

COMMUNICATING LOCAL WISDOM IN DEVELOPING VILLAGEREGULATIONS ON SUSTAINABLE TOURISM DEVELOPMENT

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Abstract

Tourism is considered as one of the hopes in economic growth both at the national level and at the local level. A number of local tourism spots continue to be introduced to increase the number of tourist visits. However, the growth of tourism targeting massive tourism will certainly have a diverse impact, not only a positive impact but also the potential to bring excesses that affect the community in socio-economic aspects. People learn that something that grows quickly will ignite social change which sometimes clash with the values of local wisdom that were first present in the community. This study aims to find out how local wisdom communicate within the community to be integrated with policies at the rural level in the form of rural regulations in developing sustainable tourism. This study uses an action research method case study of Lantan Tourism Village which is located in the southern belt of Rinjani. The results shown are that the tourism village community has the potential to actively participate in formulating policy making, but there are some local wisdoms that have encountered obstacles to be harmonized with applicable regulations when linked to sustainable tourism. A number of issues have emerged, including identification of ongoing communication patterns, communication barriers, identification of potentials, identification of local wisdom

Keywords: local wisdom, communication, sustainable tourism

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1. INTRODUCTION

Tourism is expected to be one of the pillars of economic growth, not only at the national level but also at the micro-rural level. Indonesia, which is generally an agricultural society, has begun to be introduced to the concept of ecotourism which seeks to optimize the potential of the region as a tourist destination. Rural areas have begun to map their respective potentials to be developed as tourist destinations.

Tourism development is indeed currently becoming the national agenda, which of course is also a regional agenda - both provincial and district / city - but tourism development must adhere to the principles as stated in Law Number 10 of 2009 concerning Tourism, which is one of the points with regard to ecological balance "upholding religious norms and cultural values as the embodiment of the concept of life in a balanced relationship between humans and God Almighty, the relationship between humans and fellow humans, and the relationship between humans and the environment" (article 5a). It cannot be denied that the presence of the tourism industry has a significant influence on the government, private sector and society. These positive impacts, for example, contribute to foreign exchange, create jobs, spread development, encourage people to be more creative, become familiar with the local culture by tourists, and so on. Given these advantages, it becomes logical when the government continues to strive for tourism development, especially in Lombok which is a potential tourist destination. However, when the tourism industry is not managed properly, it will cause new problems, both issues related to human existence and the environment (flora and fauna). These negative impacts include the emergence of commercialization, consumptive lifestyles, disruption of the balance of nature, the loss of the values of local beliefs and customs, and so on. (Diyah Indiyati H. N., 2017)

Massive and fast growth of tourism certainly has the potential to bring social change, with a variety of spectrums and impacts. This is a common concern because tourism is not only on the government's agenda but has become a new hope for local communities in processing their resources. The potential for social change that exists is not impossible to clash with norms, customs or local wisdom that have long prevailed within society. Of course, people hope that the social changes that are present in them do not lead to negative directions that are contrary to the values upheld by the local communities.

Lantan Village, North Batukliang, Central Lombok itself is one of the areas projected to become one of the leading tourism villages in West Nusa Tenggara Province. One of the reasons of choosing a research location in this village is related to the geographical location of the village which is one of the entrances in the South Rinjani Line. Given the post-Lombok

earthquake conditions in 2018, the main Rinjani hiking route was closed until 2020, meaning that Lombok tourism requires alternative routes that are safe to traverse and still provide comfort for tourists.

Damanik said that in Indonesia, the development of tourism villages is mostly facilitated by the state, while the community tends to be passive. As a result, local capacity in responding to state-sponsored innovations through the development of tourist villages still faces a number of crucial issues. (Raharjana, 2012). The development of agro-tourism has great benefits for environmental sustainability, the economy and the socio-cultural life of the local community. Apart from that, farmers who cultivate plants in agro-tourism are also getting high benefits. (Pradeta & Kurniawan, 2020)

Lantan Village has good potential to be developed in addressing these problems, a good planning is needed for sustainable tourism development, so that latent problems do not occur such as tons of waste on the hiking trail, the threat of forest fires, ecosystem destruction and so on. Regulations at the village level needed which will become an entry point for mutual agreement by local communities, tour operators, tourists, local governments and other stakeholders regarding the importance of maintaining nature conservation and local wisdom that applies in the area.

Communication Strategy

Communication relates directly to sustainable development, as it contributes to the participation and social viability of the change process. Rural programs and projects that implement participatory communication activities ensure community involvement and ownership of development goals. (Santucci, 2014)



Source : *Communication for Rural Development, Guidelines and Project Formulation, 2015*

From the information above, it is stated that the main function of communication in development projects includes three main things, namely the project identification and formulation stages, project implementation and project monitoring and evaluation. In the identification and formulation stages of the program, there are functions of fostering a conducive environment, participatory planning and being bottom-up, and determining the communication needs and resources needed. Meanwhile, at the implementation stage, communication functions to inform key audiences, raise awareness, document and disseminate knowledge, social mobilization, and advocacy. The next function as mentioned in the table above at the monitoring and evaluation stage of communication serves to increase program accountability.

