

The Educational Role of BUMDes in Community-Based Tourism: Strengthening Local Cultural Identity and Social Innovation in Lombok's Waterfall Tourism

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Abstract

This study aims to analyze the educational role of Village-Owned Enterprises (BUMDes) in supporting village tourism development, strengthening local cultural identity, and fostering social innovation through community-based learning processes in the waterfall tourism area of Senaru Village, North Lombok. Tourism development in this context is not only viewed as an economic activity but also as a medium for community education that promotes local knowledge, cultural values, and environmental awareness. A qualitative descriptive approach was employed to explore these phenomena in depth. Data were collected through direct observation, in-depth interviews, and documentation, and analyzed using Miles and Huberman's interactive model, which includes data collection, data reduction, data display, and conclusion drawing. The findings indicate that Senaru Village has strong potential for educational tourism derived from its natural attractions, such as Tiu Kelep and Sendang Gile waterfalls, traditional Bale houses, and the ancient Bayan Mosque, which function as spaces for cultural, historical, and environmental learning. BUMDes plays a strategic role in facilitating community education by empowering youth, women, micro and small enterprises, and traditional groups through participatory tourism management. The involvement of women through the Women Gaet organization as culturally knowledgeable tour guides reflects an informal educational process that enhances visitors' learning experiences while simultaneously strengthening local capacity and social innovation. However, several challenges remain, including limited accessibility, environmental cleanliness, and visitor safety, which indicate the need for strengthened educational awareness and capacity building in sustainable tourism management. This study concludes that integrating education and local wisdom into village tourism development contributes to sustainable social, cultural, and economic development while reinforcing village identity and community resilience.

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1. INTRODUCTION

Indonesia is the world's largest archipelagic country, comprising over 17,000 islands, with five major islands: Sumatra, Java, Kalimantan, Sulawesi, and Papua (Farhaeni & Martini, 2023). The nation's geographical diversity fosters abundant and varied natural resources, ranging from mountain ranges and tropical rainforests to picturesque coastlines (Utina, 2017). Furthermore, Indonesia is renowned for its extraordinary ethnic and cultural diversity. With over 1,300 ethnic groups spread across its vast territory, each group possesses unique languages, customs, traditions, and ceremonial practices that are preserved

to this day (Nasution & Fauzie, 2022). This diversity positions Indonesia as a nation with a strong multicultural identity, presenting both challenges and opportunities in fostering unity amidst its inherent pluralism (Santoso et al., 2023).

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Tourism management in Indonesia involves a distribution of authority across various levels of government, including the central government, led by the President or relevant Ministers; provincial governments, headed by Governors; regency or municipal governments, led by Regents or Mayors; sub-district governments, overseen by Sub-district Heads; and village governments, directed by Village Heads. Each level of government holds specific responsibilities in performing administrative functions, aligned with the principles of regional autonomy (Malina, 2018). Villages represent the smallest administrative units in Indonesia, playing a strategic role in development, particularly through the management of diverse local resources (Khoiriah & Meylina, 2018). As the frontline of development, villages have autonomy in leveraging their local resources. One key initiative promoted by village governments is the establishment of Village-Owned Enterprises (BUMDes), which aim to enhance local economies by managing businesses based on local potential (Ridha, 2019).

Sukardi (2023) highlights that Village-Owned Enterprises (BUMDes) provide significant benefits to villages, including increasing village-generated income, empowering local communities by creating job opportunities, and fostering new business ventures across various sectors such as tourism, agriculture, fisheries, and handicrafts. Furthermore, Tasia & Martiningsih (2023) emphasize that BUMDes play a crucial role in strengthening economic self-reliance in villages and promoting more professional and sustainable management of village assets, thereby supporting inclusive and sustainable rural development.

