

Analysis Of Tourism Village Attraction Development Strategy As A Sustainable Tourism Destination

Case Study Of Lahang Village In Sukabumi Regency

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ABSTRACT

The goal of tourism development is to promote equity of opportunity for tourism actors so that they can attempt to benefit and be able to deal with the dynamic transformation of the tourism sector into a priority sector in encouraging community economic growth, increasing regional foreign exchange, empowering the community's economy, expanding employment and business opportunities, and introducing product marketing to realize community welfare and create sustainable tourism destinations. This research is carried out in Lahang Village, Sukabumi Regency, and employs a descriptive research with a qualitative methodology. Multiple interviews with pertinent informants served as the primary data source, while secondary data came from reading materials connected to the research issue. ways for gathering research data through observation and interviews. While the research instrument is researcher himself and auxiliary resources like interview guidance and other tools serve as the research instrument. Based on the research's findings, it was revealed that the local community first rejected Lahang Village, but that via discussion and socialization, the Management, Pokdarwis, and Village Government were able to settle the licensing concerns. In addition to increasing hospitality, improving and maintaining facilities and infrastructure, and enlisting the local community as a labor force for tourism management, Lahang Village Management has pursued and carried out a number of developments. The understanding and passion of some residents who want to see their village transformed is a supporting aspect.

Keywords: Development, Tourism Village, Sustainable Tourism

INTRODUCTION

Based on the Law of the Republic of Indonesia No. 10 of 2009 concerning tourism, it is stated in the context of tourism development aimed at encouraging equality of opportunity for tourism actors to seek benefits and be able to face the dynamic transition of the tourism sector to become a priority sector in encouraging community economic growth, increasing regional foreign exchange, empowering the community's economy, expanding employment and business opportunities, as well as introducing product marketing to realize people's welfare, but in the development of tourist areas must pay attention to the stages starting from detailed planning to sustainable actualization to get maximum results.

Based on data from the Indonesia Central Statistics Agency (BPS) for 2018, the total number of foreign tourist visits to Indonesia received 15.81 million people compared to 2017 which only received 14.04 million people. With the high level of tourist arrivals in Indonesia, West Java, especially Sukabumi Regency, is one of the areas that has tourism potential ranging from nature to diverse cultures. Sukabumi Regency is one of the areas located on the island of Java, precisely in West Java Province. As a percentage, 40% of the boundaries of the Sukabumi Regency are bordered by waters (sea) and 60% are land. Sukabumi Regency consists of 47 sub-districts, 381 villages and 5 sub-districts

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with a total area of 4,145 km². Of the entire area of Sukabumi Regency, which is supported by the abundance of potential, both natural resources, cultural diversity, and innovation from the people of Sukabumi, if it continues to be developed and utilized, it can trigger tourism development. In this case, it also increases the regional economic growth of Sukabumi Regency based on the utilization of tourism potential, both natural resources, biodiversity, and the diversity of traditional customs adopted by the local community. So there are more and more interesting things to develop and use for the tourism sector and knowledge for tourists visiting the Sukabumi Regency area.

Seeing the positive goals of sustainable tourism from UNWTO, villages that have tourism potential can improve and actualize themselves so that they have the greatest possibility of achieving these goals. As a village that can develop independently, tourism villages have a very important role for the economy of rural communities. This is followed by the potential of nature and its attractions as a tourist attraction. The development of tourist villages is one of the realizations in Law No. 22/99 on regional autonomy, so each district needs to have a tourism village development program to increase regional income and explore village potential. Gedepangrango Village is one of the villages in the Kadudampit District, Sukabumi Regency. Gedepangrango Village is right under the Mount Gede Pangrango National Park (TNGP) area. Located in a strategic category, Gedepangrango Village has stunning natural scenery and diverse local culture. Gedepangrango Village not only offers stunning natural views, but also has a lot of potential in every sector, including natural resources & human resources.

