

Strategy for Sustainable Tourism Village Development case study of Kampung Lahang, Indonesia

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ABSTRACT

The aim of this research on sustainable tourism development is to develop and strive for sustainable tourism in Kampung Lahang, Sukabumi Regency, West Java Province, Indonesia. Sustainable tourism needs to be developed in Kampung Lahang because it is a priority sector to encourage economic growth, increase regional foreign exchange, empower the community, absorb the workforce, open up job and business opportunities, as well as introduce community products and create a sustainable tourism destination. This research was conducted in Kampung Lahang, Sukabumi Regency using descriptive research with qualitative methodology. Multiple interviews with relevant informants as primary data sources, while secondary data was obtained from literature related to the research. Data collection through observation and interviews. The findings revealed that the local community initially rejected Kampung Lahang, but through discussion and outreach by the Management, Pokdarwis, and Village Government were able to resolve the problem. The Kampung Lahang Management has attempted and carried out a number of developments, such as improving hospitality, improving and maintaining facilities and infrastructure, as well as absorbing labor from the surrounding community. Aspects that support success include understanding and enthusiasm among residents who want to see their village transformed into a sustainable tourism village.

Keywords: Community Empowerment, Community Based Tourism, Tourism Village, Sustainable Tourism.

ABSTRAK

Tujuan dari penelitian pengembangan pariwisata berkelanjutan ini adalah untuk mengembangkan dan mengupayakan pariwisata berkelanjutan di Kampung Lahang, Indonesia. Pariwisata berkelanjutan perlu dikembangkan di Kampung Lahang karena merupakan sektor prioritas untuk mendorong pertumbuhan ekonomi, meningkatkan devisa daerah, memberdayakan masyarakat, menyerap tenaga kerja, membuka lapangan kerja dan peluang usaha, serta memperkenalkan produk masyarakat dan menciptakan destinasi wisata yang keberlanjutan. Penelitian ini dilakukan di Desa Lahang, Kabupaten Sukabumi dengan menggunakan penelitian deskriptif dengan metodologi kualitatif. Wawancara ganda dengan informan yang terkait sebagai sumber data primer, sedangkan data sekunder diperoleh dari literatur yang berkaitan dengan penelitian. Pengumpulan data melalui observasi dan wawancara. Hasil temuan, terungkap bahwa masyarakat setempat awalnya menolak Desa Lahang, namun melalui diskusi dan sosialisasi oleh Pengurus, Pokdarwis, dan Pemerintah Desa mampu menyelesaikan permasalahan. Pengelola Desa Lahang telah mengupayakan dan melakukan sejumlah pengembangan, seperti meningkatkan keramahtamahan, meningkatkan dan memelihara sarana dan prasarana, serta penyerapan tenaga kerja dari masyarakat sekitar. Aspek yang mendukung keberhasilan antara lain adanya pemahaman dan semangat sebagian warga yang ingin melihat desanya bertransformasi menjadi desa pariwisata berkelanjutan.

Kata Kunci: Pemberdayaan Masyarakat, Pariwisata Berbasis Komunitas, Desa Wisata, Pariwisata Berkelanjutan

INTRODUCTION

Based on Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, it is stated that in the context of tourism development the aim is to encourage equal opportunity for tourism actors to seek benefits and be able to face the dynamic transition of the tourism sector. Tourism is a priority sector in encouraging community economic growth (Khan et al., 2020; Liu et al., 2020; Puah et al., 2018), increasing regional foreign exchange (Matthew et al., 2021), empowering the community economy (Abou-Shouk et al., 2021; Dolezal & Novelli, 2022; Khalid et al., 2019), expanding employment (Hampton et al., 2018; Sokhanvar & Jenkins, 2022) and business opportunities (Arshad et al., 2018; Mkwizu, 2019), as well as introducing product marketing (Baralla et al., 2021; Rashideh, 2020) to realize community welfare (Mathew & M, 2022; Purnomo et al., 2020; Yergeau, 2020). However, in developing tourist areas you must pay attention to the stages starting from detailed planning to continuous actualization to get maximum results (Matiku et al., 2021; Ristić et al., 2019; Sedarati et al., 2019).

