

COMMUNITY-BASED ECOTOURISM MANAGEMENT STRATEGY IN BUKIT PERGASINGAN, SEMBALUN VILLAGE, EAST LOMBOK

(Strategi Pengelolaan Ekowisata Berbasis Masyarakat di Bukit Pergasingan, Desa Sembalun, Lombok Timur)

Baiq Jiwa Yulina Putri¹, Andi Chairil Ichsan¹, Andi Tri Lestari¹✉

¹ Forestry Study Program, Faculty of Agriculture, University of Mataram
✉Corresponding author: atlestari@unram.ac.id

ABSTRACT

Bukit Pergasingan is a tourist attraction that has been developing for a long time. It is necessary to review essential aspects in the management of Bukit Pergasingan, such as attractiveness, facilities, accessibility, and additional services. Apart from that, another problem with its management is that it is not yet known whether it has implemented the principles of community-based ecotourism development in its management. This research aimed to determine community-based ecotourism management strategies in Bukit Pergasingan. The method used in this research is the descriptive method. The objects used in this research are the management institution (BKPH Rinjani Timur) and the management partner (Kelompok Koperasi Wisata). The tools used in conducting this research were questionnaires, cameras, laptops, recorders, and stationery. The data used in this research are qualitative and quantitative. The data sources used in this research are primary data and secondary data. The data analysis used is SWOT analysis. The results of the research show that the strategies used for managing Ecotourism in the Bukit Pergasingan tourist attraction are socializing Bukit Pergasingan tourism with its potential by involving it to attract tourists, packaging more attractive and more educational tour packages related to conservation to guests, optimizing collaboration with NGOs, the Tourism Office or related agencies for the development of Bukit Pergasingan tourism.

Key words: Community-Based Ecotourism; Ecotourism; Hill; Management; Pergasingan Strategy

A. INTRODUCTION

West Nusa Tenggara (NTB) is a potential tourist destination in Indonesia. NTB has a lot of exciting tourism potential to visit, both natural and artificial tourist attractions as one of the tourist destinations. In tourism development, NTB applies the concept of Ecotourism, where Ecotourism is a tourist trip to an environment, whether natural or artificial, and the existing culture is informative and participatory, which aims to ensure biological and socio-cultural preservation (Susanto and Kiswantoro, 2020). According to The International Ecotourism Society (TIES) in Priono (2012), Ecotourism is responsible travel to natural places by preserving the environment and improving the welfare of local communities.

The community-based ecotourism model believes in the rights of local communities to manage tourism in the areas they own according to customs or as managers (Asy'ari *et al.*, 2021). Managing tourism using a community-based ecotourism model is very appropriate. In practice, the community-based ecotourism model fully involves and empowers communities whose management not only manipulates existing resources but prioritizes environmental sustainability (tourism without destroying nature). Apart from that, community-based Ecotourism is

carried out to preserve nature and the life within it and prioritizes local communities' welfare (Aswita *et al.*, 2017).

Bukit Pergasingan is one of the tourist attractions whose management applies the concept of community-based Ecotourism or involves the community. Bukit Pergasingan is located in Sembalun Village, Sembalun District, East Lombok, in a protected forest area managed by BKPH East Rinjani. Bukit Pergasingan is one of the climbing tourist attractions in Sembalun Village, which has beautiful natural potential both from its landscape and cool temperatures. Apart from that, there are several attractions that visitors can do, including paragliding, camping, and soft trekking (Hidayat *et al.*, 2021).

Bukit Pergasingan is the first climbing destination opened in 2015, and so far, it is managed by the Wisata Cooperative. One form of community involvement in area management is infrastructure management, transportation routes to Bukit Pergasingan, the base camp for registration to enter the area, and the parking lot. Because it is a tourist attraction that has been developing for a long time, it is necessary to review essential aspects in the management of Bukit Pergasingan, such as attractiveness, facilities, accessibility, and additional services. Apart from that, another problem with its management is that it is not yet known whether it has implemented the principles of community-based ecotourism development in its management. Therefore, research was conducted on

community-based ecotourism management strategies in Bukit Pergasingan, Sembalun Village, East Lombok, which aims to determine community-based ecotourism management strategies in Bukit Pergasingan.

