

## Socialization of Ecotourism Improvement Strategy in Teratak Village

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### Abstract

*Ecotourism is a form of tourism that focuses on the sustainability of the natural environment and the active participation of local communities in the management and development of tourist destinations. Teratak Village, as one of the areas rich in natural and cultural potential, has the opportunity to develop the ecotourism sector to improve community welfare while preserving the environment. This research aims to explain the process of socialization of ecotourism improvement strategies in Teratak Village. The research method used is a qualitative approach with data collection techniques through in-depth interviews, participatory observation, and analysis of related documents. The results showed that the socialization of ecotourism improvement strategies in Teratak Village involved collaborative steps between the village government, local communities, and related parties. The socialization process begins with the identification of the potential of natural, cultural, and human resources that can be integrated into ecotourism products. Next, through participatory meetings and workshops, a sustainable ecotourism development strategy was formulated. Socialization is followed by communicating this strategy to the entire community through public meetings, local media, and environmental awareness campaigns. In the socialization process, the importance of active community involvement in the management of ecotourism destinations was emphasized. Education on the importance of environmental preservation and sustainable.*

**Keywords:** *Ecotourism, the natural,*

### Abstrak

Ekowisata merupakan salah satu bentuk pariwisata yang berfokus pada keberlanjutan lingkungan alam serta partisipasi aktif masyarakat lokal dalam pengelolaan dan pengembangan destinasi wisata. Desa Teratak, sebagai salah satu wilayah yang kaya akan potensi alam dan budaya, memiliki peluang untuk mengembangkan sektor ekowisata guna meningkatkan kesejahteraan masyarakat sekaligus melestarikan lingkungan. Penelitian ini bertujuan untuk menjelaskan proses sosialisasi strategi peningkatan ekowisata di Desa Teratak. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi partisipatif, dan analisis dokumen terkait. Hasil penelitian menunjukkan bahwa sosialisasi strategi peningkatan ekowisata di Desa Teratak melibatkan langkah-langkah kolaboratif antara pemerintah desa, komunitas lokal, dan pihak-pihak terkait. Proses sosialisasi dimulai dengan identifikasi potensi alam, budaya, dan sumber daya manusia yang dapat diintegrasikan ke dalam produk ekowisata. Selanjutnya, melalui pertemuan-pertemuan partisipatif dan lokakarya, strategi pengembangan ekowisata yang berkelanjutan dirumuskan. Sosialisasi dilanjutkan dengan mengkomunikasikan strategi ini kepada seluruh masyarakat melalui pertemuan umum, media lokal, dan kampanye kesadaran lingkungan. Dalam proses sosialisasi, ditekankan pentingnya keterlibatan aktif masyarakat dalam pengelolaan destinasi ekowisata. Edukasi mengenai pentingnya pelestarian lingkungan dan budaya lokal menjadi fokus utama, sambil mempromosikan manfaat ekonomi yang dapat diperoleh dari sektor ekowisata. Kesadaran masyarakat terhadap nilai-nilai konservasi meningkat, seiring dengan partisipasi dalam kegiatan-kegiatan seperti penanaman pohon, pembersihan area wisata, dan pelatihan kerajinan lokal. Hasil akhir dari sosialisasi strategi peningkatan ekowisata di Desa Teratak adalah peningkatan jumlah kunjungan wisatawan, pendapatan ekonomi masyarakat, serta pelestarian lingkungan dan budaya. Penelitian ini memberikan wawasan tentang bagaimana proses kolaboratif dan partisipatif dalam sosialisasi strategi ekowisata dapat menjadi kunci keberhasilan dalam mengembangkan pariwisata yang berkelanjutan di tingkat lokal.

**Kata Kunci:** *Turis, lingkungan alam*

### INTRODUCTION

In developing ecotourism areas, there are several strategies that can be implemented. According to (ADHARANI et al., 2020), ecotourism must be distinguished from nature tourism. Ecotourism demands additional requirements for nature conservation. Thus,

ecotourism is "Natural tourism with a light impact that causes the preservation of species and their habitats directly through its role in conservation and/or indirectly by providing views to local communities, to enable local communities to place value on, and protect, natural tourism and other life as a resource."

