

COMMUNITY-BASED ECOTOURISM DEVELOPMENT STRATEGY IN RATENGGARO TRADITIONAL VILLAGE, SOUTHWEST SUMBA REGENCY TO BOOST LOCAL ORIGINAL INCOME (PAD)

Marcela Jenifer Peso , Cicilia Apriliana Tungga , Muhammad Alwan Habibi Mushlih
**Development Economics Study Program, Faculty of Economics and
Business**

Nusa Cendana University

E-mail: jenipeso292@gmail.com , cicilia.tungga@staf.undana.ac.id
muhammad.mushlih@staf.undana.ac.id

ABSTRACT

This study aims to formulate a community-based ecotourism development strategy and analyze the role of stakeholders in the Ratenggaro Traditional Village as a sustainable tourism destination in Maliti Bondo Ate Village, Kodi Bangedo District, Southwest Sumba Regency. Ratenggaro Traditional Village has the potential for stunning natural beauty, a strategic position and rich local culture. However, its management has not been optimal, especially related to the lack of facilities, inadequate infrastructure. This study uses a qualitative method with descriptive analysis and SWOT analysis (Strength, Weakness, Opportunity, Threat) to determine the strategic position and policy recommendations. The results of the SWOT analysis show that the strategic position of Ratenggaro Traditional Village is in quadrant I (aggressive strategy), which means this strategy has great internal strength and faces great external opportunities, so the right strategy is an aggressive growth strategy. The conclusion of this study shows that the development of Ratenggaro Traditional Village requires the role of stakeholders in creating quality activities, facilities, services and experiences as well as providing tourism benefits in order to provide benefits and benefits to the community and the environment. Recommended strategic policies include the development of community-based ecotourism supported by the local government, increased promotion through digital media, the construction of public facilities, and the establishment of formal management to ensure sustainability. Implementation of these strategies is expected to increase the number of visits and length of stay of tourists, which will directly impact the strengthening of the local economy and contribute to regional levies, which will increase local revenue (PAD).

Keywords: *Community-Based Ecotourism, Stakeholder Role, Ratenggaro Traditional Village, SWOT Strategy, Locally-Owned Revenue.*

INTRODUCTION

Tourism has become a sector that influences the rate of economic growth in a region. Properly managed, tourism potential, such as natural, historical, and cultural tourism, will drive economic growth and improve community welfare. Indonesia, as a country with diverse tourist destinations, certainly has significant opportunities to develop the tourism sector, which can support the economy and state revenue (Tunggala et al., 2019). The increase in tourist visits, both domestic and international, has a positive impact on the national economy. The tourism sector is estimated to contribute US\$16.7 billion in foreign exchange in 2024, a 19.3% increase compared to US\$14 billion in 2023. Furthermore, the tourism sector's contribution to national gross domestic product (GDP) in 2024 is estimated to reach 4.01-4.5% (Susanti, 2025).

The strategy for developing tourism destinations is one of the efforts towards developing tourism, encompassing several aspects such as attractions, accessibility, amenities, human resources, community, and industry. In tourism development planning, several aspects are prerequisites for developing a tourist destination, as each destination has its own unique characteristics and appeal to attract tourists. These aspects also play a role in providing a comfortable and enjoyable travel experience for tourists (Wirdayanti, 2021). As stipulated in Article 285 of Law No. 12 of 2019, regional governments can utilize the tourism industry as a source of local revenue. Therefore, it is hoped that successful management of local revenue (PAD) from the tourism sector can help ease the budget burden on government administration and regional development.

Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations states that sustainable tourism is tourism that takes into account current and future economic, social, and environmental impacts, meeting the needs of visitors, industry, the environment, and local communities. It can be applied to all forms of tourism activities in all types of tourist destinations, including mass tourism and various other types of tourism activities (Kemenparekraf, 2021). Fandeli & Muhamad (2019) added that sustainable tourism is expected to consider the environment in its development, empower local communities, foster local culture, and improve the economy of surrounding communities. Sustainable tourism is an integrated effort to improve the quality of life by balancing the provision and development, utilization, and maintenance of natural and cultural resources sustainably into the future. The concept of sustainable tourism is crucial and relevant to implement to maintain ecosystems.

There are several sub-indicators within sustainable tourism: ecotourism, which focuses on environmental conservation with the aim of protecting nature by benefiting local communities while respecting their culture; community tourism, where local communities invite tourists to visit and provide accommodations for them while ensuring community control over the tourism industry; rural tourism, which refers to travel centered around rural areas, ranging from hiking and camping to agrotourism, where tourists can participate in agricultural activities and experience the agricultural lifestyle; and soft tourism, which is a form of tourism that prioritizes local experiences, education, and respect for local culture. Ecotourism, a form of sustainable tourism, focuses not only on enjoyment but also on preserving the environment and benefiting the local community (Keremata, 2023). Developing a tourist attraction involves not only the community but also various stakeholders with their various roles. The role of stakeholders can be the foundation for ecotourism development by creating quality activities, facilities, services, and experiences, as well as providing tourism benefits to benefit the community and the environment (Lelloltery et al., 2018).