Each village possesses unique attractions that reflect its diverse natural and cultural heritage. For example, waterfalls are among the prominent natural attractions on Lombok Island, offering substantial tourism potential due to their stunning natural beauty and pristine environment (Hanik & Khamidah, 2022). Mustika et al. (2022) note that one village with remarkable tourism potential is Aik Berik, located in North Batu Keliang Sub-district, Central Lombok Regency. This village is renowned for its natural attractions, specifically Benang Stokel Waterfall and Benang Kelambu Waterfall, which are part of the Rinjani Mountain slopes. These locations, characterized by their pristine and picturesque natural surroundings, attract both domestic and international tourists (Mahmudi et al., 2023). Developing tourism in villages such as Aik Berik is a vital component of sustainable development strategies that empower local communities and strengthen local identities (Adinugraha et al., 2022).

Waterfalls hold significant potential to be developed into major tourist destinations, capable of attracting both domestic and international visitors while providing substantial economic benefits to surrounding communities through increased tourism activity and related economic opportunities (Pratiwi Mushar, 2015). However, the development of

waterfall tourism in Lombok faces various challenges, including limitations in supporting infrastructure such as access roads and tourism facilities, as well as risks to environmental sustainability due to the rising number of visitors (Kanom et al., 2020). Additionally, poorly coordinated management can result in negative impacts on local culture and the overall quality of the tourist experience (Nupus, 2019).

Several previous studies empirically highlight the central role of Village-Owned Enterprises (BUMDes) in optimizing village tourism potential, particularly in nature-based destinations such as waterfall tourism. Beyond functioning as commercial and managerial entities, BUMDes increasingly serve as agents of social and educational change by facilitating community education, strengthening local knowledge transmission, and promoting environmental awareness through tourism activities. In this context, tourism development becomes a medium for informal and non-formal education that supports the preservation of local cultural identity and encourages social innovation at the community level. Therefore, this study aims to provide an in-depth understanding of the educational role of BUMDes in village tourism development, the reinforcement of local cultural identity, and the promotion of social innovation in the waterfall tourism area of Senaru Village, North Lombok. In addition, this research identifies structural and operational challenges that limit the effectiveness of BUMDes in implementing education-based and sustainable tourism management.

2. METHODOLOGY

This study employs a descriptive qualitative approach aimed at gaining an in-depth understanding of the educational role of Village-Owned Enterprises (BUMDes) in village tourism development, the preservation of local cultural identity, and social innovation within the waterfall tourism area of Senaru Village, North Lombok. This approach allows the researcher to explore how tourism management practices function not only as economic activities but also as processes of community education, particularly through informal and non-formal learning experiences embedded in tourism activities. Descriptive qualitative research presents unmanipulated data obtained through direct observation, in-depth interviews, and documentation, which are subsequently analyzed and narrated descriptively (Zulkifli & Deviana, 2024). This approach was selected because the study seeks to examine complex and contextual social, educational, economic, and cultural phenomena related to tourism management involving various local actors, including community members, BUMDes administrators, village authorities, and tourists. Through this approach, the researcher aims to map the dynamics of BUMDes' role in facilitating community education, strengthening local knowledge transmission, and supporting local economic empowerment while ensuring the sustainability of culture- and environment-based tourism. Data analysis follows the interactive model proposed by Miles and Huberman, which consists of data collection, data reduction, data display, and conclusion drawing and verification. The analysis framework used by the researcher is illustrated in Figure 1.

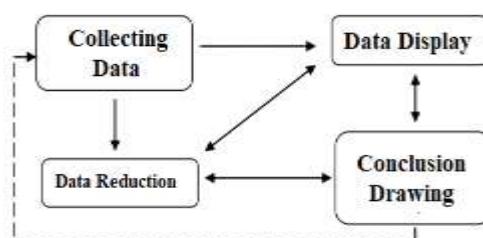


Figure 1. Components of Miles and Huberman's Data Analysis.

The researcher applied Miles and Huberman's data analysis framework, which consists of four stages. First, the researcher collected data through direct observation of the Tiu Kelep and Sendang Gile waterfall tourism areas in Senaru Village. In-depth interviews were conducted with representatives of the Senaru Village government, BUMDes managers, local community members, and tourists to examine the role of BUMDes and the sustainability of local tourism management. Additionally, the researcher documented activities throughout the research process during observations and interviews. The second stage involved data reduction, where the researcher selected and categorized data that was deemed valid and relevant. Third, data presentation was carried out after the data had been reduced and organized, enabling the researcher to systematically present the research findings. Lastly, conclusions were drawn following the discussion and presentation of the data.

