

## **Increasing Human Resource Capacity in The Development of Limbungan Traditional Villages and Perigi Villages, East Lombok District**

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### **Article History**

Received: 17-12-2023

Revised: 19-12-2023


Published: 17-12-2024

### **Key Words :**

Limbungan, Perigi,  
increasing human resource  
capacity

**Abstract:** Limbungan Traditional Village is located in Perigi Village with traditional potential that can be introduced as one of the tourist attractions in the village. Apart from that, there are many potential tourist attractions whose potential the people in Perigi village have not yet realized. The main obstacle in this village is the absence of special human resources focused on developing and managing the area as a tourist attraction, even though the East Lombok Regency government has designated Perigi village, especially the Limbungan Traditional Village, for tourism development. Therefore, the Lombok Poltekpar Service Team designed a human resource development program consisting of preparation stages, baseline study, coordination, coaching and mentoring, monitoring and evaluation. Based on the activities carried out, there are around 25 active young people who have been formed to develop Perigi village and Limbungan Traditional Village as tourist attractions. The provisions that have been obtained from increasing human resource capacity include the ability to prepare tour packages, story telling and basic services to guests. It is hoped that this activity to increase human resource capacity can be the first step for the village government and community to develop their village into a tourist attraction and provide awareness or sustainable benefits in the tourism sector.

**How to Cite:** Ferdianto, J., Hizmi, S., Supardi, S., Wahim, I., Syahrihudin, S., Darsa, L. H., & Juanda, J. (2024). Increasing Human Resource Capacity in The Development of Limbungan Traditional Villages and Perigi Villages, East Lombok District. *JMET: Journal of Management Entrepreneurship and Tourism*, 2(1), 104–113. <https://doi.org/10.61277/jmet.v2i1.69>

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### **Introduction**

Limbungan Traditional Village is a traditional village that is still well managed by indigenous people within the Limbungan Traditional cultural environment. Local wisdom is still preserved in the form of awiq-awiq and has become a cultural activity, starting from begawe activities and other traditional rituals. Conditions in Limbungan regarding the local wisdom values of the Limbungan traditional house must be maintained and used as a strategy to meet the needs of the local community (Rachman & Komalasari, 2021) . Until now, this has continued from generation to generation, starting from aspects of buildings and the habits that accompany them, such as: 1) institutional systems; 2) kinship system; 3) economic life system; 4) religious and cultural life, with the scope that accompanies it starting from aspects of religious ritual ceremonies based on the thought construction of the community supporting its culture (Giyoto et al., 2022; Komariah, Saepudin, & Yusup, 2018; Linggarjati, Prayitno, & Wicaksono, 2019) . Local wisdom can be interpreted as a view of life and knowledge as well

*JMET* Vol. 2, No 1 (January 2024)

as life strategies in the form of activities carried out by local communities to meet their needs (Rachman & Komalasari, 2021).

Based on electronic data on the [Jadesta.kemenparekraf.go.id](http://Jadesta.kemenparekraf.go.id) website, the Perigi Tourism Village which manages the Limbungan Traditional Village does not yet have an institutional governance system available in the Jadesta website format. The requirements for entering the website are of course to have a village tourism institution and profile, but this institution is partial and has not been integrated holistically with existing stakeholders. This destination-based problem provides an opportunity to search for and use an approach model that involves the active role of the community to help construct creative ideas. This means that agricultural and tourism business actors will be able to plan, organize and program tourist villages based on community capabilities and village potential (Dananjaya, Kencana, & Sukarsa, 2017; Rachman & Komalasari, 2021; Takatori & Matsumoto, 2023).

The focus of the community service program is the need for a mentoring program to form institutional elements that can manage the cultural and natural potential of Perigi Village. The development of the Limbungan Traditional Village as a cultural icon has not been touched much in the mentoring program, this is because it has not been well documented, local institutions are not yet functioning, in practice tourists have to often stay overnight or be close to the village. traditional atmosphere and learning about village life and the local environment, so that there is a learning process from the community (hosts) to tourists (guests), so that guests are able to give appreciation (rewarding) to local values that are still firmly held. by the local community (Susyanti & Latianingsih, 2014) . Packaging educational tourism by indigenizing cultural information and community traditions requires integrated institutional governance between the Village Government, Pokdarwis, Bumdes, Karang Taruna and BPD. Strengthening institutional governance (Isdarmanto & Par, 2017).

Supporting capacity related to institutions that are still ongoing and related to community support in the Limbungan Traditional Village is the basic capital in developing the Perigi Tourism Village. This great potential needs to be strengthened with existing institutional governance but has not received program assistance. Assistance to tourist village communities can begin by forming village community organizations and/or strengthening existing village community organizations by paying attention to the village's vision and mission as well as the main duties and functions of each organization's administrators. In this way, tourist villages can have orderly and orderly administration, have a positive impact on the entire village community, meet the expectations of visiting guests while maintaining the village's local culture and wisdom. (Kemenparekraf, 2021).