The Ministry of Home Affairs of the Republic of Indonesia issued Ministerial Regulation Number 33 of 2009 concerning guidelines for the development of ecotourism in regions, stating that ecotourism is a potential natural resource, environment, and unique nature

and culture, which is one of the leading sectors of the region that has not been optimally developed. In order to optimally develop ecotourism in the region, it is necessary to have a strategy for planning, utilization, control, institutional strengthening, and community empowerment by paying attention to social, economic, and ecological principles, and involving stakeholders. Oka (2008) stated that ecotourism activities have an impact on various aspects such as the environment, economy, social and culture. The existence of ecotourism also provides other good benefits for nature and the community around the ecotourism area. As a form of tourism, ecotourism has its own focus that prioritizes environmental conservation, the welfare of local residents, and respect for local culture. The community in this context is important to underline the role. Community involvement is considered crucial for successful tourism development, especially in smaller or remote communities, so that the impacts can be felt by the local population (Sriwijaya et al., 2024).

Poorly planned ecotourism development threatens the sustainability of local customs and the environment. Therefore, an effective approach, namely community-based ecotourism, is needed. Community-Based Tourism (CBT), is a form of tourism managed and owned by the community, which aims to enable visitors to raise awareness and learn about the local community, their culture, lifestyle, and environment. Residents of tourist destinations are actively involved in the development and management of the destination, and the majority of the benefits accrue to the community. A key characteristic of community-based tourism is the participation of community members, from planning and decision-making to receiving tourists. Community-based tourism contributes to the preservation of local culture and traditions, as well as biodiversity conservation, as it gives communities a stake in protecting their cultural heritage and natural environment as tourism resources (Nofrion et al., 2025). Hill and Gale (2009) stated that ecotourism can be viewed based on its relationship to five core elements: naturalness, ecological sustainability, educational environment, benefits to local communities, and satisfaction of tourists. Community-based ecotourism is expected to create employment opportunities for local communities and reduce poverty, with ecotourism income generated from tourism services provided to tourists, such as tour guides, transportation costs, homestay rentals, and craft sales (Afriza et al., 2018).

Four obstacles to ecotourism development in Indonesia exist, including supply constraints. This obstacle is common in Indonesian tourist destinations, where tourist locations are difficult to access due to inadequate infrastructure, ranging from transportation routes to other ecotourism support facilities such as sanitation facilities, health services, and poor information. Lack of market understanding and inadequate management of ecotourism areas contribute to a lack of tourist attraction. This is due to a lack of tourist satisfaction due to imperfect infrastructure and monotonous tour packages. Institutional constraints: many ecotourism areas still lack tourism services, such as planners, developers, operators, and managers. Lack of government policy support is crucial for the success of ecotourism areas, as activities undertaken without government support will stifle any potential resource development (Asmin, 2018).

Southwest Sumba is one of four regencies on Sumba Island and 22 regencies/cities in East Nusa Tenggara Province, established under Law No. 16 of 2007 concerning the Establishment of Southwest Sumba Regency within East Nusa Tenggara Province (State Gazette of the Republic of Indonesia Number 18 of 2007, Supplement to the State Gazette of the Republic of Indonesia Number 4692). Southwest Sumba Regency boasts a diverse range of tourist attractions, both natural and cultural, including the Ratenggaro Traditional Village, Bawana Beach, Weekuri Lake, Pero Beach, Sumba Cultural House, and Mananga Aba Beach (Holo et al., 2023).

Ratenggaro Traditional Village is a popular tourist destination located in Maliti Bondo Ate Village, Kodi Bangedo District, Southwest Sumba Regency, East Nusa Tenggara Province. Ratenggaro Traditional Village has quite unique tourist attractions, namely traditional houses, megalithic stone graves, the Pasola traditional ceremony, and the enchanting beauty of Ratenggaro Beach. To date, Ratenggaro Beach Traditional Village has 13 traditional houses. In the process of building traditional houses, no nails are used but rather rattan ropes for binding while the roofs are made of thatch. Traditional houses must also have an um'mbapa (father's house) and um'inya (mother's house) located in the north and south. Then there is also an umakapawana (right wing) and umakapakaleinya (left wing). In addition to traditional houses, tourist attractions in Ratenggaro Traditional Village are stone graves, these stone graves have existed since the megalithic era when they dug and carved the stone using simple tools. Another tourist attraction is the Wolek traditional ceremony. This traditional party is a form of massive thanksgiving carried out by slaughtering dozens of livestock on a prepared altar. In addition, there are also Pasola and traditional Sumbanese dances. There are also coastal tourist attractions and local creative products such as carved statues, weaving, and local cuisine. The uniqueness and natural beauty of the Ratenggaro Traditional Village make it a popular destination for both local and international visitors (Andung et al., 2023).