3. RESULT AND DISCUSSION

Senaru Village is located at the foot of Mount Rinjani, comprising 15 hamlets, and continues to uphold its cultural traditions and customs. It is situated approximately 80 km from the city of Mataram, with a travel time of about 2 hours. The village lies at an altitude of 600 meters above sea level, offering a cool climate, beautiful natural landscapes, and a unique socio-cultural atmosphere (Nutralip et al., 2021). Based on the observations conducted by the researcher in Senaru Village, North Lombok, it is indeed home to a waterfall with a stunning and pristine natural panorama. The location and scenery of the Tiu Kelep waterfall can be seen in Figures 2 and Figures 3.



Figure 2. Map of the journey to the location Tiu kelep waterfall

From a natural perspective, Senaru Village has significant tourism potential that can be developed and introduced through various methods and strategies. However, waterfall tourist attractions are often overlooked by both local and international tourists due to their obscurity and lack of adequate access. Nevertheless, the proximity of Senaru's waterfalls to Mount Rinjani, a popular tourist destination, has become a major draw for foreign visitors (Manalu, 2021). Waterfalls are one of the key natural tourist attractions in Senaru Village, North Lombok, and the potential of these waterfalls is currently being developed by the Village-Owned Enterprise (BUMDes) in Aik Berik, utilizing various strategies and leveraging other natural resources.

According to the Head of Senaru Village, "BUMDes plays a role in managing various resources, including tourism and clean water, which are well-managed and utilized by

BUMDes." Indeed, the Village-Owned Enterprise in Senaru plays a crucial role, as evidenced by the village's active involvement in managing the community's needs. Tourists greatly appreciate the various facilities provided and offered by the local community.

3.1. BUMDes Strategy in Improving Tiu Kelep Waterfall Tourism Senaru Village

Village-owned enterprises (BUMDes) have an important role in the management and development of tourism objects, including Tiu Kelep Waterfall in Senaru Village. As a village economic institution, BUMDes can maximize tourism potential through various strategies oriented towards resource management, marketing, and community empowerment. One of the main steps that can be implemented is improving infrastructure and supporting facilities, such as improving road access, providing parking areas, and improving hygiene and security facilities. Adequate infrastructure will increase tourist comfort, thus contributing to an increase in the attractiveness and number of visits to the destination.

Aside from strengthening infrastructure, marketing strategies are also a crucial aspect in attracting more tourists to Tiu Kelep Waterfall. BUMDes can utilize digital platforms, such as social media and tourism websites, to introduce the beauty and uniqueness of the destination to domestic and international tourists. In addition, collaborating with local travel agents and tour service providers can be an effective strategy in expanding market reach. Creating tour packages that combine local cultural experiences, such as culinary specialties and traditional art performances, can also increase tourist attractiveness and strengthen regional cultural identity.

Another strategy that is no less significant is the involvement of local communities in the management of the tourism sector. BUMDes can provide training for residents to act as tour guides, homestay managers, and producers of local handicrafts and culinary specialties. With the active involvement of the community, not only will the local economy develop, but also awareness of the importance of maintaining tourism sustainability. Therefore, through a combination of infrastructure improvement strategies, promotion optimization, and community empowerment, BUMDes can contribute maximally in increasing the attractiveness and sustainability of Tiu Kelep Waterfall tourism in Senaru Village. The role of BUMDes in utilizing natural resources is reflected in several programs, including:

3.1.1. Establishing BUMDes Synergy

Building synergies of Village-Owned Enterprises (BUMDes) is an important strategy in an effort to improve the welfare of village communities through optimal utilization of local economic potential. This synergy can be realized through collaboration between BUMDes, village government, private sector, and community in developing sustainable business programs. Through strong collaboration, BUMDes can obtain various forms of support, such as supportive policies, access to funding, skills training, and expansion of marketing networks. In addition, harmonious cooperation also contributes to increased transparency and accountability in the management of village enterprises, which in turn strengthens community trust in the role of BUMDes in local economic development.

