

Developing Design Concept of Sekawan Sejati Tourism Area

Location: Narmada District, West Lombok Regency

Andy Mappa Jaya^{1*}, Agnes Tuti Rumiati¹, Janti Gunawan¹

¹ *Institut Teknologi Sepuluh Nopember*

*Corresponding author. Email: romojoyo@gmail.com

ABSTRACT

The development of tourist- village areas has been listed in the National Tourism Development Master Plan contained in the Government Regulation of the Republic of Indonesia Number 50 of 2011. One of potential tourist area is the Sekawan Sejati area which is located in Narmada District, West Lombok, West Nusa Tenggara Province. Sekawan Sejati is an acronym for Sesaot, Pakuan, and Buwun Sejati Village, are considered to have potential tourist destination with beautiful and fertile natural environment, flora and fauna, as well as unique cultural traditions that actually not integrated yet. Some of the tourism potentials are Segenter Waterfall, Pengkoak Cave, forest, lake, and camping ground. This paper discusses the development of the design concept of the Sekawan Sejati tourist area based on the mapping of the potential of the Sekawan Sejati Tourism Area. The approach method is a force-based framework, taking into account the context of the place and the socio-cultural of the local community. The concept of tourism development for the area is based on the development of sustainable tourism villages without destroying nature. Nodes at the intersection of 3 villages are very strategic to be used as tourist centers with adequate facilities. Additional facilities around the waterfall must maintain nature conservation, as well as for road construction from one location to another must maintain nature conservation. The design concept will use to develop integrated masterplan for this three village. The model developed will provide direction to achieve sustainable development Goals (SDGs) at villages level.

Keywords: *Sekawan Sejati, Tourist Village Development, force based framework, sustainable village development*

1. INTRODUCTION

Indonesia has around 75.000 villages, about 1.838 villages are declared as tourist village. Recently, On behalf of the central government, the Ministry of Tourism and Creative Economy encourage to develop more tourist villages and released the guidelines for the National Community Empowerment Program (PNPM) Independent Tourism Through Tourism Villages so that local communities can maximize their regional potential [1]. In an effort to recover the national economy due to the Covid-19 pandemic, the Ministry of Tourism and Creative Economy (Kemenparekraf) launched the 2021 Tourism Village Award.

The development of village tourism has become very important in tourism development. However, one of the obstacles is the public's concern about cultural influences. To maintain that culture is very dependent on how tolerant the community is towards tourist visits. Three factors of community resilience are a cultural problem, rural communities have established good relations with the authorities, and community resilience depends on community flexibility [2]

Developing tourism village requires a carefully integrated planning. Developing the tourism village is a

great work, multi-sector and requires collaboration. Planning of village tourist requires the integration of macro aspect, ecosystem and local level. macro level gives a legal management basis in the ecosystem and local level. Planning at the ecosystem level devises environmental and cultural vision and coordinates the regional management of a destination. Planning at the local level develops a quality management service, participation, and empowerment of the local people [3]

This paper was discuss about how to develop village tourism area based on potential nature, local culture and community empowerment. The study location is Sekawan Sejati tourist area, which is consist of three villages, namely Sesaot, Pakuan and Buwun Sejati village. It was located in Lombok Island- West Nusa Tenggara Province, about 30 km from Mataram City, the capital of West Nusa Tenggara (NTB) Province. The Sekawan Sejati tourist area was designated by West Lombok Government as a natural tourism destination for NTB on January 11, 2020. This area is expected to be a reference for the development of sustainable nature-based tourism (protected forest) and community.

The creation of the design concept and Pre-Design of Sekawan Sejati is an implementation or continuation of the previous activity, namely Mapping of Village Potentials Around Sekawan Sejati to Support the Development of Environmental Educational Tourism Destination. In this program, a concept and pre-design of Sekawan Sejati Area will be made, the approach method is *force-based framework*, considering the context of the place and the socio-cultural context of the local community so that Sekawan Sejati becomes a tourist area that put forward a local cultural character, and meets the needs of today's (modern) people. The resulting output is in the form of a Pre-Design graphic which is a Site Plan, Lay Out plan, Plans, Elevations and Sections.

The most potential nature in Sekawan Sejati area is waterfall, all the three villages have more than one beautiful waterfall. Another interesting potential nature is forest area, located in Sesaot village. This forest is under the foot of Mount Rinjani and is part of the Rinjani GeoPark.

2. LITERATURE REVIEW

Study about sustainable tourism village development has been conducted by several researcher in Indonesia. Many villages have a lot of potential tourism spot, but has not been managed properly in terms of infrastructure and management. For example, a study in Kendal regency, Central Java Province, by taking the case at several village found that many village has a lot of potential for tourism still unmanage. This study recommend to map the potential of the village and translate it into architectural design language [4].