B. METHODS

Time and Place

This research activity was conducted in Bukit Pergasingan, Sembalun Village, Sembalun District, East Lombok, West Nusa Tenggara. The time for conducting the research is June 2023.

Data Collection

Data was collected in this research using the interview method using a questionnaire. A questionnaire or questionnaire is a data collection method carried out by giving or asking a set of questions or written statements to respondents. Meanwhile, interviews are a data collection technique carried out directly with respondents. According to (Sugiyono, 2016), interviews are a data collection method if the researcher wants to conduct a preliminary study to determine the problems that must be researched and to find out what is needed from respondents and whether the number of respondents is small/large. Data collection was carried out using direct interview techniques using respondents. The respondents of this research were Bukit Pergasingan managers consisting of the Wisatani Cooperative, East Rinjani BKPH, and the communities involved. The technique for determining respondents in this research used purposive sampling and accidental sampling techniques. Purposive sampling is a technique for sampling data sources with various considerations (Sugiyono, 2015). Random sampling is a sampling technique based on chance, namely anyone who meets the researcher by chance and can be used as a suitable sample as a data source (Sugiyono, 2016). Respondents selected using purposive sampling comprised two people from the Bukit Pergasingan area management agency (Sembalun RPH Management) and 25 people managing partners in the Bukit Pergasingan area (Tourism Cooperative Management and members).

Meanwhile, the respondents selected using the Accidental Sampling technique were six people involved. The total number of respondents was 33 people. The research variables in this study can be seen in Tables 1 and 2.

Data Analysis

Data analysis uses SWOT analysis. SWOT analysis is the systematic identification of various factors to formulate the strategy of an organization or company. This analysis is based on logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats. Thus, strategic planning must analyze strategic factors (strengths, weaknesses, opportunities

and threats) in the current conditions, so that to analyze this the most suitable thing is SWOT Analysis (Rangkuti, 2015).

Table 1 Research variables for the conditions of aspect 4A (attraction, accessibility, amenities and ancillary services) in Bukit Pergasingan tourism

Aspect	Indicator
Attraction	Natural views around Bukit Pergasingan
	The cleanliness and natural beauty of Bukit Pergasingan
	The atmosphere of Bukit Pergasingan
	Photo Spot The peak of Bukit Pergasingan
Accessibility (Accessibility)	The access road to Bukit Pergasingan
	Public transportation services
	Signs guiding the journey to Bukit Pergasingan
	Footpath to the top of Bukit Pergasingan
Amenities (Facilities and Infrastructure)	Condition of toilets at the Bukit Pergasingan tourist attraction
	Condition of the prayer room at the Bukit Pergasingan tourist attraction
	Information Hut/Loquet
	Parking area
	Tour packages
	Homestay
	Borrowing tracking tools
Ancillary Services (Additional Services)	ATM
	Grocery Store
	Health services
	Waste Processing Clean water

Source: Conterius and Bagaihin (2020) processed in 2023

Before creating a SWOT matrix, external strategy factors (EFAS) and internal strategy factors (IFAS) are first determined with the following steps (Rangkuti, 2015). The determination of these external and internal factors will be determined by the researcher together with informants who have been defined previously based on the purposive sampling and random sampling methods, and the steps are as follows:

- a. Arrange 5 to 10 strengths, weaknesses, opportunities, and threats in 1 column.
- b. Give each factor weight in column 2, starting from 1.0 (very important) to 0.0 (not necessary), based on the influence of the factors on community-based ecotourism management strategies in Bukit Pergasingan.
- c. Calculate the rating in column 3 for each factor by giving a scale from 4 (outstanding) to 1 (poor) based on the influence of the factors on community-based ecotourism management strategies. Positive variables

- are assigned a value ranging from +1 to +4 (very good), while negative variables are the opposite.
- d. Multiply the weight in column 2 with the rating in column 3 to get the weighting factor in column 4. The result is a score for each factor whose value varies from 4.0 (outstanding) to 1.0 (poor). Use column 5 to provide comments or notes on why certain factors were selected and how their weighting scores were calculated.
- e. Add up the weighting scores in column 4 to obtain a total weighting score showing how the analysis unit acts on external and internal strategic factors.

