



**COMMUNITY EMPOWERMENT BY THE TOURISM OFFICE  
IN THE DEVELOPMENT OF SADE TOURISM VILLAGE,  
CENTRAL LOMBOK REGENCY, WEST NUSA TENGGARA PROVINCE**

**Anastasya Nur Azzura<sup>1</sup>, Mulyana<sup>2,3</sup>**

<sup>1</sup>Badan Kepegawaian dan Pengembangan Sumber Daya Manusia Lombok Tengah

<sup>2</sup>Institut Pemerintahan Dalam Negeri

<sup>3</sup>corresponding author: [mulyana@ipdn.ac.id](mailto:mulyana@ipdn.ac.id)

**ABSTRACT**

*West Nusa Tenggara Province has a lot of tourism potential and attracts tourists. This research aims to describe and analyze community empowerment in the development of Sade Tourism Village in Rembitan Village, Pujut District, Central Lombok Regency. The research method uses qualitative and data collection techniques, such as interviews, observation, and documentation. Data analysis techniques use reduction, data presentation, and research conclusions. The informants were determined using a purposive sampling technique. Researchers used the operationalization of community empowerment from Mardikanto & Soebianto (2013). The results show that the human development dimension needs to be more specific, and human resource development is not provided for people living around Sade Village. The business development dimension shows that community participation is very high in maintaining infrastructure and keeping Sade Tourism Village beautiful. At the same time, in terms of promotion, some still need to understand the importance of promotional activities. The environmental development dimension shows that the people of Sade Village are very concerned about the cleanliness and comfort of the environment for tourists. The institutional development dimension indicates that Pokdarwis supports community empowerment activities in Sade Village. In conclusion, community empowerment carried out by the Central Lombok Regency Tourism and Culture Office in developing the Sade Tourism Village has been carried out quite well.*

*Keywords: Tourism Village, Community Empowerment, Tourism Village Development.*

**ABSTRAK**

Provinsi Nusa Tenggara Barat sendiri mempunyai potensi pariwisata yang banyak dan menjadi daya tarik oleh wisatawan. Adapun tujuan penelitian ini adalah untuk mendeskripsikan dan menganalisis pemberdayaan masyarakat dalam pengembangan Desa

Copyright (c) 2024 Anastasya Nur Azzura, Mulyana



This work is licensed under the Creative Commons  
Attribution-Non Commercial-ShareAlike 4.0 International  
License.

Wisata Sade di Desa Rembitan Kecamatan Pujut Kabupaten Lombok Tengah. Metode penelitian menggunakan metode kualitatif, teknik pengumpulan data menggunakan wawancara, observasi dan dokumentasi. Teknik analisis data menggunakan reduksi, penyajian data, dan penarikan kesimpulan penelitian. Adapun informan ditentukan menggunakan teknik *purposive sampling*. Peneliti menggunakan operasionalisasi konsep pemberdayaan masyarakat dari Mardikanto & Soebianto (2013). Hasil penelitian menunjukkan bahwa dimensi bina manusia menunjukkan bahwa belum ada pengembangan sumber daya manusia secara khusus yang diberikan bagi masyarakat yang tinggal di sekitar Desa Sade. Dimensi bina usaha menunjukkan bahwa partisipasi masyarakat sangat tinggi dalam memelihara prasarana dan menjaga Desa Wisata Sade agar tetap asri, sedangkan pada aspek promosi masih ditemukan masyarakat yang belum memahami pentingnya kegiatan promosi tersebut dilakukan. Dimensi bina lingkungan diketahui bahwa masyarakat Desa Sade sangat memperhatikan kebersihan dan kenyamanan lingkungan bagi wisatawan. Dimensi bina kelembagaan menginformasikan bahwa adanya dukungan dari Pokdarwis dalam kegiatan pemberdayaan masyarakat di Desa Sade tersebut. Kesimpulannya, pemberdayaan masyarakat yang dilakukan Dinas Pariwisata dan Kebudayaan Kabupaten Lombok Tengah dalam pengembangan Desa Wisata Sade telah dilakukan dengan cukup baik.

Kata Kunci: Desa Wisata, Pemberdayaan Masyarakat, Pengembangan Desa Wisata.

## INTRODUCTION

Tourism has great potential, and the government has decided to make it a leading sector. The Tourism Office plays a vital role in tourism development, one of its roles being to facilitate the provision of facilities at various tourist attractions. Facilities such as rides and infrastructure are essential to tourism development and attract tourists to visit tourist attractions in Indonesia. In addition, the role of the Tourism Office is to stimulate the creation of a strategy to build and develop existing tourism objects.

