



Touristic measures on economic socio-cultural appeal of Sade Village, Central Lombok

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ABSTRACT

The subject of this study is the community-based tourism of Sade village in Central Lombok, Indonesia. As Sade is proclaimed the oldest cultural village and named the last fortress of the Sasak tribe, the indigenous people of Sade have been practicing tourism and are widely recognized among visitors. However, this research aims to analyze holistic aspects that CBT uses the SWOT matrix to develop the strategies to map the sustainability of Sade. The study applies qualitative with the example of Sade Village in Central Lombok as a place of the research. The primary and secondary data are the source of research data. In-depth interviews, documentation, and observation are the primary data. The interview is conducted among the authors and the village stakeholders, tourism community, and locals. In contrast, the secondary data is obtained mainly from the official website of the Indonesian government in numerous sectors such as the Central Bureau of Statistics, the Tourism Ministry of Indonesia, and Indonesia's Ministry of Education and Culture. The findings show that Sade has developed and applied long-term strategy development as a tourist destination. The SWOT analysis elaborating economics, social, and culture is further discussed in this article.



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INTRODUCTION

Indonesia is the world's largest archipelago, with many local dialects (Putra et al., 2021), and is also reported as the fourth most populous country in the world. The country ranges 5150 km between the Asia and Australia continents and separates the Indian and Pacific Oceans at the Equator. It has 17508 islands (Martha, 2017), but 6000 of them are unpopulated. The diversity of Indonesian is mainly formed by the number of ethnic groups (Badriyanto, 2018) living in various scattered locations. Each ethnic group has its characteristics, including social aspects, ancestral culture, physical, historical buildings, also artwork such as traditional dance and folk song.

Tourism roles an important economic sector (Basri et al., 2020; Cavallaro et al., 2017; Groizard & Santana-Gallego, 2018), improve better jobs and reduces poverty (Qin et al., 2019) (Qin et al. 2019), although it also drives negative effects; resources scarcity (Azam et al., 2018) and skill labors (Pan et al., 2018). Regarding its geographical aspect as an archipelago country, the principle of community-based tourism (CBT) is important (Pakpahan, 2018) relevant to developing tourism attractions in Indonesia. Furthermore, CBT is commonly defined as a sustainable tourism approach that engages the host community (Susanto et al., 2016) and the visitors, particularly in a regional or rural area (Yulianah, 2021). The CBT, in its practice, involves the residents to run and manage the tourism potential as an alternative income source for the community members (Ahsani et al., 2018). It aims to benefit the local community's quality of life (Marlina, 2019) by allowing visitors to explore its culture and the local environment.

The concept of CBT is related to the idea of its tourism destination sustainability (Asiyah & Rachmadi, 2020). In sustainable tourism, community participation is considered important. There are two grounds put out to support this argument. The first is that local communities are the subject of CBT. Local communities act as the owners and the actors in developing these resources (Arintoko et al., 2020; Basri et al., 2021; Nugroho & Numata, 2020). In which the local culture plays a very determining role. Culture makes Indonesian tourism products very diverse in a broad sense. THEREFORE, CBT can enhance the community's role in developing tourism. Second, the statistics show that culture is an attraction that almost two-thirds of international tourists in Indonesia are in demand (Gobumdes, 2020).

Implementing the CBT principles will improve the cultural attractiveness of tourism activities and reduce the negative impact of tourism itself (Lestari, 2016).