Considering the diverse potential of the Ratenggaro Traditional Village, including natural, social, and cultural attractions, which can attract tourists and be developed into an ecotourism area, sustainable management is necessary (Keremata, 2023). However, due to the lack of participation from the local community, stakeholders, and tourism experts, the tourist attractions have not been optimally utilized. The community simply waits for tourists to arrive without any effort to improve service quality. Supporting infrastructure for tourism development is very limited, such as transportation routes, parking areas, clean restrooms, and clean water availability. Ineffective promotional management has resulted in suboptimal management of the Ratenggaro Traditional Village. Therefore, it is necessary to develop attractive tourism packages, improve tourism promotion, improve tourism infrastructure, and train local residents to become good hosts to attract tourists. With the right approach, it is hoped that the Ratenggaro Traditional Village can optimize its potential as a locally-based tourism destination and sustainably increase tourist visits. The increased number of visitors will boost local revenue (PAD) through tourism service fees managed by the Ratenggaro Traditional Institution and taxes on hotels, villas, and restaurants (Baru, 2024).

Research by Afriza et al. (2018) shows that Karangsong Village, Indramayu Regency, has implemented community-based ecotourism development, involving local residents as owners, operators, and implementers of activities in this mangrove tourism area. This direct benefit will hopefully contribute to the community's poverty alleviation. Besides environmental conservation, mangroves are also used as ecotourism and have provided economic benefits to local residents.

Lestari et al. (2023) showed that the Community-Based Tourism (CBT) ecotourism development strategy has been implemented in Sembalun Lawang Village, leveraging existing potential. This strategy has resulted in the provision of accommodation, community homestays, village tours, bike tours, hospitality tourism, photography services, camping grounds, paragliding services, porter and guide services, tourism information services, transportation services, tourism support facilities: infrastructure, tracking routes, parking and road infrastructure, a supportive environment, tourism village development, and promotion. Ecotourism development creates new jobs, improves the quality of life, and improves the knowledge of the Sembalun Lawang community about tourism village development.

Based on the background described above, the researchers are interested in conducting a study entitled "Community-Based Ecotourism Development Strategy in Ratenggaro Traditional Village, Southwest Sumba Regency to Boost Regional Original Income.

RESEARCH METHODS

This research uses qualitative research with a case study design. Qualitative research is research that develops an in-depth analysis of a case, which can be a program, event, activity, or process (Creswell, 2014). This study aims to explore in-depth how community-based ecotourism development strategies are implemented in the Ratenggaro Traditional Village to boost local revenue.

This research uses a descriptive qualitative approach. This approach is used to explore and understand the meanings ascribed to social or humanitarian issues by individuals or groups (Creswell, 2014). In this case, it examines how community-based ecotourism development strategies are implemented in the Ratenggaro Traditional Village to boost local revenue.

The data collection techniques used were as follows: Interview Method: The researcher went directly to the field to interview subjects to collect data and information on the role of stakeholders in tourism development in the Ratenggaro Traditional Village. Observation Method: The type of observation used in this study was Non-Participant Observation. In this study, the researcher visited the research site but was not involved in any activities there (Bungin, 2007). Therefore, the researcher observed what they said and participated in their activities, collecting data systematically. The documentation method was used to collect secondary data in the form of photographs, recordings, drawings, documents, archives, reports, maps, and official publications relevant to the research. The recording method involved documenting data and information from various official sources related to the research. The recorded data included the contribution of the Ratenggaro Traditional Village to the Regional Original Income (PAD) of Southwest Sumba Regency, obtained from the Southwest Sumba Tourism Office. The questionnaire method involved distributing a list of questions to 50 respondents to ask them to provide answers. The results of the questionnaire were used to analyze the variables being studied.

The data analysis in this study employed a SWOT analysis. This method was chosen because it provides strategic guidance in formulating recommendations for sustainable tourism development, considering both internal and external aspects of the tourist destination.

A SWOT analysis is an analysis based on the logic of the best strategy, maximizing the use of strengths, exploiting opportunities, while simultaneously minimizing weaknesses and overcoming threats. In full, these aspects will be built alternative strategies which are the best choices that can be implemented. The combination of aspects in internal factors (strengths-weaknesses) and external factors (opportunities-threats), it is recommended to make an External Factors Analysis Summary (EFAS) and Internal Factors Analysis Summary (IFAS) both of which are done by making a matrix that is facilitated in the analysis process of determining

strategic factors for determining the right strategy for ecotourism development (Rangkuti, 2014).

RESULTS AND DISCUSSION

Table 1 IFAS analysis of strengths and weaknesses

NO	Internal factors	Weight	Rating	score
A.	STRENGTH			
1.	Ratenggaro Traditional Village features the natural beauty of Ratenggaro Beach.	0.13	4	0.52
2.	Local culture (traditional houses, Megalithic Stone Graves, Pasola Traditional Ceremony, Woleka) is a tourist attraction in Ratenggaro Traditional Village.	0.13	4	0.52
3.	The location of the Ratenggaro Traditional Village is strategic, situated on the edge of Ratenggaro Beach and the estuary of the River	0.13	4	0.52
4.	The traditional village of Ratenggaro still holds fast to its customs and cultural rituals, which can be an educational tourist attraction.	0.13	4	0.52
	Total	0.52		2.08
B.	WEAKNESS			
1.	Lack of promotion and tourist information (brochures, signs and location maps)	0.12	2	0.24
2.	Limited facilities such as roads to the Ratenggaro Traditional Village, adequate parking areas, clean public toilets and clean water are still limited.	0.12	1	0.12
3.	Lack of awareness among the public and visitors in preserving the environment	0.12	1	0.12
4.	Limited understanding of service standards from the public, thus triggering interactions that can disrupt the comfort and sense of security of tourists.	0.12	2	0.24
	Total	0.48		0.72
	Total strengths and weaknesses	1.00		2.80