West Nusa Tenggara is a province with three tribes: Sasak, Samava, and Mbojo. West Nusa Tenggara Province has a lot of tourism potential and is attractive

to tourists, and the adjacent islands are also an excellent potential for tourism development. NTB Tourism, especially on the island of Lombok, has been awarded various achievements and awards at the World Halal Travel Summit 2015 in Abu Dhabi, United Arab Emirates, and won two categories: Best Halal Honeymoon Destination in the World and Best Halal Tourism Destination in the World. NTB is also a priority destination and will be built as a particular tourism area assigned to tourism business activities established by the government, aiming to increase the number of tourists, which is expected to improve the economy of the local population (Admin, 2015). Tourism activities have many consequences for the

people, especially the local community or other ordinary people. Tourism activities should be developed, and the conditions in the community should be considered, and this should not be ignored in the local wisdom of the community. One of the tourist villages that is the mainstay of Central Lombok is Sade village. The Lombok Regional Tourism Office has made Sade a tourist village because it has the unique feature that the local community is still living in the hall to maintain the existing traditions and the construction of local people's houses that are still based on nature. This village is a mirror of the original Lombok tribe. Sade Village is one of those selected to be included in the cultural nomination category Village Tourism Award 2021, which was a form of encouragement for the village tourism community amid the

Covid-19 pandemic. Based on the Regional Regulation of West Nusa Tenggara Province Number 7 of 2013 concerning the Regional Tourism Development Master Plan for 2013-2028, Article 13 (1) of the Regional Tourism Destination Region (DPD) consisting of the Regional Tourism Strategic Area (KSPD) including Sade Hamlet as a Cultural Tourism Area. In 2020, Central Lombok Regency implemented PSBB to reduce the spread of the Covid-19 virus so that tourists could not come to Sade Village. However, in 2021, the government has provided leeway for local communities or foreign tourists to return to carry out tourism activities, especially in Sade Tourism Village, which has increased tourists visiting by implementing health protocols.

**Table 1. Number of Tourist Visits in Sade Tourism Village**

| No. | Year | Number of Visits (People) |
|-----|------|---------------------------|
| 1.  | 2017 | 56.505                    |
| 2.  | 2018 | 62.127                    |
| 3.  | 2019 | 94.132                    |
| 4.  | 2020 | 41.150                    |
| 5.  | 2021 | 51.840                    |

Source: Central Lombok Regency Tourism and Culture Office

Based on the data above, it is known that tourist visits to Sade Tourism Village have a high selling value. In 2020,

the number of tourists who came to Sae Tourism Village decreased due to the impact of the Covid-19 pandemic.

However, in 2021, the number of tourists increased due to the relaxation provided by the local government for both local people and foreign tourists to visit Sade Tourism Village. This Sade tourism village provides activities that prioritize its cultural values with an active form of tourism through an active role in interaction between tourists and the local community to cooperate directly as an attraction of the village. The form of cooperation carried out with foreign tourists, including tourists learning to use looms with the people of Sade Village and producing handicrafts. Furthermore, foreign tourists promote handicrafts and weaving products.

Awareness of Central Lombok district's many potentials has made the Tourism Office prioritize tourism as development. However, tourism development must be connected to the participation of the community because the community itself is the prominent figure in the implementation of development. The community's existence amid tourism development is prioritized and involved to see how it must be relevant to local wisdom. Local communities are essential to tourism development based on local knowledge. The community has had its own experience in maintaining its

environmental conditions in sustainable tourism development. This tourism development will only be able to develop if the local community makes efforts and works hard to preserve the existing culture and characteristics. By preserving culture, the community can improve the local economy through tourism. Law Number 23 of 2014 has provided opportunities for local/city governments to manage their construction, with community participation in the development process. The problem in the development of Sade Tourism Village is the human resources of the Sade community, where the local community still needs to improve its understanding of tourism science, causing people to be silent about tourism development.

Previous research that examined tourist villages was quite a lot. As Amir et al. (2020) identify the status of tourism village development in Central Lombok Kabupaten, it is known that Sade Village is included in the category of developed villages because it has cultural attractions from the Sasak Tribe. In line with this opinion, Suprihatin & Hailuddin (2016) stated that the government should conduct a revitalization project to develop Sade Village as a tourist village. On the other hand, Mayasari & Yoniartini (2023), studying from the aspect of Bonding

Social Capital, explain that people tend to be fixated on exclusivism and customs, which has implications for the development of Sade Tourism Village. When studied from the aspect of sustainable tourism, it is known that Sade Village has an advantage in community participation elements that affect the sustainability of tourism village development (Pratiwi et al., 2019). Referring to the description above, the author states that this study has never been conducted and is different. It is known that no prior research has examined the tourist attractions of Sade Village from the aspect of community empowerment. Therefore, this study aims to describe and analyze community empowerment in the development of Sade Tourism Village in Rembitan Village, Pujut District, Central Lombok Regency.

## **THEORETICAL REVIEW**

### ***Community Empowerment***

Community empowerment is one of the supporting factors of development. Development will be higher if empowerment has been successfully carried out. Related to this, development refers to efforts to improve the quality of human life physically, mentally, economically, and socio-culturally. According to Mardikanto Mardikanto &

Soebianto (2013), there are six empowerment objectives, including improvement efforts, namely:

1. Improving institutions

Through empowerment, an institution can expand its network or business partners.

2. Improving business

It is hoped that empowerment that involves learning activities can improve the business that is being run.

3. Improving revenue

With the improvements in business, poverty is hoped to be solved.