Table 2 Research Variables Supporting Factors and Inhibiting Factors for Community-Based Ecotourism Management based on WWF-Indonesia 2009 concerning Principles and Criteria for Community-Based Ecotourism

Aspect	Indicator
Ecotourism Sustainability and Economic, Social and Environmental Aspects (Conservation Principles and Community Participation)	<p>The principle of environmental carrying capacity is considered where the level of tourist visits and activities in an ecotourism destination is managed in accordance with acceptable limits from a natural and socio-cultural perspective.</p> <p>Encourage the formation of "ecotourism conservancies" or ecotourism areas with special designation whose management is given to competent community organizations.</p>
Development of local community institutions and partnerships (Principle of community participation)	<p>There is a partnership between the community and Tour Operators to market and promote ecotourism products between community institutions and the Tourism Office and UPT.</p> <p>The community has a fair distribution of income from ecotourism environmental services.</p> <p>Community organizations create guides for tourists. As long as tourists are in community areas, tourists or guests refer to the etiquette in the guide.</p> <p>Ecotourism champions the principle of the need to protect knowledge and rights to the intellectual property of local communities, including photographs, art, traditional knowledge, music, etc.</p>
Community-based economy (Principle of community participation)	<p>Ecotourism encourages regulations that regulate homestay suitability standards following the conditions of tourist locations.</p> <p>Ecotourism encourages guide certification procedures according to the conditions of the tourist location.</p> <p>Ecotourism encourages the availability of homestays.</p> <p>Ecotourism and TO also encourage increased knowledge, skills, and behavior for ecotourism actors, especially the community.</p>
Educational Principles	<p>Ecotourism activities encourage communities to support and develop conservation efforts.</p> <p>Ecotourism activities always go hand in hand with activities to increase public awareness and change people's behavior regarding the need for efforts to conserve biological natural resources and their ecosystems.</p> <p>Education about local culture and conservation for tourists/guests is part of the ecotourism package.</p> <p>Develop a scheme where guests are voluntarily involved in conservation activities and management of ecotourism areas during their visit (Stay and Volunteer).</p>
Development and Implementation of Site Plans and Ecotourism Location Management Frameworks (Conservation and Tourism Principles)	<p>Ecotourism activities consider the level of space utilization and the quality of the environmental carrying capacity of the destination area through implementing a zoning system and setting visit times.</p> <p>Supporting facilities that are built do not damage or are made in very unique and vulnerable ecosystems.</p> <p>Public facility design follows local traditions, and local communities are involved in the planning and construction process.</p> <p>There is a waste management system around public facilities.</p> <p>Ecotourism activities support the reforestation program to balance the use of firewood in the kitchen and at home.</p> <p>Develop tourism packages that prioritize local culture, arts, and traditions.</p> <p>Daily activities, including harvesting and planting, can be included in the site's attractions to introduce tourists to the community's way of life and encourage them to appreciate local knowledge and wisdom.</p>

Source: WWF-Indonesia (2009) processed in 2023

The selection of external and internal strategic factors is determined based on the results of interviews and FGD (Focus Group Discussion). Next, preparing external and internal strategic factors creates a SWOT

matrix. The SWOT matrix can clearly illustrate how the external opportunities and threats can be adjusted to the strengths and weaknesses. So, strategy formulation is carried out based on existing external and internal strategic factors. From the SWOT analysis, 4 (four) strategies emerged: SO, ST, WO, and WT strategies. The next step is determining which strategy priority is preferred by adding the weighting code values for each strategy defined in the SWOT matrix. The most significant total score is the most important strategic priority, and the following strategy sequence is based on the total score (Rangkuti, 2015). The SWOT matrix can be seen in Table 3.