European travelers are the largest market for this type of niche tourism. They aim to explore unique experiences outside their continent, even in fact there are several CBT in Europe itself as some of the rural areas in some parts. Hence, the author chose to conduct the research at one of the CBT locations related to her local community in Indonesia. The result value will expectantly generate economy (Ernawati et al., 2018; Wiwin, 2018) and a supportive and creative impact on the area. According to the data taken from Indonesia's Central Bureau of Statistics, in 2018, there were 1734 tourism villages throughout the country. One of the provinces in Indonesia, Nusa Tenggara, has 189 tourism villages, and Sade village is included in it. Sade's village has existed for 1100 years and started openly to the public as a tourism destination in the 1980s (Portal Informasi Indonesia, 2020). Applying the concept of sustainable tourism, Sade implements the principles of CBT where the community and all the benefits of the tourism activity are returned to the community (Rafi & Herdiansyah, 2020; SUGANDINI et al., 2018; Sunuantari, 2017). This article was carried out when the Covid-19 pandemic broke out; as was the case with other aspects, the condition of Sade Village during the study has more or less shaped by then. Therefore, several kinds of research processes and the results obtained in this study are also affected by this phenomenon. Event management as the specialty study of the authors is also strongly related to the existence of the village. Sade offers some micro-events throughout the year to keep the tourism in this area sustained.

Many studies have investigated the related issues concerning Sade as the research location. However, few scholars put their interest in researching Sade's strengths, weaknesses, opportunities, and threats in economic, social, and cultural sustainability. This research particularly purposes the analysis of the strength, weaknesses, opportunities, and threats (SWOT) factors on the application of the CBT principles in the village of Sade to the readers. This study also outlines why such factors occur and formulate them into a SWOT matrix within the article discussion.

METHODS

The research setting is Sade Village, located in Central Lombok, well-known for its socio-cultural appeal since its foundation. The study applies a qualitative approach as it elaborates the analysis of the subject being investigated through mostly verbal elaboration. Findings of investigation on Sade Village will be explained by verbal mostly, and some are processed and tabulated in the tables full of elaboration. The sources of data processing are primary and secondary data. The primary data is collected by an in-depth interview, documentation, and observation. The interviews are conducted among the authors and the village stakeholders, the tourism community, and the locals. Meanwhile, the secondary data is obtained mainly from the official website of the Indonesian government in numerous sectors such as the Central Bureau of Statistics, the Tourism Ministry of Indonesia, and Indonesia's Ministry of Education and Culture. Furthermore, we utilize SWOT to process data. The SWOT analysis refers to all components becoming products of Sade tourism implemented in culture, economy, and social sector.

RESULTS AND DISCUSSION

The Strength of Sade

The strength in Sade Village is an advantage that this tourist area has, mostly sourced from the internal factors of the village itself. The first strength of Sade is its strategic location and long story establishment for tourism (Hamzah & Irfan, 2018). Sade is located on the edge of the highway to Kuta Mandalika; it can be reached by car from the municipality of Mataram. It takes approximately an hour as the distance is 40 km away and around 20 minutes of driving from Zainuddin Abdul Madjid International Airport of Lombok, 11 km apart. Sade is also categorized as a stopover destination to the main tourist area of the Creative Economic Zone (KEK) of Kuta Mandalika. It is placed on the connecting line from the airport to the KEK.

The preserved culture offered by Sade is another strength owned by the village. With its title as the Last Fortress of the Sasak Tribe, this village is one of the oldest traditional villages on the island of Lombok, and the traditional values amid modernization are still well-maintained (Muaini et al., 2021). The existence of Sade Village as a cultural tourism destination is also an alternative tour that complements the tourist beach area of Kuta Mandalika. The simplicity offered by Sade residents is the

opposite sort of tourism offered in Kuta Mandalika, which consists of extreme activities such as surfing and hiking. The strategic location of Sade can be seen from the following map.

Sade Village is known for its opening hours. This village can be visited from the early morning when mopping the floors with livestock manure starts at 6 am, until evening to see the night view of Sade village with minimum lighting. The least recommended time to visit this village is at sunset because the residents assumed that bad spirits come out at this time. Staying inside the house is the residents' preference during this particular time. However, the arrival of visitors at any time will be kindly greeted. This strength of being open for 24 hours creates time flexibility for the visitors because they can visit this village at any possible time. Hospitality is also the strength of this village. According to Sade's customary leader, the principle of affection is the basis of hospitality in Sade. Anyone who enters the Sade area as a visitor will be treated very well by the residents. As a form of hospitality, visitors can be taught how to make woven cloth and do the traditional dance of Sasak. The residents may do it for free, but they also do not refuse any given a tip from the visitors. Learning to weave and dance is also part of Sade's strengths.