4. Improving the environment

Pendapatan yang telah diperbaiki sangat diperlukan untuk memperbaiki lingkungan.

5. Improving living condition

The level of income and suitable environmental conditions are expected to improve the living conditions of every family and community.

6. Improving the people

A better life supported by the environment will lead to the realization of a better life for the community as well.

In this case, Mardikanto explained that there are 3 (three) primary efforts in each community empowerment, which he

calls the Tri Bina: human development, business development, and environmental development. Against this formulation, Mardikanto & Soebianto (2013) added the importance of institutional development because the Tri of development will only be realized as expected when supported by the institutional effectiveness needed. Empowerment, according to Totok Mardikanto, is very much in line with the problems faced by the local government of Central Lombok Regency in empowering the community through the development of Sade Tourism Village because the community itself is placed as the point of implementing its empowerment, so it is hoped that the existing problems can be solved. It is expected to improve the welfare of the community.

## **METHOD**

Community Empowerment by the Tourism Office in Sade Tourism Village uses a descriptive qualitative research methodology. Data collection was carried out through interviews with 14 research informants, including the Head of the Central Lombok Regency Tourism and Culture Office, the Head of Human Resource Development, the Head of Promotion and Marketing, the Head of the Cooperation and Partnership Section, the

Head of the HR Guidance and Extension Section, the Head of the Tourism Business Human Resources Development Section, the Community Pokdarwism around Sade Tourism Village and Tourists. The author also conducts observations and documentation. The determination of informants is carried out using purposive sampling. The criteria for determining informants is to consider people who can provide information/answers relevant to the context of this research. This research guides the concept of community empowerment delivered by Mardikanto & Soebianto (2013) through four dimensions: human development, business development, environmental development, and institutional development. The data analysis process, according to Miles & Huberman (1992) This study uses three steps, namely data reduction, data presentation, and conclusion.

## **RESULTS AND DISCUSSION**

### ***Community Empowerment by the Tourism Office in the Development of Sade Tourism Village***

Community empowerment increases each individual's capacity by increasing a qualified person's ability to get a significant income. The purpose of empowerment is to form an independent and quality society to support the community's welfare. The tourism

potential offered by Sade Village is its cultural potential, where it still maintains the customs of the Sasak tribe. This Sasak Cultural Village is fully managed by the community and as an activity in tourism that positively impacts the welfare of the community. Therefore, community empowerment needs to be carried out to increase knowledge and awareness about the development of Sade Tourism Village.

Community empowerment carried out by the Central Lombok Regency Tourism Office continues to be improved in the development of Sade Tourism Village, considering that Sade Village is included in the Cultural Tourism Area and Cultural Heritage of Sade Traditional Hamlet, which is regulated in the Regional Regulation of West Nusa Tenggara Province Number 7 of 2013 About the Plan Regional Tourism Development Master for 2013-2028 article 13 (1) Regional Tourism Destination (DPD) Consists of Regional Tourism Strategic Areas (KSPD) and Regional Regulation Number 7 of 2011 concerning Regional Spatial Planning for 2011-2031 Central Lombok Regency in article 21 paragraph 1 no 4. In this regulation, tourism development has been regulated with an emphasis on the region, so the Central Lombok Regency Government, through the Tourism Office,

has made various efforts to develop Sade Tourism Village. In developing tourist villages, community participation is one of the keys to ensuring that the development of tourist villages runs smoothly towards the desired goals.

If reviewed, the concept of community empowerment in the development of Sade Tourism Village is carried out by referring to 4 aspects, namely:

#### 1) Human Development

The first dimension of Mardikanto's empowerment theory is human development. This dimension is the first and foremost effort that must be considered in every effort to empower the community. All activities included in capacity building/development efforts are included in Human Development efforts.

The community's participation in tourism activities in Sade Village is extensive, as evidenced by everything related to the decision to develop tourism activities to be returned to the people. The community participates not only in the tourism sector but also in the many people who work there, both as local guides and those who sell at souvenir stalls. Based on an interview with the Head of the Central Lombok Regency Tourism and Culture Office, Mr. H. Lendek Jayadi, SE, MM said that:

"Efforts made by the Tourism Office and the local government in developing Sade Tourism Village through the Tourism Awareness Group aim to empower the community and improve the community's economy. In its development, the Tourism Office has provided training to the Tourism Awareness Group, including destination management training and certification of local tour guides, and given socialization from the Ministry on Tourism Awareness, *Sapta Pesona*, and CHSE".

From the interviews conducted by the researcher, it is known that the Tourism Office has guided the local community through tourism awareness groups by providing training that has been certified by SNI CHSE to improve the quality and ability of human resources in managing the potential of Sade Village so that it becomes an advanced and independent village. In an interview with the Head of the Central Lombok Regency Tourism and Culture Office, Mr. H. Lendek Jayadi, SE, MM, said that:

"In its management, the community has been able to manage Sade Village, considering that Sade has existed since ancient times and that it is a historical relic of the Sasak Tribe. The community has also been able to adjust to the current situation considering that it is very strategically located with the Super Priority Destination area and educational facilities for the community have been built, namely, the Tourism Polytechnic, which makes the community understand how to manage

and develop the potential of existing local wisdom".