A combination of strategies between internal and external factors (Rangkuti, 2013):

- SO strategy is based on thinking by utilizing strengths for maximum opportunities.
- ST strategy is a strategy for using existing strengths to overcome potential threats.
- WO strategy is implemented based on exploiting existing opportunities by minimizing existing weaknesses.
- WT strategy is based on defensive activities, minimizing existing weaknesses, and avoiding threats.

Table 3 SWOT Matrix

	Internal	Strength (S) Determine the factors that constitute inner strength	Weakness (W) Determine the factors that include internal weaknesses.
External			
Chance (O) Determine the factors that constitute external opportunities.		SO Strategy Generate strategies that use strengths to exploit opportunities.	WO Strategy Generate strategies that minimize weaknesses to take advantage of opportunities.
Threat (T) Determine the factors that constitute external threats.		ST Strategy A strategy that uses force to overcome threats.	WT Strategy Generate strategies that minimize weaknesses and avoid threats.

C. RESULTS AND DISCUSSION

Community-Based Ecotourism Management Strategy in Bukit Pergasingan

Based on the results of interviews and discussions or FGDs (Focus Group Discussions) that have been carried out to formulate a community-based ecotourism

management strategy in Bukit Pergasingan, a SWOT analysis is used by preparing internal factors (strengths and weaknesses) and external factors (opportunities and threats). Below are the results of the analysis of strengths, weaknesses, opportunities and threats grouped into internal factors and external factors which are presented using the Bukit Pergasingan internal and external factor matrix. The indicators for strengths, weaknesses, opportunities, and threats can be seen in Table 4.

Table 4 Matrix of internal and external factors for Bukit Pergasingan

Internal factors	External Factors
<p>Strength</p> <ul style="list-style-type: none"> It has an attraction in the form of natural beauty There is cooperation between the community and related parties in managing Ecotourism in Bukit Pergasingan. Accessibility to the location is easy to reach Education about conservation for guests/tourists is part of the ecotourism package. 	<p>Opportunity</p> <ul style="list-style-type: none"> Many foreign and local tourists want to visit. There is a partnership between the management community and TO to market and promote ecotourism products. Collaboration between the community and related parties in managing Ecotourism in Bukit Pergasingan
<p>Weakness</p> <ul style="list-style-type: none"> No bathrooms or prayer rooms are available at the Bukit Pergasingan base camp. The number of visits to Bukit Pergasingan has not yet been determined. The quantity of Human Resources is limited to the management of Bukit Pergasingan. The promotion of tourist attractions by the management is still not optimal. 	<p>Threat</p> <ul style="list-style-type: none"> The promotional competition is increasingly rapid. There are more exciting tourist attractions. Reduction in tourist interest.

Source: Primary Data 2023

Internal Strategy Factor Matrix (IFAS)

The IFAS matrix describes how internal factors are considered to formulate a community-based ecotourism management strategy in Bukit Pergasingan. Internal factors are divided into two categories: strength and weakness indicators. This IFAS matrix is used to determine the magnitude of the influence of internal factors on community-based ecotourism management in Bukit Pergasingan. The steps for carrying out an IFAS analysis are by selecting the internal factors first. Then, each factor is given a weight ranging from 0.0 (not necessary) to 1.0

(very important), indicating each factor's relative importance to Bukit Pergasingan's management. After that, a ranking or rating ranging from 1 to 4 is carried out by respondents directly during the discussion (FGD), where respondents were asked to rate numbers 1 to 4 according to the factor's urgency level. After getting the weight and rating, scoring was performed by multiplying the weight by the rating. This research was conducted at the Sembalun RPH Management, Cooperative Group Tourism, and the Community. Internal Strategy Factors can be seen in Table 5.