The fundamental problem in every destination, one of which is in Limbungan , is the aspect of destination governance, such as tourism industry programs, destination programs, marketing programs and tourism institutional programs. (Linggarjati et al., 2019) . The main element in this case that needs to be made a priority scale includes institutional governance, this is related to not having and forming a destination management strategy. The management has not been integrated and is still partial, such as the village program not being integrated with the Pokdarwis program and other stakeholders. The focus of the study that is needed and used as community service includes: 1) Identification and mapping of the potential of the Perigi Tourism Village; 2) Development of Tourism Village Community Organizations; and 3) Prepare tour packages and practice handling guests.

## **Research methods**

This community service activity consists of several stages, namely: preparation, initial baseline study, coordination, coaching and mentoring, monitoring and evaluation.

### **Preparation**

At this stage, the PKM Poltekpar Lombok team coordinated with various stakeholders, namely the Regional Secretary, Tourism Office, Village Government and Village Community Empowerment Agency in East Lombok Regency. The aim of coordinating with stakeholders is to find out the initial conditions of the Limbungan Traditional Village, Perigi Tourism Village in the context of preparing the traditional village as a tourist destination on Lombok Island and the government programs that have been implemented to support this. traditional village. Apart from that, the aim of coordination is to obtain support for the program to be implemented in the village in a technical and operational context.

### **Basic studies.**

After the PKM Poltekpar Lombok team receives support from the government, the PKM Poltekpar Lombok team will carry out the process of mapping village potential. Based on the literature and the results of initial studies conducted in research by Ferdianto, Rizkiyah, and Nurhayani (2022) , it is known that the Limbungan Traditional Village has not received support or development in its village as a tourist destination. Apart from that, it is necessary to carry out potential mapping to find out the advantages and characteristics of traditional villages that differentiate them from other tourist villages (Ardiana, Ramadhani, Jodi, & Ali, 2022; Samtono, Nugraheni, Mistriani, & Maryani, 2022) . To be able to map the village's potential, both human resource potential and natural and cultural potential that can be used as a tourist attraction, the Lombok Poltekpar team conducted a baseline study. In conducting a baseline study, the PKM Poltekpar Lombok team reviewed matters relating to human resources for tourism managers and implementers in the village, where a simple qualitative descriptive approach was carried out, namely by asking several simple questions to the parties involved in village management to determine the quality and the character of human resources through demographic perspectives and attitudes in conveying opinions regarding the potential of the Limbungan Traditional Village as a tourist destination (Ardiana et al., 2022; Utami & Mardiana, 2017) . The source of informants in this baseline study activity was the Limbungan Traditional Village community of productive age (18 – 64 years) with a male to female ratio of 1:1.

Then, to map the potential of the destination as an attraction offered to visitors, the PKM Poltekpar Lombok team carried out a checklist for conformity with the 5A aspects (accessibility, attractions, activities, facilities and accommodation). After carrying out data collection and checklists, the PKM Poltekpar Lombok team will map out the potential that will be exploited in the first year and what programs will be implemented in developing human resources in the Limbungan Traditional Village.

### **Coordination**

The data and information obtained at the baseline study stage are classified and grouped based on priorities, then a summary of the data is presented in the form of a proposal or presentation which is submitted to relevant stakeholders, which in this case is focused on local governments. namely the East Lombok Regional Secretary, the East Lombok Tourism Office, the Village Government and the Village Community Empowerment Agency in East Lombok

Regency. At this stage, the PKM Poltekpar Lombok team explained the urgency and what stages needed to be taken in developing the Limbungan Traditional Village as a tourist destination. As well as what support is expected in order to maximize the implementation of assistance and development of the traditional village so that it becomes a well-known tourist destination. This coordination process was carried out in the form of an open discussion, where the results of the agreement obtained by the PkM Poltekpar Lombok team were revealed in several development and coaching activity programs.

#### Training and teaching

Reviewing the initial conditions in the Limbungan Traditional Village from the results of the baseline study and coordination, the PKM Poltekpar Lombok team will develop coaching and mentoring activities that first focus on human resources in that place. The form of activities that will be carried out will focus more on strengthening institutions and human resources in that place, with a focus on strengthening and coaching which will be adjusted to the results of agreements in the coordination process carried out previously with stakeholders. The coaching activities that will be carried out will last for 2-3 days offline in the Limbungan Traditional Village involving people of productive age (18 – 40 years) with a male to female ratio of 1:1. After the coaching is carried out, the PKM Poltekpar Lombok team will divide each participant into several small groups. This small group will receive intensive assistance via WhatsApp social media for 3 months, to direct and ensure that each team works in accordance with the directions given by the Lombok Tourism Polytechnic PKM team from the mutual agreement that has been established.