One of the functional officials in human resource development and creative economy is Mr. Sukandrawan Wira Sentana, SST. Par said that:

"There is still no one for the special program for the development of Sade Tourism Village carried out by the Tourism Office. However, in every training that is useful for the development of the tourist village, Sade Village always participates and can, considering that Sade Village, after being assessed, is in the category of Developing Village and is one of the rural areas that is a pilot project for other areas based on the Decree of the Regent of Central Lombok Number 63 of 2020 concerning the Determination of Tourism Villages in Central Lombok Regency".

Based on the researcher's interviews with the informants, it can be concluded that the Tourism Office is empowering the community towards developing sade tourism villages, which still need to exist specifically. Still, the Tourism Office has made efforts to deal with this by providing training and coaching to existing tourism awareness groups to provide enthusiasm for developing tourism villages carried out by local communities to support their welfare. Thus, Sade Tourism Village will become the main destination for tourists if it is appropriately managed by tourism



awareness groups or tourism managers, as well as the Tourism Office and local government because the community plays a primary role in the development of Sade Tourism Village.

## 2) Business Development

Bina's effort to be an attempt is important in any empowerment. In general, businesses owned by Sade Tourism Village must prioritize good service and significantly impact the local community's economy. In this dimension, the indicators are supporting facilities and infrastructure and marketing/promotion, which will be explained as follows:

### a) Supporting Facilities and Infrastructure

Each tourist village certainly has its characteristics, which can be seen from the potential of the village, so it is worthy of being used as a tourist village. In this regard, tourism activities in an area will be connected to the support of supporting facilities and infrastructure that can support tourism. Based on the researcher's observations, the facilities owned by the people of Sade Village to support community empowerment activities include the existence of traditional looms used by women in Sade Village to produce *ikat* and *songket* weaving fabrics. Next are traditional musical instruments,

local transportation, farming equipment, and traditional household tools (such as clay cooking utensils, bamboo weaving, and spinning tools). The supporting infrastructure is supported by the existence of Sade Village traditional houses known as Bale Tani and Bale Lumbung, which are built with traditional materials such as woven bamboo for walls and reeds for roofs. In addition, there is a traditional mosque and a weaving craft center.

Based on an interview with the Head of the Central Lombok Regency Tourism and Culture Office, Mr. H. Lendek Jayadi, SE, MM said that:

"Facilities and infrastructure in Sade Village are very easy to access because the location of Sade is very strategic with tourism in Central Lombok Regency and is used by the local government to carry out tourism activities, coupled with close access to Lombok International Airport, which is only 10 km from Sade which makes it easier for tourists. As well as the tourism potential offered by Sade, namely the cultural potential of the indigenous Sasak tribe. There is already one for mosque worship in the Sade Tourism Village area. Public toilets that are already good, *berugak* (a place to receive guests), and there are several other photo spots that support good facilities and infrastructure."

Based on an interview with the Head of the Central Lombok Regency Tourism and Culture Office, it can be

concluded that the Central Lombok Regency Regional Government, through the Tourism and Culture Office, has carried out infrastructure development in fulfilling facilities and infrastructure that support tourism activities in Sade Village. This is one of the strategies for developing Sade tourism villages in Central Lombok Regency. Tourist visits in 2021 have increased compared to the previous year due to the WSBK and MotoGP events, which slowly but surely have a positive impact on the tourism sector in Sade Village. Based on an interview with residents of Sade Village, he said:

"The event held at the Mandalika Circuit has a positive impact on the woven fabric business in Sade Village, although not as much as before the pandemic. However, there are already people who have started to come to shop for woven fabrics and existing souvenirs. I hope that the national event held in the Mandalika area can continue to be carried out to provide good conditions for visiting tourists who come."

Based on an interview with the Head of the Central Lombok Regency Tourism and Culture Office, Mr. H. Lendek Jayadi, SE, MM said that:

"The Tourism Office has also provided socialization to the local community about the WSBK event by revitalizing the traditional house building there, and on average, the local community in each house sells woven fabrics and souvenirs with WSBK and Motogp nuances to welcome this event. Sade Village is

also used as a place to produce WSBK Mandalika 2021 merchandise. This shows that the activities carried out are to drive the local community's economy."

Based on the interview results above, Sade Village tourist visits have increased compared to the previous year, when national or international events organized by the regional and central governments positively impacted the community's economic development. The WSBK and MotoGP events increase their community's income because the business of the people of Sade Village is to sell woven fabrics and souvenirs. Therefore, tourist visits have a significant impact on the community's economy. In addition to the local community selling, they also become tour guides for tourists. To enter Sade Village, you must also be with the existing local community; this is one of the rules in Sade. Therefore, tourists who come are immediately welcomed by the local community, who always direct and tell the history of Sade Village and the existing photo spots. My interview with one of the visitors says that:

"The local people in Sade are, on average, friendly and good, especially the tour guide who brought me. They were friendly and told me the history of this Sade Traditional Village, which is easy to understand. The sales also made me comfortable shopping and gave me permission to wear traditional clothes; they were weaving for me and gave me clothes to wear and take

pictures at this beautiful spot in Sade. The traditional clothes I wear are not rented, but they are the ones who offered me to wear them. I like the services carried out by the local community, and I hope this can maintain the beauty and local wisdom of this Sade.