Community participation in determining the direction of development is very much needed. Especially at the village level, which is often only become the object of development without being able to participate in formulating rules that can protect the continuity of social order in the future. Especially, related to tourism development that has the potential to bring about social change. The presence of local communities in formulating the direction of regional development is needed.

Community participation involves both theory and practice related to the direct involvement of citizens or citizen action groups potentially affected by or interested in a decision or action. Community is conceptualized as involving a social group of any size whose members reside in a specific locality (often referred to as community of place) or sharing a common heritage or set of values, for example with a common cultural identity or with political bonds (often referred to as community of interest). Participation is the act of engaging in and contributing to the activities, processes, and outcomes of a group. (P.R. & E.K, 2020)

Village communities live and develop with local wisdom from generation to generation, but further studies are needed regarding the possibility of increasing local wisdom held by village community groups to become a formal law that applies in the village and how to communicate it, especially on matters related to development sustainable tourism. This is related to the plan of setting the island of Lombok as 10 New Tourist Destinations which receive special attention from the Government until one of its areas is designated as a Special Economic Zone.

2. METHODS

Participatory Action Research (PAR) has been defined as a collaborative process of research, education and action (Hall 1981) that is explicitly oriented towards social

transformation (McTaggart 1997). It is a major epistemological challenge to mainstream research traditions in the social and environmental sciences. The latter assumes knowledge to reside in the formal institutions of academia and policy, and often presupposes an objective reality that can be measured, analyzed and predicted by qualified individuals. In contrast, Participatory Action Researchers acknowledge a wealth of knowledge in multiple institutions and locations. In particular, they consider that 'those who have been systematically excluded, oppressed or rejected are particularly discerning about the history, structure, consequences and points of fracture in unfair social settings'. PAR is therefore a counterhegemonic approach to knowledge production. (Kindon et al., 2007). (Diyah Indiyati, 2018)

Figure 2. Four stages of participatory action research:

Phase	Action
Action	Establish relationships and common agenda with all stakeholders. Collaboratively decide on issues
Reflection	On research design, ethics, knowledge and accountability
Action	Build relationships Identify roles and responsibilities Collectively design research processes and tools Discuss potential outcomes
Reflection	On research questions, design, working relationships and information required
Action	Work together to implement research and collect data Enable participation of all members Collaboratively analyse findings Collaboratively plan future actions
Reflection	On working together Has participation worked? What else do we need to do?
Action	Begin to work on feeding research back to all participants and plan for feedback on process and findings
Reflection	Evaluate both the action and reflection processes as a whole
Action	Collectively identify future research and impacts

Source : *An Introduction to Using PAR as an Approach to Learning , Research and Action* (KindonS Pain, 2007)

3. RESULTS AND DISCUSSION

A. Communication Pattern

This study uses a series of research procedures so that the research objectives can be achieved. A series of research sequences starting from mapping the communication patterns that run in the people of Lantan Village, North Batukliang, Central Lombok, then identifying potential communication problems that often arise. Furthermore, the action research process begins by introducing the concept of sustainable tourism or sustainable tourism to local communities from the conceptual level to implementation and identification of local wisdom that can be used as a reference for a village-level regulation.

A two-way hierarchical pattern is more often seen in daily activities and in relation to the formulation of village regulations, especially when village officials are considered to be those who know a lot about policies that need to be implemented in the community. However, this did not go hand in hand because there was an exchange of information between community members who could respond to village officials' initiatives. One of the factors that led to the emergence of this communication pattern was the fact that the Head of Lantan Village was a young figure so that it was easier to absorb the aspirations of the community, whether institutionalized in community or individual groups. In addition, there is also a tendency for the community to be freer in expressing their ideas considering the open figure of the village head. However, on the other hand, it appears that the Village Head is quite careful in making policies by considering the responses of the local people, sometimes this is considered by local residents to make decisions to the village seem slow.

This communication pattern has two impacts, on the one hand the policies that emerge can be said to represent the wishes of the residents, but on the other hand the village head also has the potential to be influenced by the various inputs he receives. Problems also arise when the village head is considered hesitant in making decisions and ignores a number of complaints from residents because he does not want to be trapped in conflicts with other residents. This was revealed in a discussion involving a number of villagers regarding decisions in several village activities, but not in the context of drafting regulations.

B. Sustainable tourism

Introducing the concept of sustainable tourism to rural communities has its own challenges. Given that some of the concepts of sustainable tourism are new to the local community. The picture of tourism that has emerged so far is in the form of hopes of getting additional income from these activities by offering existing natural potentials. However, on

the other hand, practices that have the potential to reduce the value of natural potential are still being carried out, such as illegal logging and poaching around the village area.