#### Monitoring and evaluation

Monitoring of this activity is carried out to review developments and changes that arise during the implementation of coaching and mentoring. To obtain maximum results, the Lombok Poltekpar PKM team will coordinate with stakeholders, in this case the local government, to appoint one of the staff from the government (East Lombok Tourism Service) to carry out monitoring and assessment according to the checklist that has been prepared previously. by the Lombok Tourism Polytechnic PKM team. The Lombok Poltekpar team will also carry out monitoring at different times and days, with the same assessment indicators/checklist as those provided by the previous government. The aim is that the data/information obtained is valid and can be measured using predetermined indicators.

The results of this monitoring activity were then conveyed to all stakeholders, both from the government and the Limbungan Traditional Village community, to inform them of the advantages and disadvantages of the activities that had been carried out. And together discuss activities or programs that need to be developed or prepared for the following year.

## Results and Discussion

### Government and Assisted Village Coordination Activities

In community service activities carried out in the Perigi Tourism village, the Lombok Tourism and Tourism Village team visited the East Lombok provincial tourism office first to find out about the strategies and programs that had been carried out for the development of the village. It was found that the village had not been developed or supported optimally. Based on the findings of the PkM Poltekpar Lombok team, this is caused by various things, namely:

1. Limited resources, namely in terms of a lack of supporting budget, the number and quality of human resources managing tourist villages and limited adequate infrastructure to attract the attention of tourists and ensure the security and safety of tourists when carrying out activities and visiting tourist destinations.
2. The weakness in terms of strategic planning is that there needs to be a clear and directed strategic plan. However, in the condition of the Perigi tourist village, a strategic plan has not been prepared and designed involving in-depth analysis of existing potential and challenges as well as analysis and determination of goals, targets and specific steps to achieve sustainable development.
3. Weak coordination and collaboration, where in the Perigi tourist village it was found that coordination between sectors, especially from each hamlet head, POKDARWIS and the village was still very weak. Meanwhile, progress in developing tourist villages requires good cooperation between the tourism office and local government, local communities, educational institutions, the private sector and other related parties. If there is no effective coordination and collaboration, efforts to develop tourist villages can be hampered and run ineffective.
4. Lack of marketing and promotion of the Perigi tourist village. Even though there is a POKDARWIS in the Perigi tourist village, there is still very little promotion of the village's uniqueness and superiority as a tourist attraction. In response to this, there is a need for an appropriate strategy to promote the tourist village, introduce its unique attractions, and reach relevant target markets, so that in the future it can attract tourists to visit the tourist village. So far there have been no recorded visits to this tourist village, even though the East Lombok Tourism Office government is planning the village as a tourist attraction.
5. Another problem that emerged from the observations of the PkM Poltekpar Lombok team was changes in policies and priorities in both the village, regional government and East Lombok district. This is because changes in placement or restructuring result in changes in the focus of the programs being implemented. As a result, several development projects to support tourism destinations are allocated to different focuses. If the policies that support the development of tourist villages change or development priorities shift to other sectors, then obstacles in implementing previously planned development programs will be faced by all stakeholders who play a role in developing the Perigi tourist village.

In response to this, the PkM Poltekpar Lombok team together with the East Lombok Tourism Office held an audience to build synergy and find out the obstacles faced by tourism actors, managers and other stakeholders in the Perigi tourist village in order to find the right solution. To overcome the problems faced. in a tourist village.



**Figure 1. Audience Process With Tourism Actors In The Perigi Tourist Village**

### Strengthening Tourism Village Community Organizations

In efforts to develop a tourist village, there are several things that are the basis for considering the implementation of strengthening community organizations in the Perigi tourist village for the PkM Poltekpar Lombok team, namely:

1. Strengthening the organization provides opportunities for all levels of local community in the village to actively participate in the development of tourist villages. The formation of a strong organization capable of representing the voice of the community, conveying its aspirations and interests to the government and related stakeholders. Direct community participation and involvement in decision making and implementing activities can ensure that the development of tourist villages is focused on the needs and desires of local communities.
2. Strong community organizations will have adequate capacity to organize tourism village development programs and activities. Tourist village communities that are members of this organization can manage training programs, promotional activities, infrastructure development and management of tourist attractions. Strong community organizations can become strategic partners for the government and related institutions in implementing tourism village development programs.
3. Tourism village organizations have the ability to advocate and influence policies that support the development of tourist villages. The community can act as community representatives in interacting with the government, non-governmental organizations and the private sector. Through effective advocacy, community organizations can fight for the interests of local communities, guarantee social and economic justice, and protect environmental sustainability in developing tourist villages.
4. Strengthening community organizations includes increasing the capacity of organizational members in terms of knowledge, skills and attitudes. Community organizations can organize training, workshops and other capacity development programs for local communities. By increasing community capacity, they can play an active role in managing and utilizing natural and cultural resources in tourist villages. Communities who have better capacity will be better prepared to contribute to the development of sustainable tourism villages.