The success of BUMDes synergy is highly dependent on increasing the capacity of human resources and the application of innovation in village business management. Providing training and mentoring to BUMDes managers is a strategic step in creating a professional management system that is able to adapt to economic and technological developments. In addition, the utilization of digital technology in marketing and business operations can help expand market reach

while improving management efficiency. By building solid synergy and being innovation-oriented, BUMDes can be more optimal in encouraging village economic independence and creating more job opportunities for the local community.

According to the Head of Senaru Village, "*BUMDes Synergy is a step to involve all parties in developing and managing existing resources collaboratively, with funding provided directly by the village.*" Various potentials in Senaru Village are managed by BUMDes, local youth organizations, and community-based organizations such as Pokdawris. This collaborative approach has a significant economic impact on the community, including the establishment of small businesses, food stalls, and the provision of camping equipment, among other initiatives.

3.1.2. Improving Safety and Cleanliness Around the Waterfall Area

Improving safety and cleanliness around the waterfall area is a crucial aspect of sustainable tourism destination management. Visitor safety can be improved through the provision of safety facilities, such as maintained hiking trails, warning boards, and monitoring posts at potentially risky locations. In addition, the presence of security guards or tour guides who have skills in handling emergency situations can help provide information and help if needed. With these measures, the risk of accidents can be minimized, allowing tourists to enjoy their visit more safely and comfortably.

Meanwhile, maintaining environmental cleanliness is a major factor in maintaining the attractiveness and sustainability of waterfall tourism. Some efforts that can be made include the provision of trash bins in strategic areas, systematic waste management, and education for tourists about the importance of maintaining environmental cleanliness. In addition, the involvement of local communities in routine cleaning activities can increase collective awareness and a sense of responsibility for nature conservation. By implementing optimal hygiene standards, the beauty of nature can be maintained, thus providing a more enjoyable tourist experience and supporting the sustainability of the ecosystem around the waterfall.

Senaru Village holds significant potential for tourism development. The village is known for its natural attractions (such as the Tiu Kelep Waterfall), cultural heritage (such as the ancient Bayan mosque), and spiritual sites (including traditional forests and customs). Among these attractions, the Tiu Kelep Waterfall stands out, with its 10-meter height and clear water, offering visitors a chance to bathe or simply enjoy the scenic beauty. Visitors from outside the area are also drawn to the village's historical and spiritual tourism, such as the traditional houses and the ancient Bayan mosque, which has been standing for centuries.

The improved accessibility to these attractions, including sufficient parking for both cars and motorcycles, has prioritized safety, which is a key concern for the tourism management team at BUMDes Senaru. In addition to safety, cleanliness around the tourist site is a priority to enhance visitor comfort and attract international tourists. A common issue in many tourist areas is the lack of attention to cleanliness, such as littering and the improper disposal of visitor-related waste. Through the BUMDes Synergy program, the local community is encouraged to take responsibility for cleanliness, particularly those selling goods and residing around the Tiu Kelep Waterfall area.

3.2. The Role and Involvement of the Community in Managing Tourism in Senaru Village

The role and involvement of the community in tourism management in Senaru Village has a significant impact on the sustainability and development of the local tourism sector. As the owner of the culture and environment, the community has an important role in preserving nature, maintaining cultural values, and creating an authentic tourism experience for visitors. Active community participation can be realized through various forms, such as homestay management, provision of tour guide services, as well as the production of handicrafts and regional culinary specialties. With this involvement, the economic benefits of the tourism sector can be more evenly distributed and enjoyed by all levels of village society.

In addition to the economic aspect, community involvement also plays a role in preserving the environment around tourist destinations. Communities can contribute to waste management, maintenance of tourist trails, and supervision of tourist activities so as not to damage the ecosystem. Environmental education programs and training on sustainable tourism practices can help raise community awareness on the importance of maintaining a balance between tourism development and nature conservation. Thus, the active involvement of the community will not only increase the attractiveness of tourism, but also ensure that the natural resources in Senaru Village are preserved for future generations.