Availability of clean water supply from mountain springs, fertile soil conditions, cool air, and stunning natural scenery, one of which is Lahang Village which is one of the natural potentials owned by Gedepangrango Village. Located in the Mount Gedepangrango National Park area, Lahang Village Tourism Village, which is often called Lahang Village, has extraordinary natural potential. Lahang Village is located at the end of a residential area in Kampung Bobojong Cijagung Village, Kadudampit District. Lahang itself means "Nira" which is a translation in Sundanese. In addition, Lahang Village has a wealth of natural resources in the form of bamboo and kawung tree plantations which are commonly used by local residents as their livelihood. However, of all the potential wealth that can be utilized as a tourist attraction with sustainable tourism output, Lahang Village still has a number of things that need to be addressed, such as improving access to Lahang Village, lack of lighting, not yet standardized for saungstays, amenity equipment to support completeness of accommodation, and socialization related to the positive impact of Sustainable Tourism on the surrounding community.

METHODS

The method used in this research is descriptive qualitative research method. The purpose of the descriptive method is to describe visually the nature of something that is happening when the research is taking place and to verify the causes that occur from a particular phenomenon. Qualitative descriptive methods are applied to gain understanding and theory of research that occurs in society at a certain time (Sugiyono: 2019). This qualitative descriptive research method is used in research that aims to obtain and collect data which will then be described naturally. By using data collection through intensive focused interviews, it is expected to be able to collect complete data about the phenomenon studied. According to Sugiyono (2019), this qualitative research must be "Perspective Emic", which means that data acquisition must be based on what is happening at the research location, not what the researcher thinks. In qualitative research, researchers enter certain social situations by making observations, and conducting interviews with people who are considered to know the social situation.

This research was conducted in Sukabumi Regency, precisely in the Lahang Village Tourism Village, Cijagung Bobojong Village, Gedepangrango Village, Kadudampit District. Taking into account the abundance of potential in Lahang Village which has been successfully developed into a tourist destination and tourist attraction, researchers are interested in investigating more deeply the strategy for developing this tourist village

and looking at the problems and challenges that have been and are being experienced. The data analysis method in this study uses the SWOT analysis method, where researchers will formulate and conclude strategic designs that aim to evaluate a Strength, Weakness, Opportunity, and Threat from the results of data collection in Lahang Village

RESULTS AND DISCUSSION

Gedepangrango Village is a village located on the slopes of Mount Gede and Mount Pangrango. Most of the area of Gedepangrango Village is agricultural land, forests, settlements with the eastern boundary of the Cigunung River as the boundary for the Gedepangrango Village area. Asep Badrutamam as the Head of Gedepangrango Village in an interview said *“Gedeppangrango Village does have 2 resources. The first is Natural Resources, then the second is Human Resources”*. Gedepangrango Village is dominated by natural potential which is surrounded by the Mount Gede Pangrango National Park (TNGGP) area and is located between two mountains, namely Mount Gede and Mount Pangrango. Geographically, the location of Lahang Village is at an altitude of 900 meters above sea level and right at the end of Kampung Cijagung Bobojong which is surrounded by leading tourist destinations in Sukabumi Regency such as Mount Gede Pangrango National Park, Suspension Bridge, Situ Gunung, Tanakita 5 Star Camp. The location of Lahang Village is strategic because it is still relatively easy to reach from the center of Sukabumi City and the main Cisaat highway. Lahang Village is a tourism village-based tourist destination that represents Gedepangrango Village which has palm sugar commodities and natural beauty.

Cijagung Bobojong Village and Lahang Village are located in Cijagung I Hamlet. Gedepangrango Village is one of the villages whose economic backbone is in the agrarian/agricultural sector. The sources of livelihood for the people of Gedepangrango Village depend on natural resources that exist around the village area or between villages which are highly utilized in a sustainable manner such as bamboo craftsmen, river sand seekers, stone beaters/river stone collectors, tour guides, accessories craftsmen, woven craftsmen, traders, hawkers in tourist spots, and so forth. With this local wisdom, it can increase the economic level of the people of Gedepangrango Village which can be integrated with the existence of a tourist village which is an important part of the tourism sector in Indonesia.