From the interviews conducted, it was found that the services carried out by the community gave a positive response to tourists who came to visit. This is a plus point of Sade Village, which, in its development, has begun to improve its existing facilities and infrastructure slowly. Based on interviews with several informants related to this indicator, the author concludes that the facilities and infrastructure in Sade Village are very easy to reach because of its strategic location at Lombok International Airport and the Special Economic Zone. The local government of Central Lombok Regency, through the Tourism and Culture Office, has carried out infrastructure development to fulfill facilities and infrastructure that support tourism activities in Sade Village. Community participation in supporting existing tourism has also been active in its management to advance the existing potential. This is done to create a beautiful tourist village with Sade's local wisdom so that it is maintained.

#### b) Marketing/ Promotion

The uniqueness of Sade is that it still maintains the wisdom of culture and customs that have been inherent in the local community. Sade Village prefers not to follow modern developments in the outside world and continues to preserve cultural traditions, including house buildings, traditional arts and customs, dances, and handicrafts. Sade Tourism Village, located in the countryside, certainly needs promotion to reach the domestic and foreign public. Based on an interview with the Head of Promotion and Marketing, Mr. Lalu Zulfa Halim SE, MT explained that:

"Promotional efforts carried out by the Central Lombok Regency Tourism and Culture Office in increasing tourist visits to Sade Tourism Village with various media, both print and social media, in the form of tourism websites, leaflets, local newspapers, billboards related to cultural events and holding events such as national tourism awareness. The Tourism and Culture Office also has a website that allows access to any tourism activities in Central Lombok, which makes it easier for the public to see information on tourism potential in Central Lombok Regency. Promotional activities on social media are also very influential because nowadays, it is modern, and people are smart on social media. As we see now, the number of visits by domestic or foreign tourists to Sade Village has increased with the promotion carried out. Soon, the Tourism Office will hold an event that has been set to be

an annual event in West Nusa Tenggara Province, namely the Bau Nyale Event, which will be held at Seger Beach and Tanjung Aan which will have an impact on the number of tourist visits to Sade Village."

Based on the interview with the Head of Promotion and Marketing, it can be concluded that the development of promotion and marketing carried out by the Tourism and Culture Office for Sade Tourism Village has been more widely known and known by the community by using the technology provided, considering that Sade Village is also very popular among the community for its uniqueness that still maintains its culture. An interview with one of the visitors to Sade Village explained that:

"The reason why I came to visit Sade Village is because of its cultural potential that still maintains the local variability of the Sasak tribal community and other uniqueness that is very interesting to visit, and for the shortcomings, the local community still does not understand the problems of marketing, promoting their businesses, such as woven fabrics and other handicrafts, but for all services and infrastructure facilities are very good in their management and need to be re-established."

Based on the results of interviews with several informants, Sade Village is already famous for its culture, which is still thick and can make it easier for the local government, especially the Tourism and Culture Office, to develop promotions

about this Sade Tourism Village. However, in marketing a business, the local community needs to be considered because the shortcomings are only in the human resources problem that still needs to be understood.

On the other hand, the existence of Sade Tourism Village has a tangible impact on the survival of the people living in the area. So, the researcher assesses that promotional activities related to the tourist village can be carried out periodically and sustainably, as the opinion of Muriano (2019), which states that three promotion models can be carried out to increase tourist visits in Central Lombok tourist village, namely the promotion of the sale of tourist packages, direct sales activities individually to tourists, and the improvement of relations with the community both inside and outside the tourist village. In addition, they can also take advantage of social media, tourist brochures, and introductions or information to state officials who visit tourist attractions (Santoso et al., 2023).

### 3) Community Development

The environment is one factor affecting an area's tourism activities. The environment cannot be separated from a tourist activity; a comfortable and beautiful environment supports various

tourist activities. A clean environment will comfort tourists who visit the tourism activity area. The Regional Government, in keeping the area clean, collaborates by forming a Tourism Awareness Group, which aims for the organization to be responsible for the Sade Tourism Village area and has activities to clean the cultural tourism object area, considering that Sade Tourism Village is included in the priority area for tourism development. Tourism villages have great potential to carry out tourism activities that impact the survival of the community and the environment. The impact is sometimes positive and negative, depending on who is involved in the tourism activity. Based on the results of an interview with one of the *pokdarwis*, he said that:

"Thanks to the development activities of Sade Tourism Village, the youth in this village can complete their education with a tourism major, which is their motivation in creating a job for them. Youth in this village are expected to be able to contribute to the development of Sade Tourism Village and advance it".

Based on the interview above, the development of Sade Tourism Village has a great impact and benefits for the surrounding community. These tourism activities help the community improve its standard of living. Researchers observed that the environment in the Sade Village

area is very clean, especially for the paths passed by tourists.