Data from the Central Statistics Agency (BPS) in 2018, total foreign tourist visits to Indonesia amounted to 15.81 million people compared to 2017 which only received 14.04 million people. This decreased in 2020 to only 4.05 million due to the Covid-19 pandemic, but experienced a recovery again in 2022 amounting to 5.89 million. With the high level of tourist visits in Sukabumi Regency, West Java Province, Indonesia, is one of the areas that has tourism potential ranging from nature to diverse culture. In percentage terms, 40% of Sukabumi Regency's territorial boundaries border water (sea) and 60% is land. Sukabumi Regency consists of 47 sub-districts, 381 villages and 5 sub-districts with an area of 4,145 km². Of the entire

Sukabumi Regency area which is supported by the abundance of potential, both natural resources, cultural diversity and innovation of the Sukabumi community, if it continues to be developed and utilized it can become a trigger for tourism development. In this case, it also increases the regional economic growth of Sukabumi Regency which is based on utilizing tourism potential, both natural resources, biodiversity and the diversity of customs adhered to by the local community. Therefore, there are more and more interesting things to be developed and utilized 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 (Cucari et al., 2019; Dolezal & Novelli, 2022; Priatmoko et al., 2023; Wijijayanti et al., 2020). This is followed by the potential of nature and its attractions as a tourist attraction (Nooripoor et al., 2021; Priatmoko et al., 2021, 2023; Puška et al., 2021; Roman et al., 2020; Wijayanti et al., 2017). 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. Kampung Lahang is one of the villages in the Kadudampit District, Sukabumi Regency, Indonesia. Kampung Lahang is right under the Mount Gede Pangrango National Park (TNGP) area. Located in a strategic category, Kampung Lahang has stunning natural scenery and diverse local culture. Kampung Lahang 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 Kampung Lahang which is one of the natural potentials owned by Gedepangrango Mountain. Located in the Mount Gedepangrango National Park area, which is often called Kampung Lahang, has extraordinary natural potential. Kampung Lahang is located at Kadudampit District, Sukabumi Regency, West Java Province, Indonesia. Lahang itself means "Nira" which is a translation in Sundanese. In addition, Kampung Lahang 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, Kampung Lahang still has a number of things that need to be addressed, such as improving access to Kampung Lahang, 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.

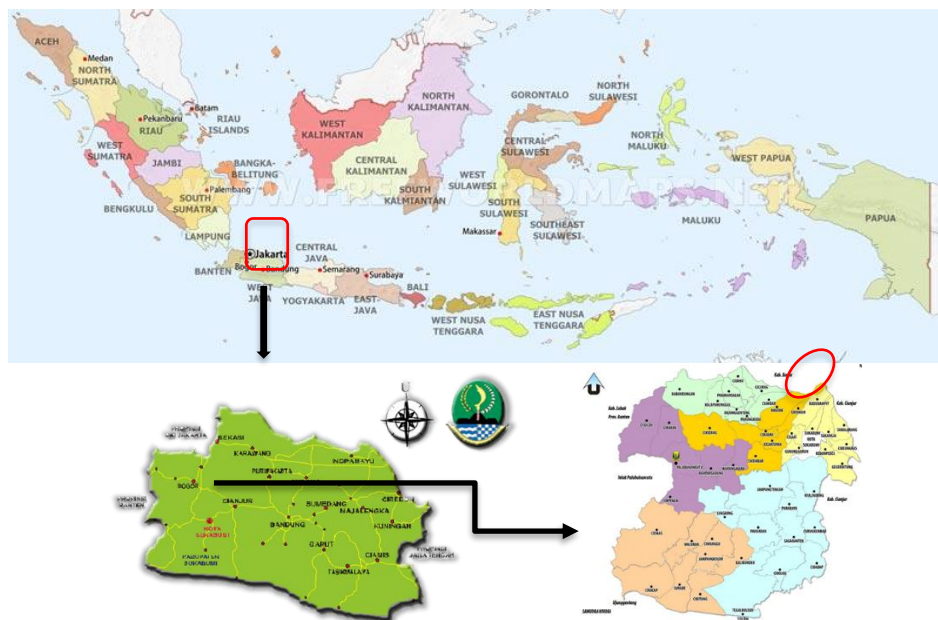


Figure 1. Map of West Java Province and Sukabumi Regency
Source: own editing, 2023

The purposes of sustainable tourism research in Kampung Lahang, Indonesia is to measure things that are important in increasing village economic growth, empowering communities, opening up jobs and business opportunities, as well as introducing village community products and creating sustainable tourist destinations. This study has interesting to study, because sustainable tourism development strategies are usually carried out by corporations such as

hotels, restaurants or tourist attractions managed by companies, while this research was carried out in tourist villages managed using Community Based Tourism (CBT).