Right at the end of November 2021, Lahang Village was established which was agreed to have the goal of developing their "home" into a persistent community-based tourism by representing Lahang which is the main commodity of RT 21/RW 09 Kampung Cijagung Bobojong. Lahang Village was founded on the basis of the independence and persistence of the people who want the potential of their village to be recognized by many people with the concept of Integrated Farming or an integrated area in which there are agricultural, livestock and industrial areas. Based on the classification of tourist villages with a fundamental affiliation of cultural and natural resources that are unique and have distinctive characteristics as the main attraction, the introduction of Lahang Village's potential is carried out by trekking, witnessing the process of tapping land/sap water, education on the process of making palm sugar, education on planting rice. The name Lahang Village itself is taken from the name "landwater" which is one of the agricultural sources in Gedepangrango Village. The strong reason for the formation of Lahang Village is because they want to preserve the existence of field farmers who are few in number and have unique and limited edition characteristics. Agus Setiawan as the Chairperson of Lahang Village Management also sees the tourism sector, especially in introducing about the land, that it isn't yet known to a wide audience and hopes that Lahang Village can become a medium of education and learning for the next generation.

Lahang Village has a land area of up to 1 (one) hectare surrounded by bamboo trees, streams, rice fields, fish ponds, springs, and the characteristics of the village community that are still maintained. Lahang Village is one of the objects of tourist attraction which represents a village that isn't least inhabited by field farmers, in Indonesian it is more commonly called sap farmers. It started with an association of RW 09 Gedepangrango

Village residents who interpreted Gedepangrango Village, that their village had abundant natural resources, but the community stopped them from being limited to being "spectators". The eyes of the surrounding community were dominated as farmers, weavers, motorcycle taxi drivers, parking attendants, and construction workers. At that time their stereotypes were limited to workers in the house itself. With the available potential, it is hoped that the surrounding community can take advantage of this potential. Starting from this idea, several residents of RW 09 held discussions with promoting institutions such as the Nusantara Tourism Village Foundation in Sukabumi Regency with BUMDes, Pokdarwis, local government and which are institutions that oversee all tourist villages in Sukabumi Regency so that the objectives of profitability can be fulfilled with tour packages that are implementing Sapta Pesona.



Source : Researcher Documentation

Activities that are offered as attractions in Lahang Village, there are:

- 1) **Trekking**
To reach the kawung tree, tourists will be invited to trek along the river flow due to the position of the kawung tree which tends to be difficult to reach and is in the middle of the forest but the manager provides trekking poles.
- 2) **Taking the Lahang Water**
Being the main activity in Lahang Village, tourists are invited to take the water from the kawung tree which is the main commodity of Lahang Village. Tourists are given the opportunity to try to take their own lahang water from trees which have an average height of around 7-10 meters and tourists can directly sip fresh field water from the harvest.
- 3) **Palm Sugar Production**
As an output from the taking of lahang water, palm sugar is a SME's product from the Lahang Village community. The tap water that has been taken will be cooked for about 6-7 hours to become ready-to-print palm sugar. The process of molding the palm sugar until ready to be released from the mold is approximately 15-30 minutes depending on the ambient temperature. Tourists have the opportunity to make palm sugar until the process of printing palm sugar through samples.
- 4) **Planting Rice**
Planting rice or often called "tandur" by the people of West Java is a potential attraction for tourists visiting Lahang Village. Tourists will be invited to go down directly to the rice fields to follow and adjust the activities of the farmers. The beautiful view of the expanse of rice fields in the Lahang Village area is also an added value for the participants who take part in this activity. In each of these activities, tourists will be given rice seeds which will be planted according to the directions from the guide.
- 5) **Plantation Harvest**
The plantation land that surrounds Lahang Village and the RW 09 area is one of the locations for activities that are utilized by the manager, plantation products such as chilies, eggplants, leeks are used as attractions so that tourists can pick and harvest

their own plantation products. This activity is often referred to as “Wistari, namely Wisata Petik Sendiri”.