#### 4) Institutional Development

The Central Lombok Regency Government, in this case, the Central Lombok Regency Tourism and Culture Office, in carrying out empowerment for the people of Sade Tourism Village, indeed cannot be separated from the involvement of related parties in advancing the development of the tourism village. Community participation is needed in developing a tourist village because it can help improve the quality of the community. Along with the people in Sade Village who have a cloth weaving and handicraft business, the government has assisted in the form of stalls for selling souvenirs typical of Sade Village. However, they prefer to sell at their homes because, according to him, selling at stalls does not sell.



**Figure 1. Sade Village People Who Sell At Home**

Based on an interview with a local community member who sells at his house, he said: "The government itself has indeed built facilities where we sell, but we feel that the location built does not contribute to the sales we sell. Therefore, we prefer our house as a place to sell, and the location is close to tourist activities carried out by tourists". Based on the results of the observations made by the author regarding the form of cooperation carried out by the Tourism Office in the development of Sade Tourism Village by providing existing management facilities or *pokdarwis* as training and certification participants, as well as a form of promotional cooperation in the form of TV media, namely by showing films about the beauty of the cultural potential of the Sasak tribe customs. Collaborate with the Tourism Village Forum to work together to promote tourism packages owned by tourist villages.

### ***Discussion***

Improving the quality of human resources (HR) is very necessary because it affects a person's ability to express creativity and innovation and develop their insights through the quality of education. In general, the level of education in the Sade Tourism Village Area is still low. Most of them complete

their education only up to the elementary or junior high school level because their time is spent helping their parents to meet their economic needs. This is also a factor that hinders community empowerment in developing Sade Tourism Village. However, in Central Lombok Regency itself, a tourism polytechnic was built by the Ministry of Tourism, which has made the tourism trend peak among young people today. In Sade Village itself, it also makes the youth enthusiastic to continue their education in tourism until they become undergraduates and can develop Sade Village into an independent village. If the resources owned by the surrounding community are classified as quality, the empowerment carried out will go well in providing knowledge, training, and skills. Therefore, the community around Sade must improve their education so that the local government can carry out programs to increase public insight into the development of Sade Tourism Village.

Support from the Regional Government in efforts to develop Sade Tourism Village and community empowerment carried out for the community around Sade Village has been carried out. The Regional Government is preparing a program under the Regent's Decree that has been issued regarding the

determination of Sade Village as a tourist village that is a pilot for other areas. That is one of the government's concerns about the Sade Tourism Village. In community empowerment carried out by the Tourism Office, training and coaching for Pokdarwis have also been provided.

Local governments have several roles in developing tourism villages, including motivators, facilitators, and dynamists (Sihaloho, 2023). Concerning the development of Sade Tourism Village, the local government can carry out a facilitator function, especially in the context of empowering the local community. Community empowerment can be achieved by organizing training activities to improve skills in the local community. However, the author also assesses that activities to increase information and knowledge, especially at the formal education level, can be facilitated by local governments. Facilitation activities can be prioritized for the younger generation, especially children in the Sade Tourism Village environment.

Meanwhile, skill improvement activities can be focused on parents. Education and training activities are two aspects that cannot be separated, so both need to be facilitated by the local

government. Based on observations made by researchers, it is known that parents in the Sade Village environment have skills in weaving and making handicrafts. The weaving and handicrafts become products that are sold to tourists. These skills are hereditary. In this case, the local government can be present as a facilitator to improve skills and innovation for the local community so that the results of the skills carried out can increase sales turnover, which has implications for improving the standard of living of the local community.

Local governments can improve human resources through structured and organized education and training programs. Saepudin (2022) stated that the education and training program can be carried out through the stages of awareness, organization, and transmission of resources. Concerning the condition of the people of Sade Village, at the stage of awareness, the local government needs to be concerned about a society that is still exclusivist and does not want to accept changes from the outside. At the organizing stage, local governments can collaborate with various parties to optimize education and training programs further to be on target. At the resource transmission stage, it can focus on

improving its physical, material, and human resources. The local government can facilitate one unit by providing training activities, both formal and informal, for the local community (Sudarsana, 2019). Through training activities facilitated by the local government, it is hoped that the people of Sade Village can improve their knowledge and skills (Oka et al., 2017; Sujarwo et al., 2017) and face competition from similar tourist villages (Darmayanti et al., 2020). Thus, various elements in community empowerment efforts in Sade Village need to be involved urgently. For example, private involvement can help provide finance and expertise (Yani, 2021), the participation of academics can contribute to the provision of education and training for the community (Pugra et al., 2021), and the involvement of the nearest Tourism Polytechnic as a provider of free learning access for children in Sade Village, can help the government's function as a driving force for these empowerment activities. Thus, the existence of activities to improve human resources is one of the needs in the context of empowering the people of Sade Village.