Table 5 Bukit Pergasingan internal strategy factors

Internal Strategy Factors	Weight	Ratings	Score
Strength			
It has an attraction in the form of natural beauty	0.14	4	0.56
There is cooperation between the community and related parties in managing Ecotourism in Bukit Pergasingan	0.12	4	0.48
It has a strategic location, and accessibility to Bukit Pergasingan is easy to reach	0.12	4	0.48
Education about conservation for guests/tourists is part of the ecotourism package	0.12	4	0.48
Weakness			
No bathrooms or prayer rooms are available at the Bukit Pergasingan base camp.	0.12	4	0.48
The number of visits to Bukit Pergasingan has not yet been determined	0.13	3	0.39
Promotion of tourist attractions from the management is not optimal	0.12	2	0.24
There is no training and waste processing from the management	0.13	4	0.52
Total	1		3.63

Source: Primary Data 2023

External Strategy Factor Matrix (EFAS)

The EFAS matrix describes how external factors are considered to formulate community-based ecotourism management strategies. External factors consist of two categories: Opportunities and threats. This EFAS matrix is used to determine the magnitude of the influence of external factors on community-based ecotourism management in Bukit Pergasingan. The steps for implementing an EFAS analysis are to determine external factors first. Then, each factor is given a weight ranging from 0.0 (not necessary) to 1.0 (very important), indicating each factor's relative importance to Bukit Pergasingan's management. After that, a ranking or rating ranging from 1 to 4 was carried out by respondents directly during the

discussion (FGD), where respondents were asked to rate numbers 1 to 4 according to the factor's urgency level. After getting the weight and rating, scoring is done by multiplying the weight by the rating. This research was conducted on Sembalun RPH Managers, Wisatani Cooperative Group, and the communities involved. The external strategy factors can be seen in Table 6.

To determine the location of the strategy quadrant that will be implemented in managing community-based Ecotourism in Bukit Pergasingan, the X and Y axis formulation is used, where the X axis is EFAS (opportunities and threats) and the Y axis is IFAS (strengths and weaknesses). The results of calculating strengths, weaknesses, opportunities, and threats can be seen in Table 7.

Table 6 External strategy factors for Bukit Pergasingan

External Strategy Factors	Weight	Ratings	Score
Opportunity			
Many foreign and local tourists want to visit	0.17	3	0.51
There is a partnership between the management community and TO to market and promote ecotourism products.	0.16	3	0.48
There is cooperation between the community and related parties in managing Ecotourism in Bukit Pergasingan	0.17	4	0.52
Threat			
Competition in tourism promotion is increasingly rapid	0.18	3	0.54
There are more exciting tourist attractions	0.17	2	0.51
Reduction in tourist interest.	0.15	3	0.45
Total	1		3.01

Source: Primary Data 2023

Based on the results obtained from the SWOT analysis matrix, SO, WO, ST, and WT strategies are produced. The resulting strategies are:

1. SO (*Strength – Opportunity*) strategy is a strategy that uses strengths and takes advantage of opportunities. So, a community-based ecotourism management strategy in Bukit Pergasingan is best.
 - a. It is optimizing the tourist attraction of Bukit Pergasingan with its potential and maintaining its naturalness. The attraction developed in Bukit Pergasingan tourism is a natural attraction. The development of Bukit Pergasingan tourism as an ecotourism area needs to retain its biological potential and optimize existing attractions by maximizing previously existing activities such as tracking and paragliding. It is also necessary to utilize the potential of flora and fauna to increase tourist attractions apart from existing activities by adding attractions such as *birdwatching* because, on Bukit Pergasingan, there are also several types of birds. From the existing data, there are types of scaly-capped honey sucker (*Lichmera lombokina*), koakiau (*Philemon buceroides* Neglectus), red-breasted lorikeet (*Trichoglossus haematodus*), red-headed punglor (*Zosterops interpres*) and black-headed punglor (*Zosterops doherthy*).
 - b. Packing tour packages that are more attractive and more educational regarding conservation to guests. According to (Khairunnisa *et al.*, 2019), the conservation education tour package aims to provide a complete picture of the diversity of ecosystems in the area so that tourists who visit will have experience and knowledge about forest conservation, such as knowing what flora and fauna exist in the area. Ecotourism activities always go hand in hand with activities to increase public awareness and change people's behavior regarding the need for efforts to conserve biological natural resources and their ecosystems. It needs to be done so that visitors are more interested in the tour packages and can indirectly learn about what is stated in the existing tour packages.
 - c. Develop collaboration with NGOs or the Tourism Department to develop Bukit Pergasingan tourism. Management of Bukit Pergasingan ecotourism is not only the responsibility of the Wisatani Cooperative Group and East Rinjani BKPH, but there needs to be collaboration with NGOs, the Tourism Office, or related agencies for its development. According to Gray in Haryono (2012), Collaboration is interpreted as togetherness, cooperation, sharing tasks, equality, and responsibility where the collaborating parties have the same goals, similar perceptions, willingness to proceed, provide mutual benefits, honesty, and compassion, and are community-based. Bukit Pergasingan managers are expected to optimize collaboration for developing tourist attractions on a large scale, but with the knowledge of BKPH East Rinjani as the management party 1.
2. WO (*Weakness – Opportunity*) strategy is a strategy that minimizes weaknesses by exploiting opportunities.
 - a. Increase the quantity of management and improve the quality of human resources. At the Bukit Pergasingan tourist site, six members are actively managing the counter. It can lead to less effectiveness in management, so it is necessary to increase the quantity of management and improve the quality of human resources in the management of Bukit Pergasingan with training related to understanding Ecotourism. It is done so that managers and the public have the same understanding of Ecotourism so that it has a positive influence on the management and development of a tourist destination. According to Pajriah (2018) in Umasugi (2023), the competitiveness of a tourist area can be increased through various training for tourism managers. Training to improve the quality of human resources in the ecotourism sector can focus on several trainings such as tourism training, development and management of tourist attractions, and tour guide training.
 - b. Increase tourism promotion on a national and international scale. From discussions with respondents, Bukit Pergasingan is in second place for ecotourism promotion after Anak Dara Hill. Therefore, the promotion of Bukit Pergasingan tourism needs to be improved further by promoting it as attractively as possible through social media. Apart from that, we also hold certain events. One of *the events* to introduce Bukit Pergasingan tourism is Rinjani 100.
 - c. Improve facilities and infrastructure such as prayer rooms and toilets. It is necessary to improve infrastructure in the form of prayer rooms and toilets because these two infrastructure facilities are needed. Infrastructure is an essential thing in supporting tourism activities so that every visitor who comes gets convenience and feels comfortable in carrying out tourism activities (Joandani *et al.*, 2019)
 - d. Conduct waste management training involving managers and the community. In the management of Bukit Pergasingan, waste management is not yet available. The waste produced from climbing is thrown directly into the landfill. To reduce the waste thrown into the landfill, waste processing needs to be carried out, so there is a need for waste training for Bukit Pergasingan managers and the surrounding community from the East Rinjani BKPH.
3. *Strength – Threats*) strategy, a strategy that utilizes strengths to overcome threats.
 - a. Increase awareness among tourists to protect the environment. On Bukit Pergasingan, there are

several rules to protect the environment, but many tourists still do not comply with these rules. So, managers need to increase awareness of tourists by providing written rules and *briefings* before climbing.

- b. Increase the attractions offered at tourist attractions, such as exciting photo spots. The attractions or attractions provided by Bukit Pergasingan include natural attractions such as views of the rice fields of Sembalun village and views of Mount Rinjani. Additional attractions, such as photo spots, must be added to attract tourists' attention. Tourist attractions have a positive and significant influence on the decision to visit. So, the more attractive the tourist attractions a tourist destination has, the more it will increase the decision to visit that destination (Muharromah and Anwar, 2020).
 - c. Involve the community in ecotourism development. Community involvement is essential in the development of Ecotourism. In developing Ecotourism, involving the community, such as managers, porters, or guides, is necessary. It can improve the economy or improve the welfare of the surrounding community. Ecotourism is aimed at improving the welfare of local communities, and in Ecotourism, there are principles of increasing concern for local communities (Oktami *et al.*, 2018)
4. WT (*Weakness – Threats*) strategy, a strategy that minimizes weaknesses and avoids threats.
- a. Maximize ecotourism management by increasing community involvement and improving infrastructure that is still lacking. The management of Bukit Pergasingan needs to maximize its management by fully involving the surrounding community for the community's welfare and improving infrastructure so that tourists are comfortable visiting.
 - b. Maximize ecotourism management by increasing ecotourism promotion and conservation-related training to the community. In the management of Bukit Pergasingan, it is necessary to increase the promotion of Ecotourism. Apart from that, conservation-related training is also needed for the community. Tuwo (2011) in (Asy'ari *et al.*, 2021) explains that educating and making local communities and tourists aware of the importance of conservation is one of the principles of ecotourism development that must be fulfilled to guarantee the integrity and sustainability of a tourist destination.
 - c. Consider the sustainability of nature in Bukit Pergasingan tours, such as not destroying the ecosystem of Bukit Pergasingan. The management and development of Ecotourism must continue to pay attention to conservation efforts to create sustainable tourism. This effort is carried out to guarantee and ensure that the current generation