6) Oyster Mushroom Cultivation

Being a member of the Millennial Farmers, Agus Setiawan as the Head of Lahang Village Management also includes education on oyster mushroom cultivation in tourism activities in Lahang Village. Ready-to-harvest oyster mushrooms can also be used as an ingredient for cooking along with plantation crops.

7) Nyawang Bulan

Nyawang Bulan is one of the unique customs of the people of West Java, especially in Lahang Village. This activity was formed as a moment of intimacy between managers, the community and tourists to gather and discuss with each other.

8) Making Bamboo Handicraft

Tourists can watch and learn how to make handicrafts from bamboo in the form of figures, traditional musical instruments, and also decorative lamp covers whose basic materials come from abundant bamboo trees in Lahang Village.

Lahang Village’s Natural Resource Potential

Anggawati (2022) said the potential of natural resources has the form of natural physical characteristics with the beauty of the area that can be packaged and presented as a basis for attractions. In line with this theory, all types of tourism must be developed, especially nature-oriented tourism. In addition to developing tourism potential and attractiveness, nature tourism is also needed to preserve the environment. Nature has a great influence on the lives of many people, nature must be further developed so that all people know and understand the importance of preserving nature. The running of tourism activities in Lahang Village is dominated by the utilization of extraordinarily abundant natural resources. The Lahang Village area is surrounded by plantations of palm trees (land), bamboo trees, expanses of rice fields, and streams.

As a whole, the tourism facilities and activities of Lahang Village take advantage of the natural potential in it. Facilities such as "Saung Stay" lodging, halls, prayer rooms, museums use bamboo as the basic material with the concept of simplicity that puts tourists in the atmosphere of rural life. The abundant natural potential is then utilized by managers in supporting operational tourism activities such as trekking through forests with dense vegetation and also crossing rivers, playing rafts in pond areas, planting rice in rice fields, and utilizing plantation land that is ready to be harvested into Wistari “Wisata Petik Sendiri”.

Management Strategy in Realizing Lahang Village as a Tourism Village Based on Sustainable Tourism

In its management, Lahang Village is managed by the community together by involving village government officials independently so that the various attractions of Lahang Village are known to tourists, the availability of adequate facilities and infrastructure, and the creation of jobs in it to support the economic activities of the surrounding community. In developing and managing a tourist attraction, it is necessary to have a practical strategy formed by the tourism manager so that the vision and views of the internal management members are in line, productive relationships with agencies and Corporate Social Responsibility, optimal structural and operational, as well as promotion/branding. The management of Lahang Village applies a market approach in a semi-direct interaction by providing One Day Trip (ODT) tourism activity packages as well as direct interaction by providing accommodation for tourists staying in Lahang Village. The manager is very concerned about and prioritizes aspects of sustainable tourism which consists of; environmental, economic, socio-cultural. Managers uphold sustainable tourism-based tourist destinations because they see long-term prospects and in order to create a multiplier effect with the ultimate goal of being able to even out the economy of the surrounding community who previously didn't get an understanding of the positive sides of the tourism industry.

The following are practical strategies implemented by Lahang Village managers in realizing a sustainable tourism-based tourism village:

- 1) **Environment Sustainability**

Sustainable environment (Environmental Sustainability), which expects all parties involved to participate in maintaining the natural and physical environment of a tourist attraction for the long term so that it remains optimal. Based on the results of observations, researchers can see that the manager prioritizes an environmentally physical approach that dominates the use of tourist attractions by maintaining the physical environment with innovation in the construction of natural facilities and lodging from the use of bamboo in the surrounding area. The use of bamboo and wood has also been developed by managers and the community such as basic materials for making signboards, supporting accessories in every available facility. The manager also created a natural park area, camping ground area, hall area and an amazing museum with expanses of rice fields because using natural resources in a sustainable manner is proper natural resource management which also has an impact on the interests of the surrounding community as a whole.