In addition to economic and environmental aspects, communities also have a role in introducing and preserving local culture as part of the tourist attraction. Activities such as traditional art performances, cultural festivals, and the making of typical handicraft products can be part of a culture-based tourism development strategy. Communities involved in this sector not only contribute to the village economy, but also play a role in maintaining local cultural identity so that it remains sustainable in the midst of modernization. Therefore, community involvement in cultural aspects not only strengthens the attractiveness of tourism, but also becomes an effort to preserve sustainable cultural heritage.

In order to optimize community involvement in tourism management, support is needed from various parties, including local governments, tourism businesses, and community organizations. Training programs, business capital assistance, and policies that favor local communities can help increase their capacity to manage the tourism sector professionally and sustainably. In addition, effective promotion through digital media and cooperation with travel agents can expand the reach of tourists visiting Senaru Village. With the synergy between the community and various stakeholders, tourism in Senaru Village can develop in an inclusive and sustainable manner, providing long-term benefits for the entire community.

The role of BUMDes in Senaru Village demonstrates strong synergy in managing tourism with the active involvement of the entire community. All stakeholders, including youth leaders, entrepreneurs, small and medium enterprises (SMEs), and traditional leaders, collaborate to preserve the local tourism environment in Senaru, North Lombok. The Head of the Village stated:

"Almost all community members are involved in tourism development in Senaru, including young people who have just graduated from school or university. We include them in village programs, such as women guides, tourist guides, and historical narrators who share the stories of the area. We utilize all available resources. Not only that, but small and medium enterprises (SMEs), and even many hotel or lodging owners, are local residents of Senaru Village."

By leveraging the role of youth and all available resources, the Tiu Kelep Waterfall has become a popular destination for both local and international tourists. The presence of tour guides helps visitors easily access various tourist locations in Senaru and the surrounding areas. Facilities such as restaurants, accommodations, camping equipment, and small shops are also provided by the local community for rental or sale to visitors. Women Gaet, an organization formed by women in Senaru Village, plays a crucial role as tourist guides. Their role as guides often adds an extra attraction for tourists, as they are not only known for their beauty and friendly demeanor but also for their hospitality towards guests and tourists. This contributes to Senaru's popularity as a tourist destination, particularly the waterfall.

3.3. Cultural Potential as a Tourist Attraction Around the Waterfall Area

The cultural potential around the waterfall area can be one of the tourist attractions that not only enriches the tourist experience, but also contributes to the preservation of local cultural heritage. Various cultural aspects of the local community, such as traditional arts, customs and local wisdom, can be developed into attractive tourist attractions. For example, organizing art performances, cultural festivals, and craft product exhibitions can be part of the tourism experience that provides added value for visitors. By integrating the natural beauty of waterfalls with the richness of local culture, tourist destinations will have a more unique and diverse character.

In addition to art and tradition, regional culinary specialties can also be an important element in the development of culture-based tourism. Tourists can enjoy a variety of traditional dishes that reflect the cultural identity of the local community, such as food made from local raw materials processed with hereditary recipes. Providing a special space for culinary tourism can encourage the participation of local businesses in the tourism industry, thus having a positive impact on the economy of the surrounding community. Thus, the presence of culinary specialties not only adds to the attractiveness of tourism, but also strengthens local economic resilience through the empowerment of small and medium enterprises.

In addition to culinary, traditional architecture and historical sites around the waterfall area also have great potential to be developed as cultural tourism objects. The existence of traditional houses, historical places of worship, or ancestral heritage sites can be a special attraction for tourists who are interested in understanding local history and culture. Efforts to preserve and utilize these cultural sites not only contribute to maintaining cultural heritage, but also increase the tourism value of the area. Therefore, a sustainable approach in managing the synergy between cultural conservation and tourism development is very important.

In order for culture to be optimized as a tourist attraction, cooperation between local governments, tourism industry players, and local communities is needed. Support in the form of supportive policies, effective promotional strategies, and the involvement of local communities in the management of cultural attractions are the main factors in the success of this program. In addition, education to the community about the importance of maintaining and preserving culture also needs to be improved so that culture-based tourism can develop sustainably. With the right strategy, the cultural potential around the waterfall area can be optimally utilized to increase tourist attraction and maintain the cultural identity of the local community. In addition to being known for its waterfalls, Senaru Village also features an ancient traditional house that is often visited by tourists interested in learning about the unique social culture and history of the local community. The traditional Sasak houses in Senaru Village are depicted in Figure 4.