LITERATURE REVIEW

Tourism Villages are one of the tourism activities carried out in rural areas and provide an economic impact on village communities by their

involvement in developing tourist villages (Risdawati AP et al., 2020). Tourist village destinations that are developed and built will increase the income of local communities and local governments, besides that they will also provide new tourist destinations for domestic and foreign tourists (Abdul Khoir & Dirgantara, 2020).

There are several tourist villages that are a strong tourist attraction for tourists, but quite a few of the established tourist villages have not experienced significant development due to various obstacles. These obstacles include: (1) limitations in accessibility and infrastructure; (2) lack of human resource readiness and mastery of knowledge and skills in the tourism sector; (3) lack of stakeholder commitment; (4) lack of awareness of preserving the environment; and (5) limited tourism product marketing systems, networks and strategies (Arismayanti et al., 2019). Planning and developing tourism in a targeted and sustainable manner is very important while still seeking a compromise between environmental, economic and social goals of society (Murdana et al., 2023; Rainanto et al., 2022).

Management of sustainable tourism development must maintain a high level of satisfaction of tourist needs, ensure a positive experience for tourists, increase tourist awareness of sustainability issues, and spread sustainable tourism practices among tourists (Murdana et al., 2023; Rainanto et al., 2020; Streimikiene et al., 2021). This is in line with capability (dynamic) theory which underlines the importance of a company's ability to continue to learn, adapt and innovate to maintain competitiveness (Ogotu et al., 2023).

Village tourism or rural tourism is a form of nature-based tourism that

uncovers rural life, culture, art and heritage in rural locations, thus providing benefits to local communities, both socially and economically (Arismayanti et al., 2019). There is also a relationship between community culture and the phenomenon of visiting tourists so this needs to be considered (Abdullah & Panghastuti, 2018). Furthermore, areas with certain characteristics also have positive potential in tourism development (Herawati & Winarno, 2020).

METHOD

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 (Hamilton & Finley, 2019; Jacobson & Mustafa, 2019; 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.

Table 1. The Keypersons of interviewed

No	Keypersons	Remarks	Number
1	Head of Nusantara Tourism Village Foundation Sukabumi Regency	Interview	1
2	Head of Gedepangrango Village	Interview	1
3	Advisor of Kampung Lahang	Interview	1
4	Coordinator of Kampung Lahang	Interview	1
5	Tour Guide (Leader)	Interview	1
6	Farmer of Lahang (Leader)	Interview	1
7	Youths of Kampung Lahang	Interview	2
8	Communities	Interview	2
9	Tourists	Interview	3
		Total	13

Source: author, 2023

This research was conducted in Sukabumi Regency, West Java Province, Indonesia, precisely in the Kampung Lahang Tourism Village, Kadudampit District. Taking into account the abundance of potential in Kampung Lahang 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 Kampung Lahang.

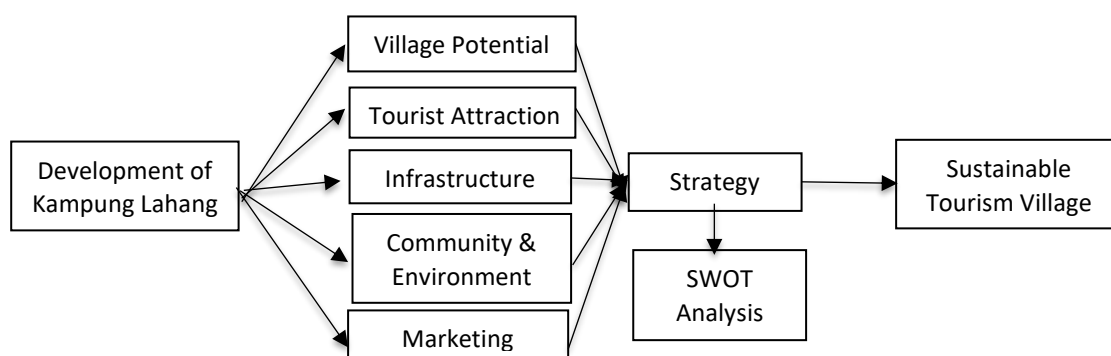


Figure 2. Research Framework

Source: author, 2023

RESULT AND DISCUSSION

Kampung Lahang is a village located on the slopes of Mount Gede and Mount Pangrango. Most of the area is