On the other hand, accessibility is the most needed means for tourists to

participate in tourism activities, making it easier to explore existing destinations. Sade Tourism Village has excellent access because the distance from the airport to Sade Village is only 15-20 minutes away, and Sade Village is also included in the priority tourist area. Also, Sade Village is a road that is always passed by the community or tourists who want to visit the Special Economic Zone located in Kuta Village and the Mandalika Circuit.

Therefore, one of the supporting factors of Sade Village is that it is strategically located in the world of tourism in Central Lombok Regency because it is easy to access. Regarding accessibility, Olivia et al. (2022) mentioned that accessibility is essential to providing economic benefits from tourism. Biringkanae & Tammu (2022) also emphasized that easy access can provide comfort for tourists. Suranny (2021) explained that good accessibility can provide convenience for tourists. Therefore, accessibility support from the local government is urgently needed in developing tourism villages (Tyas & Damayanti, 2018). Local governments can establish physical infrastructure to improve the ease of access (Alkam & Muin, 2023). Another effort that can be made is digitization so that tourists can easily access tourism (Mumtaz &



Karmilah, 2021). Technological advances, especially in transportation, have provided easy access for tourists to the location of tourist villages (Novitaningtyas et al., 2020).

## CONCLUSION

Community empowerment carried out by the Central Lombok Regency Tourism and Culture Office in the development of Sade Tourism Village has been carried out quite well. This is shown by the four dimensions of community empowerment: The dimension of human development shows that no exceptional human resource development has been given to the community living around Sade Village. The dimension of business development shows that community participation is very high in maintaining infrastructure and keeping Sade Tourism Village beautiful. At the same time, in the aspect of promotion, there are still people who need to understand the importance of these promotional activities. The dimension of environmental development is known that the people of Sade Village are very concerned about the cleanliness and comfort of the environment for tourists. The institutional development dimension indicated that *Pokdarwis* supported community empowerment activities in Sade Village. Therefore, it is

recommended that the Central Lombok Regency Tourism and Culture Office prioritize the budget for the implementation of improving the quality of human resources in Sade Village through education and training programs, collaborating with various elements, especially the private sector, academics, and universities in the Sade Village environment, to optimize further the community empowerment activities carried out, and facilitate Sade tourism promotion activities.

## REFERENCES

- Admin. (2015). *Fakta Menarik di Balik Kemenangan Lombok di Wisata Halal Dunia*. Dinas Pariwisata Provinsi Nusa Tenggara Barat. <http://www.disbudpar.ntbprov.go.id/fakta-menarik-di-balik-kemenangan-lombok-di-wisata-halal-dunia/>
- Alkam, R. B., & Muin, S. A. (2023). Perancangan dan Pemasangan Plang Reflektif Sebagai Penunjang Aksesibilitas Situs Bersejarah untuk Mendukung Visi Desa Sanrobone Menuju Desa Wisata. *Surya Abdimas*, 7(2). <https://doi.org/https://doi.org/10.37729/abdimas.v7i2.2662>
- Amir, A., Sukarno, T. D., & Rahmawati, F. (2020). Identifikasi Potensi dan Status Pengembangan Desa Wisata di Kabupaten Lombok Tengah, Nusa Tenggara Barat. *Journal of Regional and Rural Development Planning (Jurnal Perencanaan Pembangunan Wilayah Dan Perdesaan)*, 4(2).

