



## Identification of Tourism Potential of Bukit Tinggi Village, Gunung Sari District, West Lombok

Sri Darwini<sup>1</sup>, Lalu Adi Permadi<sup>2</sup>, Weni Retnowati<sup>3</sup>, Rusminah HS<sup>4</sup>

<sup>1,2,3,4</sup> Management Department Faculty of Economics and Business Universitas Mataram, Mataram, Indonesia

**Kata Kunci**  
identifikasi, potensi,  
pariwisata, desa, kualitatif

### Abstrak

Penelitian ini bertujuan untuk mengetahui potensi wisata yang ada di Desa Bukit Tinggi Kecamatan Gunung Sari Kabupaten Lombok Barat. Desain yang digunakan dalam penelitian ini adalah pendekatan kualitatif. Populasi penelitian ini adalah stakeholder pariwisata Desa Bukit Tinggi yang terdiri dari aparat pemerintah, tokoh masyarakat, dan pengusaha. Berdasarkan hasil penelitian, beberapa potensi wisata yang terdapat di Desa Bukit Tinggi adalah Agrowisata: Penangkaran dan Pertamanan; Wisata Petualangan; Perkemahan; Wisata Edukasi; Kuliner dan Penginapan.

**Keywords**  
identifying, potential,  
tourism, village,  
qualitative

### Abstract

This research aims to identify tourism's potential in Bukit Tinggi Village, Gunung Sari District, West Lombok. The design used in this research was the qualitative approach. This research population is the tourism stakeholders of Bukit Tinggi, consisting of government officials, community leaders, and entrepreneurs. According to the research results, some tourism potentials found in the Bukit Tinggi Village are Agro Tourism: Breeding and Gardening; Adventure Tour: Campgrounds; Educational tours; Culinary and Lodging.

\*Corresponding Author: Lalu Adi Permadi, Universitas Mataram, Mataram, Indonesia  
Email: [adipermadi@unram.ac.id](mailto:adipermadi@unram.ac.id)

## INTRODUCTION

In the era of tourism development-oriented in the economy and tourism, the government's role is to maintain the sustainability and beauty of tourism in urban areas and rural areas. Local tourism is currently able to develop and compete with existing tourism in other areas. Local tourism can also increase the people's potential income around the tourist attraction (Prakoso, 2015).

One of the efforts in increasing the income of a region is to establish regional business units or by looking at the tourism potential of an area that can increase revenues

derived from the utilization of other natural resources (Millán et al., 2014). To establish these businesses and or tourism potentials, it must hold the principle to meet society's essential integrity and produce goods and services that concern the needs of people's lives in the framework of the welfare of a just and prosperous society.

West Lombok is one of ten regencies and cities in West Nusa Tenggara Province, which has many tourists visiting (Saufi et al., 2019). Today, the West Lombok Government try to build its tourism from the rural area. In West Lombok, some rural tourism areas such as Sesaot and Banyumulek (Dewi et al., 2015; Nurjannah,

2004; Rahmawati et al., 2021; Ramli, 2020). Senggigi, the popular destination in Lombok from the 1980s until the 1990s (Fallon, 2001; Permadi et al., 2020), also turned into a rural tourism area. The newest was Buwun Sejati that inaugurated in 2018 (republika.co.id, 2018).

District of Gunung Sari in the north area of the West Lombok Regency has some must-visit tourist attractions. One of the district's tourist attractions, located in Bukit Tinggi Village, is Tebu Tereng Waterfall. Furthermore, Bukit Tinggi village can also be a place of holiday visits and a place of education for tourists who want to learn how to produce brown sugar, because the people in Bukit Tinggi Village are almost all their livelihoods, namely making brown sugar from the palm.

To be able to introduce the tourist attractions in Bukit Tinggi Village, it takes a marketing strategy that can help the local government in promoting tourism in the area and can present to the broader community that the livelihood of making brown sugar from palm can be used as a place of morning education for tourists visiting or the researchers who make a study in the area.

Based on the explanation above, the author made observations on how the author can identify tourism's potential in Bukit Tinggi Village, Gunung Sari District, West Lombok.

## LITERATURE REVIEW

Tourism, according to some experts, namely as follows:

1. Wahab (1996)

Tourism is a consciously carried out human activity that gets service alternately between people in a country itself or abroad in search of satisfaction that is diverse and different from what it experienced, where it obtained a permanent job.

2. Krapt and Hunziker in Yoeti (1996)

Tourism is the whole of the symptoms ingested from the travel and quietness of foreigners and temporary housing provision, provided that the foreigner does not stay settled and does not earn income from quick activities.