agricultural land, forests, settlements with the eastern boundary of the Cigunung River as the boundary for the Gedepangrango mountain area. Asep Badrutamam as the Head of

Gedepangrango in an interview said "Gedepangrango does have 2 resources. The first is Natural Resources, then the second is Human Resources". Gedepangrango 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 Kampung Lahang 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 Kampung Lahang is strategic because it is still relatively easy to reach from the center of Sukabumi City and the main Cisaat highway. Kampung Lahang is a tourism village-based tourist destination that represents Gedepangrango Village which has palm sugar commodities and natural beauty.

Cijagung Bobojong Village and Kampung Lahang 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, Kampung Lahang 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. Kampung Lahang 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 Kampung Lahang'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 Kampung Lahang itself is taken from the name "landwater" which is one of the agricultural sources in Gedepangrango Village. The strong reason for the formation of Kampung Lahang 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 Kampung Lahang 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 Kampung Lahang can become a medium of education and learning for the next generation.



Source : Researcher Documentation

Figure 3. Lahang (Nira) Farmers (2023)

Source: author, 2023

Kampung Lahang 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. Kampung Lahang 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".



Source : Researcher Documentation

Figure 4. Expanse of Rice Fields in Kampung Lahang

Source: author, 2023

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.

Furthermore, the SWOT analysis is used as an effort to find a strategic plan for the development of a tourist village in Gedepangrango Village, namely Kampung Lahang. The development strategy focuses more on the success of

sustainable tourism from Kampung Lahang. 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 Kampung Lahang has a high role and responsibility.
 - b) Kampung Lahang can absorb labor, either directly or indirectly.
 - c) The high scale of Pokdarwis (Tourism Awareness Group) participation in Kampung Lahang.
 - d) The active participation and contribution of Kampung Lahang Youth, both in development and operations.
 - e) The location of Kampung Lahang is quite strategic, both from the city center, district, as well as the leading tourist destinations around it.
- 2) Weaknesses
 - a) Kampung Lahang still maintains a community self-help orientation.
 - b) Some of the Kampung Lahang Managers have jobs outside of Kampung Lahang, such as construction workers.
 - c) Kampung Lahang doesn't yet have human resources that focus on managing Tourism Villages
 - d) Local guides or tour guides in Kampung Lahang haven't been certified at the professional level of competence.
 - e) Kampung Lahang still has limited budget for
- 3) Opportunities
 - a) There aren't many educational tourism destinations around Kampung Lahang, especially in Gedepangrango Village.
 - b) The location of Kampung Lahang is close to Cisaat Station, Sukabumi Station, and the Sukabumi North Ring Line.
 - c) The environment of Kampung Lahang has never experienced a disaster.
 - d) The scalability of the economic sector in the community around Kampung Lahang has increased.
 - e) Kampung Lahang is open to collaborating with other tourist villages and tourist destinations.
- 4) Threats
 - a) The Kampung Lahang environment has the potential for landslides and other natural damage.
 - b) Access to Kampung Lahang 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 Kampung Lahang in a deprived condition. This has the potential to cause economic inequality and social conflict.
 - d) Kampung Lahang 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 Kampung Lahang.

Table 2. 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. Kampung Lahang 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 Kampung Lahang 2. The infrastructure of Gedepangrango Village has improved rapidly 3. Kampung Lahang 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

Source: author, 2023

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 Kampung Lahang, 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 Kampung Lahang tourism objects, Sukabumi Regency.

As from the observations, the activities that are offered as attractions in Kampung Lahang, 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.