income". Different from tourism in general, ecotourism is a tourist activity that attracts great attention to the preservation of natural resources and the environment as one of the main issues in human life, both economically, socially and politically. Tourism is an important sector in the economic development of a region (Widiyanto et al., 2021), which has the potential to increase income, create jobs and improve the image of the region (Syukran, 2019). However, tourism development can also have negative impacts (Oktavia et al., 2021) to the natural environment and local culture if not managed properly (Hamzah & Hermawan, 2018). Therefore, the concept of ecotourism emerged as an approach that focuses on environmental sustainability and active community participation in the management and development of tourist destinations (Asy'ari et al., 2021). Teratak Village has tourism potential which could have great opportunities to develop the ecotourism sector if managed by implementing the right strategy (Pamularsih, 2020). Teratak Village can gain economic benefits from tourism while preserving the nature found in Teratak Village (Marsaoly et al., 2017). This service aims to provide an overview of the background, objectives and relevance of the socialization of ecotourism improvement strategies (Mawardi et al., 2022) in Teratak Village, by describing the context of tourism development in Teratak Village, identifying the potential of the village, and outlining the challenges and opportunities in developing the ecotourism sector (Harditya et al., 2023). Apart from that, there are things to be achieved through the socialization of ecotourism strategies, both in terms of community development and environmental preservation. The relevance of this outreach lies in the urgency of developing sustainable ecotourism (Surur et al., 2019) in Teratak Village. By involving the community in the management and utilization of natural resources, it is hoped that the positive impacts of tourism can be felt more optimally without ignoring environmental sustainability.

## IMPLEMENTATION METHOD

The method for implementing the socialization of ecotourism improvement strategies in Teratak Village is carried out in several stages and effective approaches. The following are the implementation methods that have been considered which can be seen in Figure 1.



Figure 1. Implementation Method

### 2.1 Goals and Objectives of Socialization:

Determine clear objectives for the outreach, namely increasing community understanding about ecotourism, getting support, and inviting them to participate in strategies to increase ecotourism in Teratak Village.

### 2.2 Interest and Needs Analysis:

Conduct an analysis of the Teratak Village community to understand the needs, interests and potential in developing ecotourism.

### 2.3 Participatory Approach:

Involving the community in the planning and strategy development process. Open meetings or discussions to listen to community views, input and aspirations. That way, the community will feel more involved and have a sense of ownership of the ecotourism plan.

### 2.4 Local Leader Commitment:

Support and commitment from village leaders or community figures is very important. Invite to speak at outreach events to provide confidence and motivation to the community.

2.5 Socialization Through Meetings:

Hold socialization meetings in the village hall which is easily accessible to the community. Present the material clearly and ask for time for questions and answers so that people can understand better.

2.6 Feedback and Evaluation:

After the socialization is carried out, collect feedback from the community, by giving a quiz about ecotourism strategies. Evaluation of the effectiveness of socialization.

**RESULTS AND DISCUSSION**

**Goals and Objectives of Socialization**

The aim of the socialization is to increase community understanding of the concept of ecotourism, its benefits and positive impacts on the environment, culture and village economy by encouraging community support to participate actively in order to increase community awareness of the importance of preserving the natural environment and village culture and promoting sustainable ecotourism practices. . The targets of socialization are the general public, local leaders and village youth, to ensure that information about ecotourism and its improvement strategies is widely conveyed, ensure support and commitment from the leadership level, and to be actively involved in ecotourism development, so that they can become agents of change in preserving culture and environment, especially teenagers and youth. The series of socialization activities can be seen in Table 1.

Table 1. Series of Socialization Events

Time (WITA)	Program	Coordinator
09.00-10.00	Registration	committee
10.00-10.05	Opening	MC: Baiq Suci Oktapia N.
10.05-10.15	Welcome from Village Officials	Suparman
10.15-10.20	Greetings from the Chairman	Elfan Azhari

	of KKN Group IV UNIZAR Mataram	
10.20-10.50	Presentation by the Speaker	Source person
10.50-11.20	Question and answer session	Source person
11.05-11.20	Quiz	Source person
11.20-11.25	Prize distribution	Committee
11.25-11.30	Closing	MC
11.30-11.35	Group Photo Session	Committee

**Interest and Needs Analysis**

Analysis of interests and needs is an important step in designing an ecotourism socialization strategy in Teratak Village. Group 4 of UNIZAR KKN has carried out several analyzes by interviewing the head of KMPSS (Community Group Concerned with River Waste). Questions regarding ecotourism, village potential and the hopes of KMPSS were asked. The results of the interview pointed to several locations that would be highlighted as potential ecotourism, namely concerns about rubbish, reservoirs and rivers.

**Participatory Approach**

Involving the community in group discussions or open meetings, so that they can find out their views and aspirations directly, so that they can design strategies that suit the community's wishes, which can be seen in Figure 1.



Figure 1. Meeting with KMPSS

Figure 1. Shows that the participatory approach carried out by the 4 KKN groups at Al-Azhar Islamic University in Teratak village was successful.

**Local Leader Commitment**

Obtaining commitment from the village head is a key factor in the successful implementation of the ecotourism improvement strategy in Teratak Village, which can be seen in Figure 2.



Figure 2. Active participation of the Teratak Village Head

Figure 2 is a picture of the involvement of local leaders to actively participate in planning and implementing ecotourism strategies to be part of a work team focused on developing and implementing plans.

**Socialization Through Meetings**

Socialization through meetings is an effective method for conveying information and getting direct interaction with the Teratak Village community, by providing initial tests to the community regarding strategies for increasing Ecotourism. Initial test results can be seen in Figure 3.