The Weakness of Sade

Promotion is a part that plays a big role in absorbing the number of tourists. In today's digital era, website promotion is often done (Basri et al., 2021). Unlike the other tourist areas, such as Panglipuran Village in Bangli, Bali, its website, Sade Village, does not have an official functional website as an online platform for promotion. The instance taken from the Panglipuran village website contains any information related to the transportation to the village, activities in the village, and the special events that are held there. Hence, before visiting Panglipuran village, prospective tourists can learn what they will experience. There is an available built link on the Sade village website. However, it does not work properly. Besides a website, social media is a commonly used online platform to promote anything (Irfan et al., 2017; Ngernyuang & Ying Wu, 2020; Praveenkumar, 2014). Sade Village only has one official social media, the FaceBook account under the name of Desa Sade. Yet, by considering the potential of another platform such as YouTube and Instagram, the village should have more. The search results for Sade Village on Instagram are mostly taken from the visitors who uploaded their photos on their respective accounts by tagging the village of Sade.

Despite the online promotional platform, Sade's village layout is another weakness. The location of the houses close to each other is narrowing the village path. The housing layout of the Sasak tribe is synonymous with proximity to one another in a certain area. The modern Sasak tribe living outside Sade Village also has the pattern of the same houses. Another weakness is the Indonesian language skills of the senior residents and the tour guide's weak English proficiency. The implication for tourism on the issue of the senior residents towards their Indonesian language skills has an impact on the satisfaction level experienced by the tourists. As an instance is in the case of the souvenirs selling process, if the local sellers do not speak Indonesian, it will be difficult to communicate with the prospective buyers. The tour guide's English skills also need to be enhanced. They can explain the village attributes such as history and its selling products in repetitive English. Nonetheless, in conversations outside the context of tourism, their English skill needs to be improved. English for Specific Purpose (ESP) learning will be accurately applied in this village.

Opportunity of Sade

The opportunity that Sade has is being one of the leading cultural tourism villages on the island of Lombok. It has made this village have the opportunity to be widely known and get a particular consideration by the local government such as being allocated for the tourism facilities. In addition, Sade Village is also designated as a supporting destination to the KEK Kuta Mandalika, which has a larger tourism scale. This opportunity made the village of Sade printed on the Lombok Sumbawa Tourism Map 2019 along with 24 other mainstay destinations of the NTB province. Hence, those destinations will be getting promoted to the domestic and international market.

The Threat of Sade

The threats faced by Sade Village can be classified as a threat to their own village' buildings, the culture, and also a threat to its tourism sector. Several threats to Sade village tourism resulted from a decrease in the number of visitors, one of which is natural disasters such as the earthquake as it once

occurred in 2018, and it is prone to tourism (Wahyuningtyas et al., 2020). The long dry season similarly poses a threat to the village but has no direct impact on the local tourism sector. The health issue carried by the outbreak of the covid-19 virus is also another threat to tourism's social-economic impact (Bahtiar & Saragih, 2020). Due to this pandemic, the decrease in visitors weakens tourism's economic sector (Sugihamretha, 2020), specifically in Sade. Some preventive methods have been taken to counter this current issue as applying the CHSE procedure of clean, health, safety, and environment. The existence of a similar competitive village of Ende is another threat to Sade. Both of the villages are located near each other; they also offer the same tourism products such as traditional houses of the Sasak tribe, woven clothes, and the traditional martial art performance of Presean. Ende is known for its more rural conditions that have not been affected by tourism, so it has a certain market share, particularly for the special-interest tourists.