Agus Setiawan as the Chief Executive said that the community still uses springs from Mount Gede and Curug Sawer for their daily needs and these springs are also used as attractions for tourists. The main goal of sustainable development is to provide resources for the current generation without compromising the needs of the next or future generations of Lahang Village where sustainable resources won't actually reduce the environmental quality of Lahang Village. Managers can also prepare ammunition using the concept of carrying capacity, which means that visitor visits are limited by the capacity of the tourist attraction to avoid negative impacts on local communities and the environment. In terms of environmental preservation, the manager also has regulations limiting vehicles that can enter the tourist area to minimize pollution, therefore the parking area for vehicles is placed outside the tourist area to maintain the essence of the beauty of Lahang Village which is environmentally friendly.
- 2) **Social Cultural Sustainability**

Researchers see that the surrounding community is involved in tourism activities to increase income from direct income originating from the tourism sector. Indirect employment can also be felt by the surrounding community by paying attention to proper long-term economic operations such as providing services such as cooking services, laundry services, motorcycle taxi services and the economic sector from the running of SME's. Managers are also required to continue to provide organized SME guidance so that all levels of society can feel the positive impact of the existence of Lahang Village. The surrounding community, the majority of whom are farmers, animal breeders, palm sugar producers, and freelance daily workers, can contribute to the operation of tourism activities. Farmers also take advantage of their plantation land to become an attraction "Wisata Petik Sendiri" where tourists can buy the plantation products.

This strategic step can equalize the economy of the tourism environment, job opportunities and increase opportunities to build businesses so that they can participate in supporting the tourism & creative economy sector, such as souvenir & handcraft shops available in Lahang Village, this must have had an activity flow. arranged so that every tourist who comes to Lahang Village can buy products and services sold by the community. This was also confirmed by Nani, one of the residents in the interview, that Nani has additional income from tourism activities in Lahang Village by selling snacks, renting out her house as a Home Stay, and laundry services. In this case, the community has an obligation to be involved in operations, serving and providing good service and prioritizing hospitality to tourists. The concept of empowering the community with the aim of helping each other from an economic perspective is the right step. In this case, managers also need to set aside a portion of the proceeds from tourism income for the conservation and maintenance of Lahang Village's environment for the long term.
- 3) **Economic Growth Sustainability**

Based on the results of interviews with several informants and observations made by the researchers, it was shown that internal factors in the form of some of the people around Lahang Village and Desa Gedepangrango didn't know about the existence of Lahang Village in their village, as well as the concept of a sustainable tourism village. Communities need to get socialization regarding understanding of culture and traditions, preservation of local culture "Lahang", commercialization of their arts and culture, as well as strategies to increase the number of events in their village, especially in Lahang Village due to remembering the need for involvement of the surrounding community related to tourism and involving they are in the process of planning, developing, preserving, and assessing tourism development. Managers need to identify people who can participate and play an active role in tourism activities. It is undeniable that the development of Lahang Village as a tourist village attraction will generate benefits both in terms of environment, economy and culture even though Lahang Village as a tourism destination has developed.

Challenges in the Development of Lahang Village as a Tourism Village Based on Sustainable Tourism.