Lantan Village, which is at the foot of Mount Rinjani on the south side, still has natural potential in the form of community forests and protected forests that are under the auspices of the Mount Rinjani National Park. However, this area is considered less popular as a climbing route so that natural destruction practices can easily occur due to relatively low supervision. As a result of the earthquake that occurred at the end of 2018, the climbing route for the south side of Rinjani became a new hope after the main route through Sembalun and Senaru was closed for a long time. This makes the number of tourist visits to increase for the climbing route through Lantan Village, although it is not significant and is still dominated by local climbers who are looking for new routes.

The concept of sustainable tourism is tourism that fully takes into account the current and future economic, social and environmental impacts, addressing the needs of visitors, industry, the environment and communities that host sustainable tourism must:

- 1) Make optimal use of environmental resources which are a key element in tourism development, maintaining important ecological processes and helping to preserve natural heritage and biodiversity.
- 2) Respect the socio-cultural authenticity of the host community, preserve the cultural heritage and traditional values that are built and live, and contribute to intercultural understanding and tolerance.
- 3) Ensure viable long-term economic operations, provide socio-economic benefits to all stakeholders that are equitably distributed, including stable employment and income opportunities and social services for host communities, and contribute to poverty alleviation. (UNEP and UNWTO, 2005)

Figure 3 Lantan Village Tourism Potentials

Location	Tourist Attraction	Regional Management of Rinjani National Park	Regional Administration
Rinjani Crater Rim, Segara Anak Lake	View crater rim Rinjani, Segara Anak Lake	Resort Setiling	Central Lombok
Mount Kondo	Puncak Kondo (2.585 mdpl)	Resort Setiling	Central Lombok

Savannah Bentaeng	Padang rumput	Resort Setiling	Central Lombok
Community Forest Area (HKM TNGR)	Kapok trees lining, Tree house, Camping ground (Monte, Bangsal, Bentaeng, Geres)	Resort Setiling	Central Lombok
Babak River	River exploration, Titian Batu Kawangan waterfall	Resort Setiling	Central Lombok
Lantan Village	Paddy walk, coffee plantation	Lantan Village Administration	Central Lombok

C. Implementation Challenges

Residents still see the challenges of implementing sustainable tourism not only from the tourists who come but also from local residents who are relatively economically underdeveloped. The main livelihoods of local residents are farming, gardening and livestock, but in general the income is only enough to meet daily needs. Forests for local residents are a source of income for residents, because forest products, which are mostly in the form of seasonal fruit trees, serve as their income hope. The presence of tourism will more or less have implications for their income, considering that the land that has started to become a source of income will gradually shift its function.

Another challenge for implementing sustainable tourism for local communities is the habit that has been maintained from ancient times until now in utilizing forest contents. So far, the biodiversity contained in it has been hunted as additional income, such as hunting deer for consumption and attracting or catching birds for consumption, maintenance or even selling to the market.

If tourism requires local residents to stop all such hunting practices, there must be a substitute for meeting residents' needs. So far, the hunt for his background is still solely to meet economic needs.

D. Village Regulation

In general, local wisdom that applies in the Lombok region is derived from the Sasak culture, but each custom has its own habits. The hope of the villagers that arises from tourism activities is that the community is starting to feel embarrassed to cut trees, hunt or attract

birds. This also underlies the need for village officials and residents to discuss the direction of tourism development in simple and do-able.

Figure 4 The phases of Participatory Action Research

Phase	Activities
Action	Introducing the concept of sustainable tourism to rural communities. Provide an overview of the communication practice with village officials
Reflection	What are the obstacles in communicating with village officials. What are the obstacles faced by the community if local tourism develops
Action	Assign youth group representatives and opinion leaders to discuss with village officials Report any progress of the discussion Build confidence to speak in discussion sessions
Reflection	Maintain relationships between village communities and village officials is citizen participation going well
Action	Formulate the impact of the activities carried out: <ol style="list-style-type: none"> 1. Repair of facilities and infrastructure in mutual cooperation 2. Optimizing the use of village funds to prepare tourist locations and tourism human resources 3. Formulate <i>awik-awik</i> which can be applied in village regulations if there are local residents or visitors who destroy nature. 4. Formulating alternative sources of income from the utilization of the forest and its surroundings for the local community as regulated in the Perdes. 5. The involvement of youth figures in tourism and local economic development activities

4. CONCLUSION

The communication pattern that applies in Lantan Village in the formulation of village regulations runs in a two-way hierarchical manner. This is positive enough to absorb aspirations and open up opportunities for discussion. The concept of sustainable tourism is new to villagers, but in general this concept at an early stage will cause problems because the practices that are running in local villages are not in accordance with the concept of sustainable tourism.

Formulation of regulations by incorporating elements of local wisdom in the form of *awik-awik* or fines (traditional) for practices that violate forest conservation. The hope of the village community for the concept of sustainable tourism is indeed quite high considering that this area is considered a minus area with relatively low income for residents.

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