The threat for the building in Sade is the availability of its materials. Although the buildings are made of renewable natural resources such as bamboo and reeds, it has to be considered that those plant-based supplies require a sort of growing period. As renewable natural material-based buildings, those 150 houses in Sade need periodic revitalization and the plants that need time to grow. For example, bamboo plants can be harvested as an appropriate house walls material after reaching the planting period of approximately 7 (seven) years. The reeds for the roofs also have their characteristics. This type of plant can particularly grow well in areas with plentiful rainfall. Sade, which is placed in the prolonged drought area, is not suitable for planting the reeds. The source of reeds is coming from another village in Lombok.

The threat to the Sade culture arises from the young generation of Sade. Villagers who continue their education to a higher level outside the area of Sade will typically leave their ancestral traditions and pursue their life out of the village. The threats mentioned above can also impact the indigenous young generation of the village living in Sade. They may assume that tourism does not always generate stable income. It is expected that they will maintain the authenticity of their village because of economic factors and their affection and responsibility to the village. The youth of Sade must learn the sense of belonging. Modernization is correspondingly taking a role as a threat to the culture in Sade. Technology is presumed to impact the fading of the indigenous Sade tribe culture. For example, presuming electrical devices will alter the village practices, such as the tradition of grinding coffee, can an electric coffee pounder replace one day. What has been found in the availability of toilets with international standards that are far from the original form of the native residents' squat-type toilets?

Table 1 SWOT Matrix of Sade

SWOT Analysis of Sade Village	
Strengths	<ol style="list-style-type: none"> 1. The strategic location of Sade. It is closed to the International Airport of Lombok as well as to the KEK Kuta Mandalika 2. As one of the oldest Sasak cultural tourism villages in Lombok 3. The village of Sade is open 24 hours a day, from Monday to Sunday 4. The hospitality of the residents is well-maintained 5. The practice of weaving and doing the traditional dancing
Weaknesses	The Sade village does not have an official website platform, and the current official website of Sade village is corrupted Lack of promotion through online social media The densely populated houses narrow the pathways Language barriers, such as the lack of using Indonesian for the senior residents and the tour's guide's weak English proficiency
Opportunities	<ol style="list-style-type: none"> 1. A leading cultural tourism village in Lombok 2. As a supporting destination to the KEK Kuta Mandalika 3. Printed on the Lombok Sumbawa Tourism Map 2019 along with 24 other mainstay destinations of the NTB province
Threats	<ol style="list-style-type: none"> 1. Natural disaster as earthquake 2. The outbreak of covid-19 pandemic 3. The existence of the similar competitive village of Ende 4. The availability of natural materials as the supplies for the Sade's buildings 5. The young generation of Sade who left their village 6. Modernization which is against the indigenous of Sasak tribe in Sade

Table 2 SWOT Matrix Strategy of Sade

SWOT Strategy	
SO Strategy	<ol style="list-style-type: none"> 1. Stimulate the growth of the creative economy business community 2. Increase regional tourism promotional activities 3. Preserve the cultural tradition as the main tourism object of Sade 4. Open a food stall with a local cuisine 5. Organize a regular traditional dance or music performance
WO Strategy	<ol style="list-style-type: none"> 1. Optimize the financial support of the local government 2. Create or activate an official website of Sade village 3. Optimize the use of social media platforms 4. Rearrange the shopping stall so visitors can comfortably get around Sade 5. Procurement of language courses that suit the target, for example, communicative ESP for tour guides and Indonesian for senior residents 6. Cooperate with many parties that can improve the number of visits, for example, bank, as for its credit cardholders will get a discount when they buy Sade woven fabrics using their cards
ST Strategy	<ol style="list-style-type: none"> 1. Applicate the government program for a tourism area such as CHSE (Clean, Health, Safety, and Environment) and NTB (Nurut Tatanan Baru or Comply with the New Regulations) 2. Maintain the buildings of Sade to prevent any damage 3. Create an innovative trademark product 4. Involve the youth of Sade in any cultural activities 5. Increase the local cultural value in anticipation of negative external cultural influences
WT Strategy	<ol style="list-style-type: none"> 1. Strengthen the tourism management in Sade which involves the community as the main actors 2. Utilize the human resources as the village culture custodians