Source: Data processed by researchers, 2026

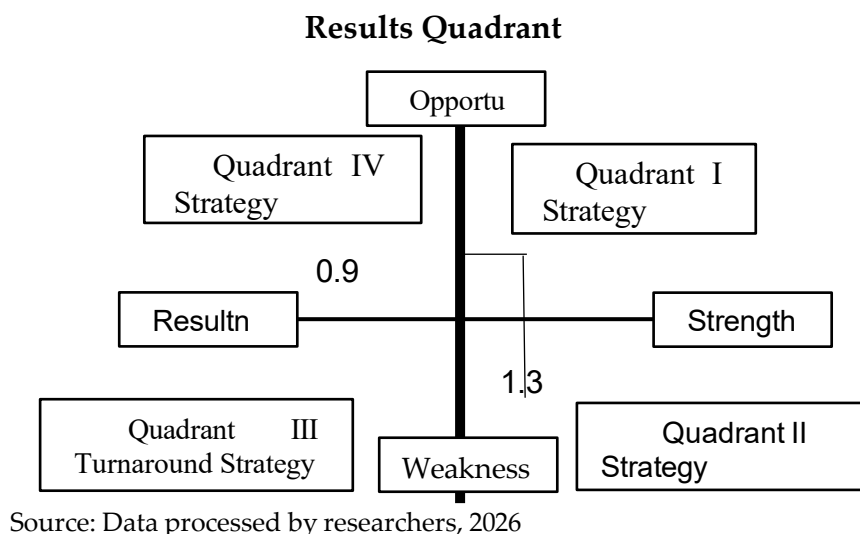
Table 2 EFAS analysis of opportunities and threats

No	External factors	Weight	Rating	
A.	OPPORTUNITY			
1.	Government support for tourism development in Ratenggaro Traditional Village is increasing.	0,14	3	

No	External factors	Weight	Rating	Score
2.	The community can be empowered by opening business opportunities in the Ratenggaro Traditional Village (handicrafts such as woven cloth, statues, machetes, musical instruments, necklaces, bracelets, and horse rental services) which can improve the local community's economy.	0,16	4	0.64
3.	Natural and cultural attractions that can be combined into a tour package	0,16	4	0.64
	Total	0,46		1.70
B.	THREAT	Weight	Rating	Score
1.	Competition with other more advanced traditional villages	0,14	1	0.14
2.	Climate change and extreme weather or land abrasion can damage the beauty of the Ratenggaro Beach coast and the beauty of the Ratenggaro Traditional Village.	0,13	2	0.26
3.	The influence of outside culture from tourists, which can result in the loss of cultural values in the Ratenggaro Traditional Village	0,13	2	0.26
4.	The high risk of fire is caused by the use of flammable reed material as the main material for building traditional houses	0,14	1	0.14
	Total	0,54		0.80
	Total Opportunities and Threats	1.00		2.50

Source: Processed by researchers,2026

Figure 1 SWOT Analysis



Based on the results of the analysis of the proposal document, especially in the calculation of the IFAS and EFAS matrix scores, it can be concluded that the strategic position of the Ratenggaro Traditional Village is in quadrant I. Quadrant I is a quadrant that reflects a condition where an object has dominant internal strengths and faces large external opportunities, so that the right strategy is an aggressive growth strategy. This is supported by the difference in strengths and weaknesses of 1.36, as well as the difference in opportunities and threats of 0.90. The total IFAS score of 2.80 indicates that the internal conditions of the Ratenggaro Traditional Village are relatively strong, especially in the strengths section. Meanwhile, the EFAS score of 2.50 indicates that although the response to external factors needs to be improved further, opportunities such as government support, communities that can be empowered to open business opportunities around tourist destinations, and natural and cultural attractions that can be combined into tourism packages must be utilized effectively, so that they can attract tourists to visit, and can encourage local revenue (PAD).

SWOT Analysis in Determining Community-Based Ecotourism Development Strategy in Ratenggaro Traditional Village.

A SWOT analysis was conducted to formulate a community-based ecotourism development strategy in the Ratenggaro Traditional Village to boost local revenue, taking into account internal factors (strengths and weaknesses) and external factors (opportunities and threats). The formulated strategies were then grouped into four quadrants: SO (maximizing strengths to seize opportunities), WO (improving weaknesses by exploiting opportunities), and ST (using strengths to overcome threats).

Ratenggaro Traditional Village possesses significant internal strengths, such as the natural beauty of Ratenggaro Beach, local culture (traditional houses, Pasola, Woleka, and megalithic stone tombs) that are its attractions, its strategic location on the coast and river estuary, and its community's strong adherence to customs and rituals.

Cultural attractions that can be used for educational tourism. Opportunities such as government support for tourism development, business opportunities for local communities, and natural and cultural attractions can be integrated into tourism packages. The formulated strategy is to maximize existing strengths to attract more tourists. The proposed strategy is:

- a. Ratenggaro Traditional Village can develop community-based ecotourism.