Masterplan is a spatial planning document that regulates the location of public and social facilities in accordance with the function of the land. In looking at the future, the masterplan becomes the master plan of regional development that departs from the potential and problems that are currently owned by the region. The master plan bases itself on the vision of an area that prospers all its inhabitants, both environmentally, socially, and economically.

The masterplan can be prepared based on tourism potential in an area, aiming to achieve development goals in the area. Wijaya in 2021 conducted a study entitled Local And Sustainable Potential Approaches In The Design Of A Master Plan Architecture, the first step was carried out with a study of the Pakseballi Tourism Village to find the right approach 's characteristics and then develop it in the form of an architectural design of a tourist village master plan. This study's results indicate

that the master plan for Pakseballi Tourism Village is based on developing supporting facilities for local potentials by maintaining these potentials' sustainability, which is implemented in master plan designs both macro and micro [5].

Another example of masterplan implementation presented by missisauga city to build Lakeview village. Aspects noted in the development of masterplans in this study are the characteristics of the area, open-space network, program development, and district highlights [6].

In theory, the criteria that must be considered to build a design are as follows.

a. Path is a way used by observers to move or change places.

b. Edges is a limit, it can be a design, a road, a river, a mountain. Edge has a strong identity because of its clear visual appearance.

c. District Is a part of the city that has a special character or activity that can be recognized by the observer.

d. Nodes is a knot/loop of strategic area where the directions or activities meet each other and can be changed to other directions or activities, for example traffic intersections, stations, airports, bridges, cities as a whole on a large macro scale, markets, parks, squares, places of interest. rotational form of movement, and so on.

e. Landmark is a visually appealing symbol with an eye-catching placement trait. Landmarks usually have a unique shape and there are differences in scale in their environment.

3. METHODOLOGY

This study was carried out through several stages as follows.

a. Site Survey

The survey aims to determine the potential related to tourism which exists in the Sekawan Sejati area. Besides, the survey was also to determine the boundaries of the area or land that will be planned. The survey was carried out by pokdarwis and ITS students.

b. Identification of Village's Problems

Problem identification in three villages of the Sekawan Sejati tourist area was done through survey to the community and village staffs, discussions/FGDs with related institutions and parties, on community needs from the village.

c. Design Criteria

The development of Sekawan Sejati tourism is designed with sustainability in mind so that it should not damage nature. The Sekawan Sejati area, can be linked to Mount Rinjani, where the waterfalls in the true Sekawan area are located on the slopes of Mount Rinjani. Therefore, the development of tourist areas must still take into account the conservation of protected forests. The above criteria will be considered and adhered to to build a design including: visitor movement paths (paths), determining boundaries (edges) and nodes which are nodes or circles of strategic areas where directions or activities meet each other.

c. Formulating Design Concept

The method used is force-based frame work, by trying to explore the strong potential in the area, so that the designs made are always guided by that potential. The first thing to look at is the context of the place, then look at the culture of the community, for example there are rituals, heritage, or certain traditional activities, food, natural potential. In addition to potential, one must look at the needs of the community that must be explored, so that the source of the problem can be seen, for example the lack of management that supports natural potential.

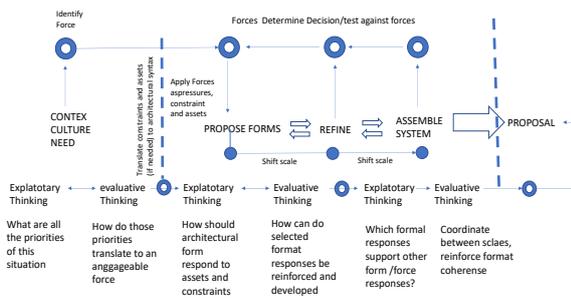


Figure 1. Diagram Force-Based Framework (Source: Plowright,2014)

4. DESCRIPTION OF STUDY AREA

The Sekawan Sejati area is located in Narmada District, West Lombok Regency, West Nusa Tenggara. The Sekawan Sejati area is located at the foot of the western part of Mount Rinjani which includes a protected forest area. Figure 2 shows a map of the Sekawan Sejati Area.



Figure 2. The Map of Sekawan Sejati Area

The Sekawan Sejati area was inaugurated by the Deputy Governor of NTB, Sitti Rohmi Djalihah as a Tourism Village on January 11, 2020 at the Community Recreation Center (Purekmas) of Sesaot Village, West Lombok. Among the three villages of Sekawan Sejati, the Sesaot village is the oldest village, where two of them are expansion villages, in accordance with the District Regulation of West Lombok No. 08/2011, namely Pakuan and Buwun Sejati Villages, Narmada Sub-district, West Lombok Regency [7]