Figure 5. Trekking (Mapay Wahangan)

Source: author, 2023

2) Taking the Lahang Water

Being the main activity in Kampung Lahang, tourists are invited to take the water from the kawung tree which is the main commodity of Kampung Lahang. 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.



Figure 6. Lahang Water Extraction

Source: author, 2023

3) Palm Sugar Production

As an output from the taking of lahang water, palm sugar is a SME's product from the Kampung Lahang 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.



Figure 7. Making Palm Sugar (Lahang Sugar)

Source: author, 2023

4) Planting Rice

Planting rice or often called "tandur" by the people of West Java is a potential attraction for tourists visiting Kampung Lahang. 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 Kampung Lahang 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.



Figure 8. Planting rice in rice fields

Source: author, 2023

5) Plantation Harvest

The plantation land that surrounds Kampung Lahang 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".



Figure 9. Harvest Garden Products

Source: author, 2023

6) Oyster Mushroom Cultivation

Being a member of the Millennial Farmers, Agus Setiawan as the Head of Kampung Lahang Management also includes education on oyster

mushroom cultivation in tourism activities in Kampung Lahang. Ready-to-harvest oyster mushrooms can also be used as an ingredient for cooking along with plantation crops.



Figure 10. Make a growing medium for straw mushrooms

Source: author, 2023

7) Nyawang Bulan

Nyawang Bulan is one of the unique customs of the people of West Java, especially in Kampung Lahang. 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 Kampung Lahang.



Figure 11. Bamboo Crafts
Source: author, 2023

Kampung Lahang'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 Kampung Lahang is dominated by the utilization of extraordinarily abundant natural resources. The Kampung Lahang 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 Kampung Lahang 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 Kampung Lahang as a Tourism Village Based on Sustainable Tourism

In its management, Kampung Lahang is managed by the community together by involving village government officials independently so that the various attractions of Kampung Lahang 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 Kampung Lahang 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 Kampung Lahang.

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 Kampung Lahang 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 Sawyer 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 Kampung Lahang where sustainable resources won't actually reduce the environmental quality of Kampung Lahang. 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 Kampung Lahang 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 Kampung Lahang. 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 Kampung Lahang, this must have had an activity flow. arranged so that every tourist who comes to Kampung Lahang 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 Kampung Lahang 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 Kampung Lahang'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 Kampung Lahang and Desa Gedepangrango didn't know about the existence of Kampung Lahang 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 Kampung Lahang 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 Kampung Lahang as a tourist village attraction will generate benefits both in terms of environment, economy and culture even though Kampung Lahang as a tourism destination has developed.

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

The management of Kampung Lahang 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, Kampung Lahang received a not very good response from the surrounding community at first. Initially, the local community thought that Kampung Lahang was like "CijagungBobojong Village" administratively. Initially,

the surrounding community also thought that they weren't involved in pouring out the idea of developing

Kampung Lahang. Some of the community opposed the manager's initiative to build Kampung Lahang, 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

Kampung Lahang 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 Kampung Lahang 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 Kampung Lahang and Agus Setiawan as the Chief Manager also said that they humbly ask for tourists who If you want to visit Kampung Lahang, 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 & SocialMedia Management

Based on observations of digital media & social media in Kampung Lahang, 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 Kampung Lahang play a role as an alternative for Kampung Lahang 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 Kampung Lahang who were still actively helping with marketing promotions through managing social media. These students have contributed to registering Kampung Lahang coordinates on Google Maps, making the Kampung Lahang logo, taking stock photos & videos, and managing social media, especially Instagram.

CONCLUSION AND RECOMMENDATION

Gedepangrango Mountain has internal and external tourism potential that can be developed into a tourist village, one of which is Kampung Lahang, but tourism development in Kampung Lahang 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 Kampung Lahang because they feel they aren't getting the benefits of Kampung Lahang. 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 Kampung Lahang, 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 Kampung Lahang 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 Kampung Lahang as a sustainable tourism village. The recommendation for developing Kampung Lahang in the future is to carry out continuous outreach and counseling to every member of the community, so that every member of the community feels the positive benefits of the existence of Kampung Lahang from the aspect of a Sustainable Tourism Village. Apart from that, it is also necessary to carry out more in-depth research related to Economic/Business aspects, Environmental Aspects and Socio-Cultural Aspects of Kampung Lahang.

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