampang Tomb. The artificial potential consists of Dams, while the special interest potential consists of fishing attraction activities. Each destination has the potential to be developed into an attractive attraction. From the results of the SWOT analysis, it can be seen that some aspects that are the strength of Suwangi village's tourist attraction include natural beauty that is still natural, a fairly large area, has relics that are considered sacred and preserved until now, and so on. In addition, public awareness and understanding of the management and development of tourist destinations is still limited, becoming a weakness of the management of this tourist village. It can also be known opportunities and threats such as natural disasters, public perceptions that have not been educated about tourism tend to think negatively to be an obstacle to tourism development, and security is still not good. Although it still has some shortcomings, the potential tourist attraction of Suwangi village is quite adequate as a competitive tourist village.

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