The management of Lahang Village feels a number of challenges experienced in developing tourism based on sustainable tourism, including:

1) **Neighborhood Community Rejection**

Based on the results of an interview with Asep Badrutamam as the Head of Gedepangrango Village, during the construction process, Lahang Village received a not very good response from the surrounding community at first. Initially, the local community thought that Lahang Village was like "Cijagung Bobojong Village" administratively. Initially, the surrounding community also thought that they weren't involved in pouring out the idea of developing Lahang Village. Some of the community opposed the manager's initiative to build Lahang Village, but this didn't close and reduced the trust of the management and village government agencies who persistently wanted to preserve the culture of the land that had been passed down for generations. Socialization is often carried out to provide an idealistic understanding and minimize the stigma attached to people who don't understand sustainable tourism-based tourism activities.

2) **Tour Guide Limitations**

Lahang Village tour guide has limitations when foreign tourists arrive, especially at the level of approach especially on communication factors who are fluent in English, but they can work around using attractive body language when guiding foreign tourists and take advantage of the role of youth who are a little more fluent in communicating with foreign tourists.

Ade Sukmani as the Tour Guide said that tour guides in Lahang Village cannot always stand by when tourists arrive who don't confirm at the outset. On the one hand the manager must be ready to accept the arrival of these tourists, while on the other hand some managers also have daily activities in the fields, and there are several managers who work outside Lahang Village and Agus Setiawan as the Chief Manager also said that they humbly ask for tourists who If you want to visit Lahang Village, at least confirm before arrival. Some of the tour guides are also not specialists in all series of activities, but Ade Sukmani said all tour guides must learn about all matters related to a series of activities so that tourists can see the professionalism of a tour guide in guiding a tourism activity.

3) **Limitations of Digitalization & Social Media Management**

Based on observations of digital media & social media in Lahang Village, researchers can see that the management hasn't been able to manage social media as a promotional medium in a sustainable manner. This happens because the manager has daily activities in the field that make it impossible to manage social media optimally.

Apart from being a support in terms of operations, the youth of Lahang Village play a role as an alternative for Lahang Village to compete on social media as a digital

promotional medium. Based on the results of interviews with the Head of Management, that there was a group of students from the MBKM (Kampus Merdeka) program in January-February 2022 who were doing community service in Lahang Village who were still actively helping with marketing promotions through managing social media. These students have contributed to registering Lahang Village coordinates on Google Maps, making the Lahang Village logo, taking stock photos & videos, and managing social media, especially Instagram.

SWOT ANALYSIS

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The SWOT analysis is used as an effort to find a strategic plan for the development of a tourist village in Gedepangrango Village, namely Lahang Village. The development strategy focuses more on the success of sustainable tourism from Lahang Village. This SWOT analysis is a systematic identification of various factors to formulate strategies to deal with threats and challenges. The analysis will go through an identification stage which is categorized into strengths, weaknesses, opportunities or threats. There are the SWOT recaps:

- 1) Strengths
 - a) The management of Lahang Village has a high role and responsibility.
 - b) Lahang Village can absorb labor, either directly or indirectly.
 - c) The high scale of Pokdarwis (Tourism Awareness Group) participation in Lahang Village.
 - d) The active participation and contribution of Lahang Village Youth, both in development and operations.
 - e) The location of Lahang Village is quite strategic, both from the city center, district, as well as the leading tourist destinations around it.
- 2) Weaknesses
 - a) Lahang Village still maintains a community self-help orientation.
 - b) Some of the Lahang Village Managers have jobs outside of Lahang Village, such as construction workers.
 - c) Lahang Village doesn't yet have human resources that focus on managing Tourism Villages
 - d) Local guides or tour guides in Lahang Village haven't been certified at the professional level of competence.
 - e) Lahang Village still has limited budget for maintenance and operations.
- 3) Opportunities
 - a) There aren't many educational tourism destinations around Lahang Village, especially in Gedepangrango Village.
 - b) The location of Lahang Village is close to Cisaat Station, Sukabumi Station, and the Sukabumi North Ring Line.
 - c) The environment of Lahang Village has never experienced a disaster.
 - d) The scalability of the economic sector in the community around Lahang Village has increased.
 - e) Lahang Village is open to collaborating with other tourist villages and tourist destinations.
- 4) Threats
 - a) The Lahang Village environment has the potential for landslides and other natural damage.
 - b) Access to Lahang Village if using a large vehicle such as a tourist bus is quite difficult to reach because the road is quite narrow.
 - c) There are still people who live around Lahang Village in a deprived condition. This has the potential to cause economic inequality and social conflict.
 - d) Lahang Village has the potential to become a tourist destination based on short-term sustainable tourism if it doesn't immediately fix the internal and surrounding scope.
 - e) The "lahang" culture has the potential to gradually become extinct if there is no regeneration of the younger generation in Lahang Village.