The regional potential is contained and owned by a particular area, both physical and non-physical. This potential can be re-developed by the government in the form of resources that can be utilized, utilized, and used—further developed to increase and create the capabilities of a region (Dašić et al., 2020; Li, 2018; Nagy et al., 2017; Yudha & Dina, 2020). Tourism potential is all kinds of resources in a particular area that can be formulated and developed into various tourist attractions (Pendit: 1999 in Penu, 2020).

## RESEARCH METHODS

Based on the theme in front, the design used in this research was the qualitative approach. With this approach, it is expected that the various aspects studied will produce data that is valid, relevant, and relevant to what is needed later. Besides, a qualitative approach will be made the more in-depth and thorough observation of research objects to obtain the data more accurately and fundamentally (Creswell & Poth, 2014).

This research population is the tourism stakeholder of Bukit Tinggi Gunung Sari Village, West Lombok, consisting of government officials, community leaders, and entrepreneurs. This research will use a sample of figures whose opinions can represent the institutions it means. This research considers that the number of samples is not a determinant in qualitative research but the ability and competence of samples in representing the opinions of institutions in the population. The informants proposed in this study include the Head of Bukit Tinggi Village, Gunung Sari West Lombok, Village Secretary, Head of RW, Head of RT, village elders, community leaders, and community members who may be directly involved in the management of the tourism village programs such as local village farmers, and businesses related to tourism. The number of samples is as many as 50 people.

The research was using Secondary data and Primary data. The main instrument in this research is the researchers themselves. Researchers went straight down to the field, made observations of the area, and interviewed with informants. Previously, researchers have

prepared themselves by bringing supplies ready to help researchers while in the field. Collections include tape-recorders, note-books, and digital photo cameras. Tape recorders are used to record the course of interviews, and note-books are used to record observation activities directly in the field, and digital photo cameras are used to photograph observation objects that are important and relevant to the required data.

The data collected through observations, interviews, and documentation is in the form of qualitative data. Techniques used to analyze research data are interpretive descriptive analysis techniques with the following steps: (1) Select relevant documents/data and provide code. (2) Make an objective note; in this case, at the same time, do classification and edit (reduce) the answer. (3) Make reflective notes, i.e., write down what the researcher is thinking as an interpretation in his/her relationship with objective notes. (4) Conclude the data by creating a format based on data analysis techniques that researchers drive. (5) Triangulating the data by concluding the double data obtained in three ways: (1) extending the observation time in the field to match the written data with the field data, (2) matching the data that has been written by asking the informant again, and (3) matching the data that has been registered with the library source (Creswell & Poth, 2014).

## RESULTS AND DISCUSSIONS

This chapter is explaining the tourism potential that we can capture in the Bukit Tinggi Village.

### a) Geographical location and natural potential

Bukit Tinggi village is the result of the expansion of The Village of Penimbung, which is located equally in the eastern Gunung Sari District hills, and there is only one road access to get to this village. The road is located in the middle of the village whose left and right sides have been built people's houses.

Although flanked by people's houses, the natural beauty in this village can not be hidden. We can see with the eyes of the plantations of the people who surround

their homes. Many coconut trees, palms, mango, jackfruit, papaya, and others are neatly arranged to illustrate how fertile the lands are.

Located in the highlands also makes the weather around Bukit Tinggi Village quite chilly during the day but will get colder when the night comes.

There is not much information that we can get in this village because it is a new village and does not know much about it, so it will be more challenging to access information from outside.

### b) Human Resources

The development of a region is very dependent on the quality of human resources it has. Improving the quality of human resources will undoubtedly lead to learning, both in schools and training centers held by the private sector and government.

Bukit Tinggi village itself has  $\pm$  2,000 people with 851 households registered. However, the education they get on average is only until high school, and the rest stop and then choose to help parents gardening or not even a few are unemployed.

From their residents' information, it can even be said that rarely those who attend school in outside cities participate in public schools close to their homes but lack supervision. So it is not surprising that many leave school as a result of committing violations in school.

Regarding marriage, local people rarely marry people in other villages. They are more likely to marry a housemate, which means they will not move anywhere else. If they remain silent, it will not develop for the better because of the limitations of association.

There are not many successful academic terms because they prefer gardening and continue their parents' efforts first. However, that does not mean that there is no intention for people to live better and increase their income to support children's education and education.

c) Citizen's Source of Income

Located on a reasonably high plain surrounded by garden forests, all community sources are still very dependent on nature. The work they do includes:

1. Gardening, be it a privately owned garden or a gardener.
2. Cutting wood, forest wood that is worth cutting them cut and the result is sold as the raw material of making a variety of products ranging from windows, door leaves, berugak (small bungalow), and other wood products.
3. Trading the garden products sold privately to the market is the locals' everyday life and through the steamer and sold to larger markets.
4. Production of palm sugar is done by almost every household because it has at least two palm trees behind their house, enough to support them. Palm sugar is processed directly, and it will sell the result to the market or through a steamer.
5. Raising cattle, the cattle of the people are cattle, goats, chickens, and ducks. However, the result is not very can be expected and will be a personal consumption material.
6. Brickmakers, residents make bricks from cement and sand that will be printed and will be marketed.