The SWOT matrix analysis above illustrates the strategies that the Sade villagers can implement to optimize the strength factor and take advantage of opportunities in the village to increase regional tourism promotional activities. It can be done through the assistance of the related department as the West Nusa Tenggara Tourism and Culture Office and the Central Lombok Regency government. Then, stimulate the growth of the creative economy business community and preserve the cultural tradition as the main tourism object of Sade are the responsibility of the Sade residents. To open a food stall with local cuisine and organize a regular traditional dance or music performance can be currently carried out. Despite the weakening of the tourism sector in Sade during the pandemic, this village has the potential to realize those activities gradually.

Strategies that can be implemented to overcome weaknesses and take advantage of opportunities are optimizing the local government's financial support and proposing a procurement of language courses that suit the targets as communicative ESP for tour guides and Indonesian for senior residents. Native speakers of both languages will be highly appropriate as the tutors. As related to other stakeholders, Sade can build cooperation with many parties to improve the number of visits, for example, banks. The bank can give its credit cardholders a privilege by giving them a discount when purchasing Sade woven fabrics using their cards. Then, the villagers themselves can create or activate an official website of Sade village and optimize the use of social media platforms as both are considered crucial as promotional agents. Rearranging the shopping stall so visitors can comfortably get around Sade can also be the implementation to overcome one of the weaknesses of Sade.

Strategies can be formulated to applicate the government program for a tourism area. In addition, such a strategy can be implemented to CHSE (clean, health, safety, and environment) and NTB (Nurut Tatanan Baru) to reduce any possible threat of the health issues. Maintaining the buildings of Sade to prevent any damage to them and creating an innovative trademark product is the way to compete with other competitive similar villages. To prevent any unexpected effect from the modernization are performed by involving the youth of Sade in any cultural activities and increasing the local cultural value in anticipation of negative external cultural influences.

Weakness and threat factor analysis explain that a not well-promoted tourism area can lead to being surpassed by its competitors. The internal factors, such as the preservation of the culture by its indigenous people, are the main supporting aspect to promote cultural conservation. The strategy that can be implemented is to strengthen the tourism management and utilize the human resources as the village culture custodians in building a sustainable CBT that involves the role of the community ranging from the planning, implementation, supervision, and evaluation stages.

CONCLUSIONS

The Sade has a leading cultural tourism village in Lombok (opportunity), supporting destination to the KEK Kuta Mandalika and printed on the Lombok Sumbawa Tourism Map 2019 and 24 other mainstay destinations in the NTB province. As the strengths of Sade are the strategic location of Sade, which is close to the International Airport of Lombok, and the KEK Kuta Mandalika near International Pertamina Mandalika Circuit, Sade is declared to be one of the oldest Sasak cultural tourism villages in Lombok. The village is open 24 hours a day, the hospitality of the residents is well-maintained, and the availability of practice of weaving and doing the traditional dancing for the visitors. The weaknesses are the village does not have a properly working official website platform. Sade village lacks promotion through online social media, the densely populated houses that narrow the pathways, and the language barriers as the lack of using Indonesian for the senior residents and the tour guide's weak English proficiency. The threats faced in the village are natural disasters such as earthquakes, the outbreak of the covid-19 pandemic, the existence of the similar competitive village of Ende, the availability of natural materials as the supplies for Sade's buildings, and the young generation of Sade. They left their village and the modernization, which is against the indigenous of Sasak tribe in Sade.

Furthermore, as this research is only limited to SWOT analysis of cultural, social, and economic side, future researchers are highly recommended to study one of the local habits as a drive to Sade promotion. The effort of promotion of government and official stakeholders or locals must be actively cared for to uphold the image of Sade better widely.

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