SWOT MATRIX

		Strength	Weakness
		Internal	<ol style="list-style-type: none"> 1. The beauty of the landscape & natural nuances is very beautiful 2. Completed public facilities 3. Prioritizing hospitality in service 4. Lahang Village can absorb labor, both directly and indirectly.
External			
Opportunity		Strength-Opportunity	Weakness-Opportunity
<ol style="list-style-type: none"> 1. There aren't many educational tours around Lahang Village 2. The infrastructure of Gedepangrango Village has improved rapidly 3. Lahang Village can attract new investment. 		<ol style="list-style-type: none"> 1. Utilizing the "land" tradition & the beauty of the landscape into a tour package 2. Managers can do pitching & fundraising for CSR 3. It's easy to reach market share without much competition for educational tourism in surrounding locations 	<ol style="list-style-type: none"> 1. Conducting pitching & fundraising to obtain CSR in the form of a budget 2. Involve tour guides in tour guide training 3. Provide facilities for the community to develop skills in the tourism sector
Threat		Strength-Threat	Weakness-Threat
<ol style="list-style-type: none"> 1. There is a potential for a natural disaster to occur 2. Access is difficult to reach if using a tourism bus 3. It has the potential to cause economic disparities because not all levels of society are involved. 		<ol style="list-style-type: none"> 1. Provide safety ammunition in the form of first aid for tourists if something unexpected happens 2. Limiting the ticketing system so that Overcrowded Tourism doesn't occur with limited human resources. 	<ol style="list-style-type: none"> 1. Conducting guidance on SME management for the surrounding community 2. The younger generation must maintain a "lahang" culture

The SWOT matrix in above is the conclusion of the formulation of a strategic plan that is drawn logically based on internal conditions (strengths, weaknesses) and external conditions (opportunities and challenges) that exist in the sustainability of Lahang Village, Sukabumi Regency, both tourism procedures and operations. The strategic plan formulation in the SWOT matrix has gone through the process of data collecting, information collecting, data merging (triangulation), and decision making. Thus, this formulation can be used as a benchmark/parameter for basic considerations in making future policies, work programs, and evaluation materials with the aim of creating a strategic plan for the sustainability of Lahang Village tourism objects, Sukabumi Regency.

CONCLUSION

Gedepangrango Village has internal and external tourism potential that can be developed into a tourist village, one of which is Lahang Village, but tourism development in Lahang Village cannot be said to be optimal. This is because the components of the development of sustainable tourism-based tourist destinations in it are still not optimal. The management of the attractions has been formed and is running optimally but due to

the lack of participation from the surrounding community, the lack of public awareness of Lahang Village because they feel they aren't getting the benefits of Lahang Village. This should be the attention of the manager and the village government to frequently conduct outreach, training, and hold coaching clinics when tourists visit. Based on an analysis regarding the good geographical potential of Lahang Village, the suitable tourism village model to be developed is indeed the concept of tourism education with stunning natural scenery and the theme of Integrated Farming. Thus, the various aspects that are the requirements for a sustainable tourism village have been fulfilled so that Lahang Village can become a sustainable tourism village, but it is necessary to increase the awareness of the local community about the importance of knowing and increasing interest in Lahang culture and which in turn can preserve the cultural assets of Lahang Village as a sustainable tourism village.

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