5. Strong community organizations can play a role in managing conflicts that may arise in the development of tourist villages. They can act as mediators between local communities, government and other stakeholders in resolving conflicts and reaching consensus that benefits all parties. Community organizations can also help build harmonious relationships between local communities and tourists, as well as increase cultural and sustainability awareness in tourist villages.

#### Increasing the Capacity of Management/Members of Tourism Village Organizations

Increasing the capacity of administrators and members of tourist village organizations refers to efforts made to increase knowledge, skills and attitudes regarding the management and development of tourist villages. This aims to strengthen their abilities in managing activities, making decisions effectively, establishing partnerships, and facing challenges that may arise in developing tourist villages. Management and members of tourist village organizations need to have a good understanding of the concepts and principles of sustainable tourism, the advantages and attractiveness of tourist villages, as well as regulations and policies related to tourism. They must have sufficient knowledge about tourism potential, tourist profiles, tourism industry trends, and best practices in managing tourist villages. Capacity building also involves developing the management skills of administrators and members of tourist village organizations. These skills include strategic planning, financial management, human resource management, marketing and promotion, and monitoring and evaluation. By having good management skills, they can manage tourist village operations efficiently and effectively. Good communication skills are very important in developing tourist villages. Management and members of tourist village organizations need to have the ability to communicate well, both verbally and in writing, with the government, business partners, local communities and tourists. Apart from that, they must also be able to build good partnership relationships with various related parties, such as tour operators, educational institutions, non-governmental organizations and the private sector.

Tourist villages often have unique cultural and heritage riches. Therefore, administrators and members of tourist village organizations need to have a good understanding of local culture, history, traditions, arts and crafts in the village. They must be able to maintain and preserve cultural heritage by incorporating it into interesting and authentic tourist experiences. Sustainable tourism villages must pay attention to environmental aspects. Management and members of tourist village organizations need to have high environmental awareness and understand the importance of environmentally friendly practices in developing tourist villages. They must understand the principles of environmental management, reducing negative impacts, waste management, use of renewable energy, and nature protection.



**Figure 2. Coordination and Initiation of Capacity Building and Strengthening of The Perigi Tourist Village Organization**

#### Organizational Reconstruction based on Working Groups

Organizational reconstruction based on work groups allows for more effective collaboration between team members. In a work group, members can interact with each other, share knowledge and experience, and utilize each other's skills to achieve common goals. Good collaboration will trigger synergy between team members, where individual skills and strengths complement each other and produce better solutions. Well-organized work groups encourage creativity and innovation. In a collaborative environment, team members can share ideas, new thoughts, and different views. Discussion and debate in working groups stimulate creative thinking and open up opportunities for new ideas to emerge. This can result in innovation in product development, processes, or strategies that contribute to the growth and success of the organization.

In work groups, team members have the opportunity to develop new skills and improve existing skills. Each member can learn from the experiences and knowledge shared by other members in the group. This can improve individual competence and motivate team members to contribute better. Developing individual skills and motivation also has a positive impact on the overall growth and success of the organization. Additionally, decision making often involves multiple different perspectives and views. Discussion and collaboration in work groups allow team members to consider various points of view before making a decision. This helps reduce the possibility of individual bias and allows for more rational and informed decision making. Thus, organizational reconstruction based on work groups can improve the quality of organizational decisions.

#### Conclusion

The implementation of community service in the Perigi tourist village received a very large response, especially by the government of the East Lombok Tourism Service because this village is one of the focuses of developing tourist villages in East Lombok Regency. However, based on the results of the baseline study, it was found that there were many shortcomings and challenges in developing tourist villages, especially those originating from the institutions and

management organizations in Perigi Tourism Village. Therefore, in implementing the first term of service, the PkM Poltekpar Lombok team focused activities on coordinating with the government, strengthening Perigi village community organizations, increasing management capacity and reconstructing working group-based organizations.

### Confession

Thanks and appreciation are expressed to the Lombok Tourism Polytechnic for facilitating the service budget, the community and government in Perigi Village for providing opportunities both in terms of energy and time to support service activities that have been carried out this year.

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