Based on the research concept, community-based ecotourism aims to actively involve residents of tourist destinations in their development and management, and most of the benefits

remain in the hands of the community and the community has an interest in protecting their cultural heritage and natural environment as resources. The community in the Ratenggaro Traditional Village has been actively involved, such as in decision-making, involved in tourism activities by providing goods and services to tourists, managing and maintaining the Ratenggaro Traditional Village so that the sustainability of the environment and culture is maintained. However, its implementation has not been optimal due to the lack of community understanding of good service standards and inadequate facilities. Therefore, it is necessary to carry out empowerment efforts through various forms of training, including:

1) Ecotourism Management

By increasing public awareness and knowledge about the importance of maintaining a balance between tourism activities and environmental sustainability, local governments, through tourism offices, can plan community-based training programs such as organic and inorganic waste management, coastal reforestation by planting trees to prevent soil erosion, observing the condition of the Ratenggaro Traditional Village located along the coast and river estuary, and implementing zero-waste tourism principles, or eco-friendly travel principles, by minimizing single-use waste during travel.

2) Homestay Management

Homestays provide authentic experiences for tourists and open up new economic opportunities for the community. The local government, through the tourism office, can provide training to the community on how to manage comfortable and safe homestays, encouraging tourists to extend their stay in the Ratenggaro Traditional Village.

The Ratenggaro Traditional Village community already provides accommodation services based in traditional houses, but homestay management in the Ratenggaro Traditional Village has not been optimally managed. The community has not provided adequate facilities for tourists, such as mosquito nets, comfortable beds, and clean water. Therefore, it is necessary to educate tourists about safe and comfortable homestay management.

3) Improving service skills as tour guides.

Young people in the Ratenggaro Traditional Village can be trained to become tour guides who understand the history, customs, and natural resources of the local area. Given that the Ratenggaro Traditional Village is still steeped in tradition and culture, this can be utilized not only to create new jobs but also to strengthen the Village's image as an educational and cultural tourism destination.

This is similar to the research findings of Lestari et al. (2023), which stated that when communities understand that their area has potential as a tourist attraction, it will result in increased tourist visits. This not only generates tourist visits but also brings other interrelated benefits. Tourists will require other necessities during their visit, such as food and beverages, parking facilities, accommodation, tour guides to explore and explore the area, and souvenirs made by the local community.

b. Expanding the diversification of local businesses

In the context of sustainable tourism development, diversifying tourism products is a crucial strategy to strengthen destination competitiveness. Tourism product diversification can be realized in various ways, including:

a. The development of unique seafood-based

culinary delights, such as grilled fish and seaweed dishes, has significant potential, given the coastal location of the Ratenggaro Traditional Village and the livelihood of its residents

as fishermen. This is expected to enhance its tourist appeal, allowing visitors to not only take photos at the beach but also enjoy a culinary experience.

b. Production of local handicrafts,

such as woven fabrics, carved statues, musical instruments, bracelets, and necklaces. These products serve not only as souvenirs for tourists but also as a means of preserving local cultural heritage.

c. Organizing cultural attractions,

such as traditional dances, gong beating, and the Pasola Traditional Ceremony, creatively packaged to be both a spectacle and an interactive experience for tourists.

d. Educational tour packages,

such as weaving training, culinary workshops, and tours of traditional houses and megalithic stone tombs, while also providing historical information and a tour of the surrounding beach.

c. Infrastructure and facility arrangement strategy.

The strengths of the Ratenggaro Traditional Village can be leveraged to gain opportunities in the form of government support for tourism development in the Ratenggaro Traditional Village through infrastructure and facility development. Infrastructure is the backbone of a tourist destination. To increase competitiveness and tourist satisfaction, government support in the form of a budget for gradual improvements and additions to facilities is essential.

1) Routine Repairs and Maintenance

Conduct comprehensive repairs to existing facilities, particularly toilets, roads, traditional houses, and stone graves. Toilets should be designed to be culturally friendly, for example, by providing tissue holders and dedicated trash bins within the toilets. Traditional houses should maintain their authenticity using natural materials. Megalithic stone graves should undergo routine maintenance, such as removing moss and grass around the graves, and providing small trash bins and ensuring daily cleanliness.

2) Adding comfort facilities

Building lopos (lopos) around the beach to provide comfort for tourists who are resting or picnicking, thus encouraging them to extend their visit.

Based on previous research by Lelloltery et al. (2018), which stated that to support tourism area development efforts, improvements to tourism facilities are needed, such as road repairs, construction of public toilets, environmental management around the tourist area, and community empowerment. This aims to improve services to tourists.

d. Digital marketing and promotion strategies

To reach a wider market, especially domestic and international tourists, promotions must be aggressively implemented through digital platforms.

1) Create engaging visual content

Develop professionally managed official social media accounts (Instagram, Facebook, TikTok). Content should showcase the natural beauty of Ratenggaro Beach at sunrise and sunset, traditional houses with towering roofs, and the combination of traditional houses and Ratenggaro Beach. Collaborating with local and national content creators and travel influencers can be an effective strategy.