Figure 3. Traditional Housing in Senaru Village

The community in Senaru Village consists of the indigenous people of the area, which is why modern settlements or contemporary housing developments are rare. The image above depicts the traditional "Bale" house, constructed using natural materials such as wood, bamboo, and nipa palm leaves. This type of house is the most well-known in Senaru Village. These homes have a simple yet effective design, reflecting the local community's philosophy of living in harmony with nature. Typically, the walls are made of woven bamboo, the floors are earth-based, and the roofs are steeply pitched. These traditional houses not only serve as residences but also as venues for community gatherings and ceremonial events.

The local population highly values this cultural wisdom, which attracts tourists, including foreigners, to experience traditional life firsthand. Foreign visitors typically tour the traditional houses, observe cultural activities such as handicraft making or the creation of traditional clothing, and interact with the local people. Many visitors are also interested in learning about traditional agricultural methods or participating in cultural ceremonies still practiced by the local community. The people of Senaru have the opportunity to showcase their traditions to others thanks to the arrival of tourists. While the community benefits financially from tourism, they also seek to preserve their culture. They often make adjustments to protect their traditions, such as opening their traditional homes to visitors but with certain limitations to avoid disrupting their way of life.

The cultural potential around the waterfall area can be a tourist attraction that not only adds to the aesthetic value of the destination, but also plays a role in preserving local cultural heritage. Various cultural elements, such as performing arts, customs, and handicraft products, can be developed into attractive tourist attractions for visitors. For example, organizing cultural festivals, traditional art performances, and typical culinary exhibitions can provide a more diverse and in-depth tourist experience. In addition, the utilization of traditional architecture and historical sites around the waterfall area can be an additional attraction for tourists interested in local history and culture. These efforts not only enrich the tourist experience, but also encourage cultural preservation that is increasingly recognized by the wider community.

In order for cultural potential to be optimally utilized as a tourist attraction, cooperation between various parties is needed, including local governments, tourism industry players, and local communities. Policy support oriented towards cultural preservation and effective promotion strategies will contribute to an increase in the number of tourists visiting. In addition, community involvement in the management of culture-based tourism attractions can have a positive impact on the local economy, especially through the empowerment of small and medium enterprises engaged in the tourism sector. Education about the importance of maintaining and preserving culture

is also an important factor in maintaining the sustainability of culture-based tourism. With the right approach, the integration of cultural potential and natural beauty around the waterfall area can create a tourist destination that has a unique and sustainable appeal. Senaru Village is one of the cultural tourism villages that still preserves the traditions of the Sasak ethnic group, with its rural, natural environment, traditional buildings, and ancestral heritage, all of which are carefully maintained and developed by the community. This uniqueness and added value in tourism should be preserved and further developed (Watoni et al., 2023).

4. CONCLUSION

Senaru Village in North Lombok possesses substantial potential for nature- and culture-based tourism, as reflected in its prominent attractions such as the Tiu Kelep and Sendang Gile waterfalls, traditional Bale houses, and the ancient Bayan Mosque, which function not only as tourism assets but also as spaces for cultural, historical, and environmental education. The findings indicate that local government support, together with active community participation, plays a crucial role in strengthening the performance of BUMDes in managing village tourism. Through the BUMDes Sinergi program, tourism development has contributed to local economic empowerment while simultaneously fostering community education through participatory and experience-based learning. Nevertheless, the development of tourism destinations in Senaru Village still faces several challenges, particularly in terms of accessibility, environmental cleanliness, and visitor safety. These challenges highlight the need for stronger educational awareness and capacity building related to sustainable tourism management among local stakeholders. Community efforts to maintain cleanliness and create a hospitable tourism environment demonstrate the integration of educational values into everyday tourism practices. Furthermore, the involvement of women through the Women Gaet organization as knowledgeable and friendly tour guides represents an important form of informal education that enhances visitors' understanding of local culture while strengthening women's roles in social innovation. Overall, the integration of local wisdom and education within BUMDes-managed tourism reinforces Senaru Village's cultural identity and supports sustainable social, cultural, and economic development.

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