With a background of lack of education, there is not much they can do other than continue the business of descendants of parents and caring for the garden. However, it is expected that with the expansion, all community activities can be more comfortable and can be directly reached by the government to get more attention, especially about education and employment.

d) Tourism That Can Be Developed

In the relatively high plateau, tourism is very dependent on nature, be it selling exotic scenery to natural garden products and away from chemicals and selling a clean environment from pollution. Here are some tourism potentials that possible to develop in the Bukit Tinggi area:

1. Waterfall tour.

Bukit Tinggi Village Plain is not too many springs, such as the north (Kekait) and the east (Sesaot). However, several springs have been famous in the community and have become natural attractions in Bukit Tinggi Village, namely Tibu Tereng Waterfall. A location that is not too far away and easy access can be an alternative recreation from the city's noise.

2. Camping ground.

The visitors cannot reject this ground because of its beautiful view. This place's nature can be used as a place for camping friends and can be *used as an outbound* place to determine it with the government's permission to open a little land so that there is a flat land for activities.

3. Educational tour.

There are many things that can be learned from nature and people's daily lives in the Bukit Tinggi. Seeing lately the number of children who are challenging to get away from gadgets and tend to be apathetic to the environment, educational tours can be an option for parents to keep learning in a fun way. Education that wants to be conveyed include:

- a. Breeding can be done by providing a more capable facility for children to learn and other facilities to not look dirty and friendly for anyone who wants to know.
- b. Gardening, with access to the garden that is not too far away, friends can be taught ways of cultivating plants, be it bananas, papaya, coffee, and so on like other plantations that invite people to be able to participate in their harvest and observe their crops.
- c. Learn the process of making palm sugar from cooking to printing it. Not many people know about the types of brown sugar and its properties, so this can be used as a

place of education for adults considering the process of making it that is not child-friendly. However, we still hope that this manufacturing process can also be done by children, such as they can make forms of brown sugar as they like.

#### 4. Culinary

Bukit Tinggi's environment makes it the locals easy to produce brown sugar used as a raw material for various processed foods. The traditional foods from brown sugar that can be enjoyed are 1) *lupis*, 2) *kelepon*, 3) sweet omelet rolls, 4) sweet cassava chips, 5) candied sweets, 6) various sauces for satay.

These foods and other tourist services can be purchased without spending large capital. All aspects of community activities can be utilized and residents shoulder to shoulder, filling the emptiness in tourism development in this village.

#### 5. The inn.

Beautiful areas are indeed in great demand for people to find themselves, so it is necessary to build villas or bungalows such as in the Sembalun area, for example, so that tourists can stay and enjoy the beauty of nature comfortably.

#### e) Obstacles That Occur

As explained earlier about human resources and Bukit Tinggi Village's geographical location, there are several obstacles in realizing the tourism potentials, including the community does not understand how to develop the quality of human resources. These obstacles happen because their parents also do not have a proper education, affecting their children's mindset.

Lack of Education is very influential on one's intellectuals in thinking and sharpening sensitivity to business opportunities used as an income source.

The limitations of education are not entirely the government's responsibility considering that there are already two elementary schools located not so far away in the village. Access to junior high school and high school is also still relatively close considering that in the subdistrict of Gunung Sari, there are already levels of junior high school, high school, and vocational education, how the residents there raise their learning spirit so as not to be left behind with other areas around it.

Starting from this education can spread to various other aspects, for example, they become insensitive to the social environment, left behind by technological developments and also knowledge of the product of trends, because somehow if we do not move along with the movements of the times, then it will quickly die and be left behind by others.

The village's condition that has just established itself after detaching from the village of Penimbung is another factor that inhibits the development of this tourism potential; the obstacles are still the lack of street facilities such as street lights and electricity. The slow procurement process of public facilities hoards the community's desire to be more productive, especially after Lombok was hit by the 2018 earthquake, which is still in recovery. On the other hand, ironically, in Bukit Tinggi, poverty is higher than in different villages in the district, and some local people are still dependent on the government subsidy. These problems can be erased if the tourism success to be built in the village.

#### CONCLUSION AND SUGGESTIONS

According to the research results, some tourism potentials found in the Bukit Tinggi Village that later can be developed as tourism attractions are:

1. Agro Tourism: Breeding and Gardening
2. Adventure Tour: Camping grounds
3. Educational tours
4. Culinary
5. Lodging

Based on the conclusions, the researcher suggests West Lombok's government create a master plan to build the Bukit Tinggi Village as a rural tourism area. For the Bukit Tinggi Government, the potential tourism must be taken seriously by creating some rural tourism based on the local community. The steps that can be taken are 1) ask the villager to join the tourism awareness group; 2) preserve the local nature and culture by the village government act that protects the beauty of the Bukit Tinggi Village.