2) Register the destination on global tourism platforms

Ensure that the Ratenggaro Traditional Village is registered and has a complete profile on platforms such as Google Maps and Traveloka. Positive reviews from tourists must be managed and responded to effectively.

3) Organize annual events

Hold cultural festivals in the Ratenggaro Traditional Village, such as the Sandalwood Festival held in Southwest Sumba Regency in 2018. This festival is a cultural celebration featuring a Sumbanese horse parade. This event can showcase local culture (such as Pasola and Woleka) and local handicrafts such as woven fabrics, musical instruments, and sculptures, creating a unique and unforgettable tourism experience.

Based on previous research conducted by Lestari et al. (2023), promotion is crucial for introducing existing potential to the wider community. This promotion is carried out through the use of social media.

e. Community empowerment and cultural preservation strategies.

Based on the research concept used, namely community-based tourism, where the community must be actively involved and derive maximum benefits from tourism activities. Therefore, programs are needed to serve the community by providing knowledge and skills to the community, namely:

1) Training and development of MSMEs.

Provide training to local communities in managing homestays and serving traditional cuisine. This will create jobs and increase community income.

2) Integration of local culture into tourism packages.

Develop short educational programs about culture, such as traditional rituals or dances. Tourists can be invited to learn interactively, so that tourism is not only recreational but also educational.

3) Establishment of Tourism Awareness Groups (Pokdarwis).

Establish community groups specifically tasked with maintaining cleanliness, providing information to tourists, and preserving local cultural values. These Pokdarwis can become key partners for the government in tourism management.

If these strategies are optimally implemented and managed, they will undoubtedly attract tourists and extend their stays. This will have a positive impact on strengthening the local economy and boosting local revenue (PAD) through entrance fees.

The Role of Stakeholders in the Development of Ratenggaro Traditional Village (KAR)

In the development of tourist objects, not only the community is involved but also various stakeholders with their various roles, the role of stakeholders can be the basis for ecotourism development in creating quality activities, facilities, services and experiences as well as providing tourism benefits to provide benefits and benefits to the community and the environment. In a study conducted by Lelloltery (2018), which stated that community participation in marine ecotourism activities is still passive and depends on tourist demand in the area. By seeing that the community's capabilities are still very low, activities are needed that can improve community capabilities, in the form of community empowerment and stakeholder collaboration. Stakeholder identification is carried out based on stakeholder characteristics according to Crosby (1991), namely:

a) Key stakeholders.

The primary stakeholder in this research is the local community of Ratenggaro Traditional Village. Based on observations and interviews at the research site, community participation in Ratenggaro Traditional Village is quite strong, with them actively involved in activities that support tourist activities at the site. Community involvement in supporting tourist activities includes providing tour guide services, horse rentals, traditional clothing rentals, providing land transportation services in the form of motorcycle taxis (ojek), accommodation based in traditional houses, and selling community handicrafts. The community in Ratenggaro Traditional Village still plays a passive role due to its small number of community members and its primary function as a support service provider. In relation to their role as support service providers, the community often uses the surrounding natural resources freely and ignores the impact on the environment. This is due to the lack of regulations for area management, the absence of local institutions regulating the use of natural resources for tourism purposes, and weak oversight from the stakeholders involved.

b) Key stakeholders.

The key stakeholders in this research are the traditional institutions of the Ratenggaro Traditional Village, the Ratenggaro Traditional Institution which was formed through consensus and its management structure consists of each representative of the main traditional house of the Ratenggaro Tribe, this institution also received approval through the Maliti Bondo Ate Village regulation Number 401 of 2020. The traditional institution is the main policy maker in Ratenggaro whose task is to maintain cultural authenticity and regulate tourism activities so as not to damage the local order. The role of the traditional institution of the Ratenggaro Traditional Village is to ensure that every construction or renovation of the house continues to follow ancestral rules (using natural materials such as bamboo, ropes from tree bark, and reeds), establish rules of conduct (code of ethics) for visitors, such as which areas may be photographed, dress codes, to the prohibition of touching certain sacred objects or stone graves, and supervise and maintain these historical sites so that they are not damaged or defaced. The role of the traditional institution of the Ratenggaro Traditional Village is to maintain the preservation of the nature and culture of the Ratenggaro Traditional Village.

c) Supporting stakeholders.

The supporting stakeholders involved in this research were academics and NGOs IRE (Institute for Research and Empowerment) and WLF (William & Lily Foundation). They played a role in assisting the Village Government and Traditional Institutions in developing tourism regulations or village bylaws (Perdes) so that local communities would not only be spectators but also managers. They also trained residents (such as Pokdarwis members) in conflict management, tourist services, and financial literacy. They also encouraged the development of local products (such as woven fabrics or handicrafts) to increase their sales value and provide broader market access.

Based on interviews with community leaders, village heads, and KAR (Traditional Tourism Organization) administrators, it was discovered that each stakeholder has performed their role effectively in developing the Ratenggaro Traditional Village as a sustainable tourism destination. These roles include active community involvement, creating business opportunities for the community, organizing and managing the traditional village, and acting as service providers and tourism facilitators. However, implementation has not been optimal due to inadequate facilities and infrastructure and low tourism service standards. This shows that more integrated synergy and support are needed so that tourism development can run sustainably and provide real benefits to the community.