uses natural and cultural resources that future generations can enjoy.

Based on the results of the SWOT analysis, it is known that the quadrant position for community-based ecotourism management in Bukit Pergasingan is located in quadrant I, where quadrant I is a strategy that uses strengths to take advantage of opportunities. The alternative SO strategy formulated is as follows:

1. Optimize the tourist attraction of Bukit Pergasingan with its potential and maintain its naturalness. According to Yoeti (2002) cit. (Gusriza, 2022), the development of tourist attractions is based on four indicators, namely: a) Natural attractions such as natural beauty, conservation of flora and fauna, b) Cultural attractions, c) Social attractions, and d) Built attractions. The attraction developed in Bukit Pergasingan tourism is a natural attraction. The development of Bukit Pergasingan tourism as an ecotourism area needs to maintain its natural potential and optimize existing attractions by maximizing previously existing activities such as tracking and paragliding. It is also necessary to utilize the potential of flora and fauna to increase tourist attractions apart from existing activities (Prayitno and Zain, 2023). Adding attractions such as bird watching on Bukit Pergasingan, there are also several types of birds. From the existing data, there are types of scaly-capped honey sucker (*Lichmera lumbokina*), koakiau (*Philemon buceroides Neglectus*), red-breasted lorikeet (*Trichoglossus haematodus*), red-headed punglor (*Zosteria interpres*) and black-headed punglor (*Zosteria Doherty*).
2. Packing tour packages that are more attractive and more educational regarding conservation to guests. According to (Khairunnisa *et al.*, 2019), the conservation education tour package aims to provide a complete picture of the diversity of ecosystems in the area so that tourists who visit will have experience and knowledge about forest conservation, such as knowing what flora and fauna exist in the area. Ecotourism activities always go hand in hand with activities to increase public awareness and change people's behavior regarding the need for efforts to conserve biological natural resources and their ecosystems. It needs to be done so that visitors are more interested in the tour packages and can indirectly learn about what is stated in the existing tour packages.

Optimize collaboration with NGOs, the Tourism Office, or related agencies for developing Bukit Pergasingan tourism. Management of Bukit Pergasingan ecotourism is not only the responsibility of the Wisatani Cooperative Group and East Rinjani BKPH, but there needs to be a collaboration with NGOs, the Tourism Office, or related agencies for its development. According to Gray in Haryono (2012), Collaboration is interpreted as togetherness, cooperation, sharing tasks, equality, and

responsibility where the collaborating parties have the same goals, similar perceptions, willingness to proceed, provide mutual benefits, honesty, compassion, and community-based. Bukit Pergasingan managers are expected to optimize collaboration for developing tourist attractions on a large scale, but with the knowledge of BKPH East Rinjani as the management party 1.

D. CONCLUSION

The strategies used in managing community-based Ecotourism in Bukit Pergasingan are as follows: (1) Optimizing the tourist attraction of Bukit Pergasingan with its potential by maintaining its naturalness, (2) Packing tourist packages that are more attractive and more educational regarding conservation to guests, (3) Optimizing collaboration with NGOs, the Tourism Office or related agencies for the development of Bukit Pergasingan tourism.

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