#### Appreciation

The author would like to thank Mataram University for providing moral and material support for this research. The author also thanks the Government of Bukit Tinggi Village and the West Lombok Regency Culture and Tourism Office for sharing stories and information about Bukit Tinggi.

#### REFERENCES

- Creswell, J. W., & Poth, C. N. (2014). *Research Design: Qualitative, Quantitative, And Mixed Methods Approaches* (4th ed.). SAGE Publications, Inc.
- Dašić, D., Živković, D., & Vujić, T. (2020). Rural tourism in development function of rural areas in Serbia. *Ekonomika poljoprivrede*, 67(3), 719–733. <https://doi.org/10.5937/ekopolj2003719d>
- Dewi, N. K., Suartini, L., & Rediasa, I. N. (2015). Kerajinan Gerabah Tinggang Di Desa Banyumulek, Kecamatan Kediri, Lombok Barat. *Sabda : Jurnal Kajian Kebudayaan*, 2, 1–9.
- Fallon, F. (2001). Conflict, power and tourism on Lombok. *Current Issues in Tourism*, 4(6), 481–502. <https://doi.org/10.1080/13683500108667899>
- Li, H. (2018). *Research on Development Strategy of Tourism Industry in the Southern Sichuan Economic Zone*. 83–93. <https://doi.org/10.4236/jssm.2018.111008>
- Millán, G., De, V., Hidalgo, L. A., Manuel, J., & Fuentes, A. (2014). *Rural Tourism in the South of Spain : An Opportunity for Rural Development*. 2014(February), 152–160.
- Nagy, H., Káposzta, J., & Meta, B. (2017). The potentials of rural tourism in developing rural areas in Albania. *Deturope*, 9(3), 188–206.
- Nurjannah, S. (2004). Pengembangan Industri Gerabah Di Desa Banyumulek : Suatu Kajian Kritis dari Perspektif Perubahan Sosial Pottery Industry Development in Banyumulek Village : A Critical Analysis from Social Change Perspective. *Jurnal agrimansion*, 5. <http://agrimansion.unram.ac.id/index.php/Agri/article/view/125>
- Penu, Y. P. (2020). Analisis Potensi Dan Strategi Pengembangan Pariwisata di Kabupaten Ende. *Analisis*, 10(2), 59–81. <https://doi.org/10.37478/als.v10i2.696>
- Permadi, L. A., Ula, L. V., & Sakti, D. P. B. (2020). Pengaruh E-Wom Dan Citra Destinasi Terhadap Niat Berkunjung Kembali Ke Pantai Senggigi Di Tengah Wabah Covid-19. *Jmm Unram - Master of Management Journal*, 9(2), 212. <https://doi.org/10.29303/jmm.v9i2.550>
- Prakoso, A. A. (2015). Pengembangan Wisata Pedesaan Berbasis Budaya Yang Berkelanjutan Di Desa Wisata Srowolan, Sleman. *Arsitektur Pariwisata*, IX(2), 33–43.
- Rahmawati, N., Permadi, L. A., & Rinuastuti, B. H. (2021). The Influence Of Attraction , Location , And Service Quality On Revisit Intention To Sesaot Rural Tourism. *Jurnal Magister Manajemen Unram*, 10(1), 43–57.
- Ramli, A. (2020). Strategi Penerapan Konsep Sustainable Tourism di Desa Wisata Sesaot Kecamatan Narmada Lombok Barat Ahmad. *Elastisitas*, 2(2). [republika.co.id](http://republika.co.id)
- republika.co.id. (2018). Lombok Barat Resmikan Desa Wisata Buwun. [republika.co.id](http://republika.co.id), 1–6.
- Saufi, A., Teguh, F., Ristanto, H., Basuki, P., Oehms, O., Vitriani, D., Creutz, S., & Nuzullay, B. H. (2019). *Rencana Induk Pariwisata Berkelanjutan Pulau Lombok*.
- Wahab, S. (1996). *Manajemen Kepariwisata (Tourism Management)* (1 ed.). Paradnya Paramita.
- Yoeti, O. (1996). *Pengantar Ilmu Pariwisata* (Edisi Revi). Penerbit Angkasa.
- Yudha, E. P., & Dina, R. A. (2020). *Pengembangan Potensi Wilayah Kawasan Perbatasan Negara Indonesia ( Studi Kasus : Ranai-Natuna )*. October. <https://doi.org/10.14710/tataloka.22.3.366-378>