CONCLUSION

1. Based on the results of the SWOT analysis and discussion of development strategies, it can be concluded that the Ratenggaro Traditional Village has great potential that can be developed into a sustainable tourism destination. Its main strengths lie in the beauty of the beach, local culture, strategic location and the Ratenggaro Traditional Village which still upholds customs and culture that can be used as educational tourism. However, its development is still hampered by internal weaknesses (facilities, promotion, service, and cleanliness). On the external side, there are great opportunities through government support, natural and cultural attractions, and communities that can be empowered by opening new business opportunities around the tourist destination, but also face threats (competition, the impact of external cultures, weather, and fire risks). The development strategy formulated through the SWOT quadrant shows that the success of this tourism depends on a comprehensive approach that considers the principles of sustainable tourism that integrates infrastructure improvements, local community empowerment, environmental conservation, and innovative marketing. In other words, sustainability is not only about preserving nature, but also about creating a professional and participatory management system that can provide long-term economic benefits while preserving the cultural heritage of the Ratenggaro Traditional Village community.
2. The role of stakeholders in tourism development in the Ratenggaro Traditional Village has involved various mutually supportive parties: the local community as the primary stakeholder, the Ratenggaro Traditional Institution as a key stakeholder, and academics and non-governmental organizations (NGOs) as supporting stakeholders. Each stakeholder has a distinct but complementary role in realizing sustainable community-based ecotourism development. The research results indicate that the stakeholders involved have carried out their roles quite well in supporting the development of the Ratenggaro Traditional Village as a sustainable tourism destination. However, the effectiveness of these roles remains suboptimal due to various obstacles, such as limited tourism facilities and infrastructure, low-quality tourism services, insufficient human resource capacity, and inadequate coordination between stakeholders. Therefore, it is necessary to increase cooperation, community empowerment, institutional strengthening, and more intensive government support so that tourism development in Ratenggaro Traditional Village can run sustainably and provide greater benefits to the community and increase Regional Original Income (PAD).

BIBLIOGRAPHY

- Afriza lia, kartika titing, riyanti anti. (2018). Pengembangan Ekowisata Berbasis Masyarakat (Community Based Ecotourism) Dalam Rangka Mengentaskan Kemiskinan Di Desa Karangsong Kabupaten Indramayu.
<https://journal.polteksahid.ac.id/index.php/jstp/article/view/64>
- Al, J., & Arifah, S. Z. (2022). Strategi Penerapan Good Governance Pada Pemerintahan Kota Makassar : Kajian Siyasah. 2(2), 84–95.
- Andung, P. A., Letuna, M. A. N., Nara, M. Y., Leuape, E. S., Andung, P. A., Letuna, M. A. N., Nara, M. Y., & Leuape, E. S. (2023). Indigenous Community-Based Cultural Tourism Communication Komunikasi Pariwisata Budaya Berbasis Masyarakat Adat. Jurnal Komunikasi, 91–104.
- Asmin, F. (2018). Ekowisata dan Pembangunan Berkelanjutan : Dimulai dari Konsep Sederhana. February, 0–67.