- <https://doi.org/https://doi.org/10.29244/jp2wd.2020.4.2.84-98>
- Biringkanae, A., & Tammu, R. G. (2022). Revitalisasi tongkonan sebagai daya tarik wisata dalam upaya peningkatan ekonomi masyarakat desa wisata Kole Sawangan. *Journal of Tourism and Economic*, 5(2). <https://doi.org/https://doi.org/10.36594/jtec/zwt80w95>
- Darmayanti, P. W., Oka, I. M. D., & Sukita, I. W. (2020). Pengembangan Desa Wisata Kaba-Kaba Dalam Perspektif Masyarakat Lokal. *Jurnal Ilmiah Hospitality Management*, 11(1). <https://doi.org/https://doi.org/10.22334/jihm.v11i1.173>
- Mardikanto, T., & Soebianto, P. (2013). *Pemberdayaan Masyarakat Dalam Perspektif Kebijakan Publik*. Alfabeta.
- Mayasari, D., & Yoniarini, D. M. (2023). Bonding Social Capital Sebagai Kendala Dalam Pengembangan Desa Wisata Sade Kabupaten Lombok Tengah. *JISIP: Jurnal Ilmu Sosial Dan Pendidikan*, 7(2). <https://doi.org/http://dx.doi.org/10.58258/jisip.v7i2.4834>
- Miles, M. B., & Huberman, M. (1992). *Analisis Data Kualitatif*. Penerbit Universitas Indonesia.
- Mumtaz, A. T., & Karmilah, M. (2021). Digitalisasi Wisata di Desa Wisata. *Jurnal Kajian Ruang*, 1(1). <https://doi.org/http://dx.doi.org/10.30659/jkr.v1i1.19790>
- Muriano, M. (2019). Model Promosi Tiga Desa Wisata Di Lombok Tengah. *Jurnal Ilmiah Hospitality*, 8(2). <https://doi.org/https://doi.org/10.47492/jih.v8i2.9>
- Novitaningtyas, I., Achsa, A., & Rahardjo, B. (2020). Strategi Pemasaran Desa Brajan Menuju Desa Wisata Mandiri. *Jurnal Aplikasi Manajemen Dan Bisnis*, 6(3). <https://doi.org/https://doi.org/10.17358/jabm.6.3.591>
- Oka, I. M. D., Winia, I. N., & Pugra, I. W. (2017). Pemberdayaan Masyarakat Melalui Pelatihan Pengolahan Masakan Seafoods Untuk Menunjang Pariwisata Di Desa Wisata Serangan. *Bhakti Persada Jurnal Aplikasi IPTEKS*, 1(1). <https://ojs.pnb.ac.id/index.php/BP/article/view/250>
- Olivia, D., Atmojo, W. T., & Guna, A. (2022). Analisis Potensi Desa Wisata Sebagai Upaya Peningkatan Aksesibilitas Dan Konektivitas Di Desa Wisata Cikolelet. *Jurnal Ikraith-Teknologi*, 6(3). <https://doi.org/https://doi.org/10.37817/ikraith-teknologi.v6i3.2304>
- Pratiwi, D. S., Sari, N., & Dinanti, D. (2019). Elemen Pariwisata Berkelanjutan Di Desa Sade Kabupaten Lombok Tengah. *Planning for Urban Region Environment Journal (PURE)*, 8(2). <https://purejournal.ub.ac.id/index.php/pure/article/view/264>
- Pugra, I. W., Oka, I. M. D., & Suparta, I. K. (2021). Kolaborasi Pentahelix Untuk Pengembangan Desa Timpag Menuju Desa Wisata Berbasis Green tourism. *Bhakti Persada Jurnal Aplikasi IPTEKS*, 7(2). <https://doi.org/https://doi.org/10.31940/bp.v7i2.111-120>

- Saepudin, E. (2022). Pemberdayaan Masyarakat Melalui Pengembangan Desa Wisata. *Dharmakarya: Jurnal Aplikasi Ipteks Untuk Masyarakat*, 11(3). <https://doi.org/https://doi.org/10.24198/dharmakarya.v11i3.27569>
- Santoso, E. B., Arwanto, Karina, R. N., Hazmi, A. R., & Rahmadanita, A. (2023). Pengembangan Objek Wisata Nagari Tuo Pariangan Di Kabupaten Tanah Datar Provinsi Sumatera Barat. *Jurnal Ilmiah Wahana Bhakti Praja*, 13(2). <https://ejournal.ipdn.ac.id/JIWBP/article/download/3763/1709>
- Sihaloho, G. O. (2023). *Peran Pemerintah Desa Dalam Pengembangan Desa Wisata Di Desa Tigaras, Kecamatan Dolok Pardamean* [Universitas HKBP Nommensen]. <https://repository.uhn.ac.id/handle/123456789/9644>
- Sudarsana, I. K. (2019). Analisis Kebutuhan Dan Pengembangan Sumber Daya Manusia Desa Wisata (Studi Kasus Pada Desa Wisata Jasri, Kabupaten Karangasem). *Jurnal Ilmiah Hospitality Management*, 10(1). <https://doi.org/https://doi.org/10.22334/jihm.v10i1.157>
- Sujarwo, Trisanti, & Santi, F. U. (2017). Pengembangan model Pemberdayaan Perempuan Desa Wisata Melalui Pendidikan Berbasis Komunitas. *Jurnal Penelitian Ilmu Pendidikan*, 10(1). <https://doi.org/https://doi.org/10.21831/jpipfip.v10i1.16798>
- Suprihatin, W., & Hailuddin, H. (2016). Potensi Pengembangan Sade Sebagai Desa Wisata Lombok. *Ekonomi Dan Bisnis: Berkala Publikasi Gagasan Konseptual, Hasil Penelitian, Kajian, Dan Terapan Teori*, 20(2). <https://doi.org/https://doi.org/10.24123/jeb.v20i2.1597>
- Suranny, L. E. (2021). Pengembangan Potensi Desa Wisata Dalam Rangka Peningkatan Ekonomi Perdesaan Di Kabupaten Wonogiri. *Jurnal Penelitian Sukowati*, 5(1). <https://doi.org/https://doi.org/10.32630/sukowati.v5i1.212>
- Tyas, N. W., & Damayanti, M. (2018). Potensi Pengembangan Desa Kliwonan sebagai Desa Wisata Batik di Kabupaten Sragen. *Journal of Regional and Rural Development Planning (Jurnal Perencanaan Pembangunan Wilayah Dan Perdesaan)*, 2(1). <https://doi.org/https://doi.org/10.29244/jp2wd.2018.2.1.74-89>
- Yani, A. (2021). Tata Kelola Desa Wisata di Desa Nangamiro Kecamatan Pekat Kabupaten Dompu. *Jurnal PenKoMi : Kajian Pendidikan Dan Ekonomi*, 4(2). <https://doi.org/https://doi.org/10.33627/pk.v4i2.551>