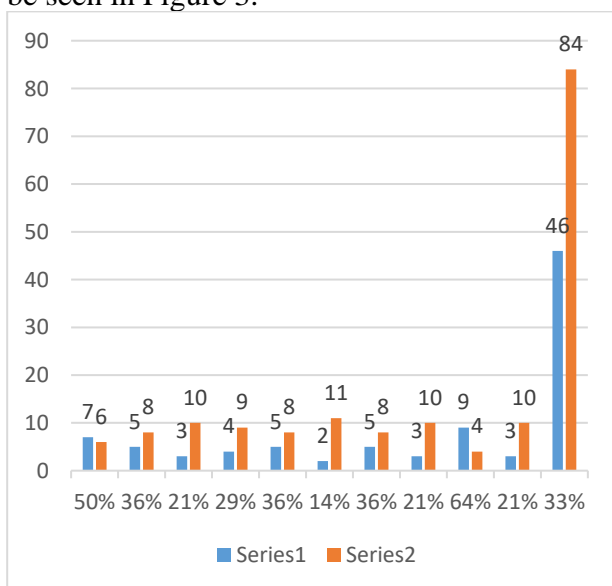


Figure 3. Initial Test Results for Socialization Participants

Figure 3 was obtained via the QUIZZ application, after participants answered the questions displayed. The results show that the colored box with the caption Series1 is the correct answer, while the box with the caption Series2 shows the wrong answer. Wrong answers still dominate the participants' scores at the start of the test. Socialization takes place with resource persons according to their field of expertise, which can be seen in Figure 4.



Figure 4. Resource Person Presenting Material

The material presented by the resource person is related to ecotourism principles (Riswandi & Puspitasari Rochman, 2023), namely How to minimize negative impacts on the environment and local culture, How to increase awareness and understanding of the environment and local culture (Santoso et al., 2023), how to provide good economic benefits for local communities (Kristiana & Nathalia, 2021), and how to provide a positive tourism experience for visitors (Sukaris et al., 2020). The presentation of material by the resource person made the participants very active during the question and answer session, which can be seen in Figure 5.



Figure 5. Question and Answer Session

Figure 5 is a discussion or question and answer session with resource persons and participants, with the aim of providing socialization participants with a strong understanding of the material that has been presented.

### Feedback and Evaluation

Feedback and evaluation are important steps in the process of socializing strategies for increasing ecotourism in Teratak Village. This helps understand the extent to which the message has been conveyed, post-event tests are carried out, which can be seen in Figure 4.

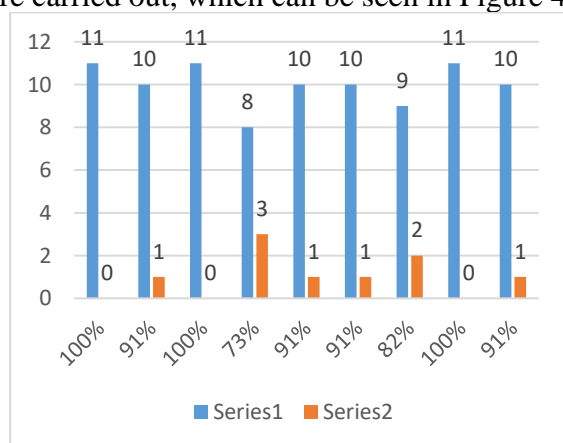


Figure 6. Participant Evaluation Results

Figure 6 shows the increase in participants' knowledge regarding ecotourism strategies. The total number of participants who took the evaluation test was 11 participants, with correct answers dominating, then a photo session was held with the resource person, which can be seen in Figure 6



Figure 7. Photo with resource persons

The participants who attended were village teenagers, village staff and KKN groups from other universities, who at the same time received the same village, namely KKN in Teratak Village.

## CONCLUSION

In implementing the socialization strategy for increasing ecotourism in Teratak Village, socialization plays a key role in building community understanding, support and participation. Based on the method described previously, the following are the main conclusions.

1. Setting clear socialization goals and objectives helps direct communication to be more effective in achieving the desired results.
2. Analysis of community interests, needs and potential helps design messages that suit the local context and community expectations.
3. The support and commitment of local leaders is very important to motivate and influence the community to actively participate in ecotourism development.
4. Feedback and evaluation help understand the effectiveness of outreach and make necessary improvements.

## SUGGESTION

The following are several additional suggestions that can be considered in implementing strategies to increase ecotourism in Teratak Village.

1. Apart from outreach, provide training and development for the community in aspects related to ecotourism, such as tour guides, homestay management, or sustainable agricultural practices.
2. Look for partnerships with educational institutions, environmental organizations, or businesses related to ecotourism. This can bring additional resources, knowledge, and financial support.
3. Take advantage of the power of social media and digital platforms to promote the ecotourism potential of Teratak Village. Create interesting content such as videos, images and stories that visualize the village's attractions.

## THANK-YOU NOTE

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