- Aswatini Mita Noveria, Lengga Pradipta, Viviani Veronika, M. M. A. L. B. (2019). Pengembangan Pariwisata Berbasis Komunitas (Pbk) Di Desa Maliti Bondo Ate, Kecamatan Kodi Bangedo, Kabupaten Sumba Barat Daya. Baru, O. T., Widodo, H. P., & Fianto, L. (2024). Strategi Pengembangan Pariwisata Berbasis Lokal di Desa Adat Ratenggaro Kecamatan Kodi Bangedo Kabupaten Sumba Barat Daya Dalam Meningkatkan Jumlah 2019230024. <https://rinjani.unitri.ac.id/handle/071061/3519>
- Biologi, P. S., Bioteknologi, F., Kristen, U., & Wacana, D. (2023). Barat Daya Provinsi Nusa Tenggara Timur.
- Bungin, B. (2007). Penelitian kualitatif: komunikasi, ekonomi, kebijakan publik, dan ilmu sosial lainnya.
- Creswell, J. (n.d.). research desain qualitative, quantitative, and mixed methods approaches. SAGE.
- Crosby, B. (1992). Stakeholder analysis: a vital tool for strategic managers. USAID's Implementing Policy Change Project.
- Eko, H. (2025). Hukum Administrasi Negara.
- Fandeli, C. (2000). Pengertian dan konsep dasar ekowisata. Yogyakarta, Fakultas Kehutanan UGM.
- Fandeli, C., & Muhamad, M. (2019). Analisis Daya Dukung Lingkungan dalam Perspektif Pembangunan Berkelanjutan. Direktorat Jendral Konservasi Sumber Daya Alam Dan Ekosistem: Jakarta.
- Fattah, V. (2023). Ekonomi pariwisata: Teori, model, konsep dan strategi pembangunan pariwisata berkelanjutan. Publica Indonesia Utama.
- Hadjon, P. M. (2015). Peradilan Tata Usaha Negara dalam Konteks Undang-Undang No. 30 Th. 2014 tentang Administrasi Pemerintahan. Jurnal Hukum Dan Peradilan, 4(1), 51–64.
- Hill, J. L., & Gale, T. (2009). Ecotourism and environmental sustainability: Principles and practice. Ashgate Publishing, Ltd.
- Holo Yuniari Kristina, Khasanah, W. (2023). Peranan dan Implementasi Strategi Pengembangan Pariwisata Kabupaten Sumba Barat Daya Nusa Tenggara Timur.
- Kemenparekraf. (2021). Kemenparekraf. Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Republik Indonesia Nomor 9 Tahun 2021 Tentang Pedoman Destinasi Pariwisata Berkelanjutan, 2–75. <https://peraturan.bpk.go.id/Details/203906/permenpar-no-9-tahun-2021>
- Keremata, M. (2023). Strategi Pengembangan Ekowisata Di Desa Adat Ratenggaro Kabupaten Sumba Barat Daya Provinsi Nusa Tenggara Timur. Eprinte Ukdw. <http://repository.ukdw.ac.id/id/eprint/7748>
- Kristiana, Y. (2019). Ekonomi, Sosial, dan Budaya. 2, 1471–1477.
- Lamadau, S. N., Lengkong, F. D. J., Dengo, S., & \. (2017). Strategi Implementasi Program Ekowisata Di Kota Manado. Jurnal Administrasi Publik, 3(46), 1–7.
- Lelloltery Henderina, Pujiatmoko Satyawan, Fandelli Chafid, B. . (2018). Pengembangan Ekowisata Bahari Berbasis Masyarakat Dan Peran Stakeholder Dalam Pengelolaan Sumberdaya Alam Di Taman Wisata Alam Laut Pulau Marsegukabupaten Seram Bagian Barat Propinsi Maluku.
- Lestari Piridani Amelia, Sayuti Husaenie Rosiady, K. N. (2023). Community Based Tourism (CBT) Sebagai Strategi Pengembangan Ecotourism di Desa Sembalun Lawang, Kecamatan Sembalun, Kabupaten Lombok Timur.
- Mardani, A., Purwanti, F., & Rudiyanti, S. (2018). Strategi pengembangan ekowisata berbasis masyarakat di Pulau Pahawang Propinsi Lampung. Management of Aquatic Resources Journal (MAQUARES), 6(1), 1–9.
- Maryam, N. S. (2016). Mewujudkan good governance melalui pelayanan publik. Jurnal Ilmu Politik Dan Komunikasi, 6(1).

- Meitasari, D., Rayesa, N. F., Prasetyaningrum, D. I., Dewi, H. E., Laili, F., & Mutisari, R. (2026). Merancang Masa Depan Desa Wisata: Pariwisata Berbasis Komunitas dan Inovasi Sosial di Pedesaan Indonesia. Universitas Brawijaya Press.
- Nainggolan, L. E., Martina, S., Faried, A. I., Taruna, M. S., Purba, B., Mardia, M., Kareth, M. A. C., & Koesriwulandari, K. (2023). Ekonomi Kelembagaan: Konsep, Teori dan Kebijakan. Yayasan Kita Menulis.
- Nanda, R., Marhamah, I., & Notrilauvia, N. (2025). Strategi Pengembangan Ekowisata Di Desa Apar Berbasis Komunitas : Pendekatan Analisis Swot Community-Based Ecotourism Development Strategy In Apar Village : Swot Analysis Approach Pendahuluan. 4(1), 1–10.
- Nofrion, N., Rahmanelli, R., Arsih, F., & Utomo, E. P. (2025). Pengembangan Ekowisata Berkelanjutan Berbasis Komunitas (Community Based Tourism) Di Nagari Koto Sani. Community Development Journal : Jurnal Pengabdian Masyarakat, 6(1), 354–360. <https://doi.org/10.31004/cdj.v6i1.35569>
- Oka, Y. A. (2008). Perencanaan dan pengembangan pariwisata. Jakarta: Pradnya Paramita, 112.
- Permatasari, I. (2022). Peran Model Pengembangan Pariwisata Berbasis Masyarakat (Community Based Tourism) Dalam Mewujudkan Pariwisata Berkelanjutan (Sustainable Tourism) di Bali. 16, 164–171.
- Prabowo, H., & Syariffudin. (2019). BUKU PINTAR PENGELOLAAN KEUANGAN DAERAH. Asian Davelopment Bank.
- Prestianawati, S. A., Akmal, A. K., Muhammad Fawwaz, S. E., Viphindartin, S., Rasli, A., Zainuri, M. S., & Muslih, M. A. H. (2025). Ekonomi Kelembagaan Dan Implikasinya Pada Pembangunan. Pt. Rajagrafindo Persada-Rajawali Pers.
- Priono, Y., & Belakang, L. (2012). PENGEMBANGAN KAWASAN EKOWISATA. 7(1), 51–67.
- Peraturan Menteri Pariwisata dan Ekonomi Kreatif Republik Indonesia Nomor 9 Tahun 2021 Tentang Pedoman Destinasi Pariwisata Berkelanjutan.