The Sekawan Sejati area has a lot of natural potential for tourism so it deserves to be developed to attract tourist visits, both local and foreign. Rumiati, 2021 has carried out a mapping to find out the potential of the Sekawan Sejati area. There are 4 adjacent waterfalls and a forest area connected to Mount Rinjani, so it is very feasible to be developed into a natural and environmental education tourism area. [8]



Figure 3. Tibu Atas, Tibu Bunter, Batu Santek and Jaran Kurus Waterfalls

The Sekawan Sejati area has a Protected Forest called the Sesaot Protected Forest which is located at the foot of Mount Rinjani. The atmosphere of the forest is still naturally maintained. This forest has 40 water springs that eventually form a single river. The distance of Sesaot Forest is not too far from Mataram, which is 23 kilometers or can be reached in 49 minutes by car. In the middle of the forest, there is a very natural river, namely the Aik Nyet River or in Indonesian means “cold water”.



Figure 4. Seasot Protected Forest and Aik Nyet River

The forest in the Sekawan Sejati area is a tropical forest with a variety of non-timber plants. The four main commodities from the forest are bananas, durians, chocolate and hazelnuts. Most of these forest products are sold in fresh form to collectors or nearby markets.

The Sekawan Sejati area also has quite a lot of natural product potential in the fields of agriculture, plantations, and farms. For example, Sesaot Village has a variety of plantation products such as jackfruit, rambutan, durian, duku, banana, mangosteen, avocado, coffee seeds, and others. Even Sesaot Village also has Non-Timber Forest Products (NTFPs) managed by several MSMEs, one of which is the Waroh Maju Bersama group which produces banana chips, honey sweet potato chips, jackfruit *dodol*, robusta coffee, banana sweet chips, and others. In Buwun Sejati village, rice production is quite high with a land area of 126.8 hectares and can produce up to 181.5 tons of rice. Not much different from the other two villages, Pakuan Village also produces quite a lot of garden products, 89% of the total land area of Pakuan Village (437 hectares) is plantation land planted with coffee, cocoa, bananas, purple sweet potato, durian, rambutan, and others. Several processing industries have started to exist, such as coffee processing, palm sugar, jackfruit, honey, etc.

5. THE TOURISTS PERCEPTION TOWARD SEKAWAN SEJATI AREA

Based on a survey conducted by Rumiati, 2021 in which participated by 39 respondents, the majority visited Sesaot Village (67%), followed by Buwun Sejati (38%) and Pakuan Village (33%).

The tourist destinations in Sekawan Sejati are: mostly waterfalls (20%), nature tourism (18%), natural pools (15%) and protected forests (13%). The motivations of visitors to visit the Sekawan Sejati area are because they want to go for a walk in the forest, swim in waterfalls and rivers, and enjoy regional cuisine (see figure 4)

The interesting part is that most (90%) visitors have visited this area more than once (see Figure 5) This indirectly illustrates that Sekawan Sejati is an impressive

place to visit. The visitors mostly did a visit with family or with friends.

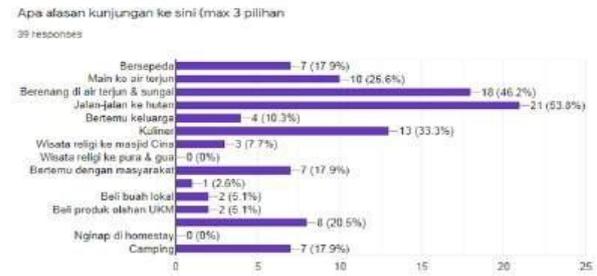


Figure 5 Visitor's reasons for visiting Sekawan Sejati Area



Figure 6. The Visitor's Frequency in 2020

While the budget for tourist visitors to the Sekawan Sejati area is mostly Rp. 50,000 – Rp. 100,000 (56%).

The proportion of visitors who did not buy souvenirs (43%) and 30% of visitors bought souvenirs. Visitors who do not buy because souvenirs that meet the tastes of tourists are not available. This can be an input for the development of a souvenir / souvenir business by the Sekawan Sejati community.

There are 5 (five) inputs that need to be followed up,

- The need for location guide
- Parking and security services
- Environmental hygiene, tidiness of stalls and toilets
- Visitor's safety
- The availability of local guide and information services

The results of discussions with all stakeholders in the Sekawan Sejati area which were attended by representatives of the West Lombok Regency tourism office, Narmada sub-district, village officials, Bumdes and Pokdarwis representatives were an agreement to develop the Sekawan Sejati area into a natural tourism destination and environmental education and a desire to improve management capabilities in a more professional manner.

6. DESIGN CONCEPT OF SEKAWAN SEJATI TOURISM AREA

Based on the results of discussions with the community and observations that the main strength of the Sekawan Sejati tourist area is the presence of waterfalls

in 3 villages and forests. Looking at the location of the 3 villages and the location of the waterfall (circled on the map) it can be seen that the points are linearly connected.

The intersection location to various tourist destinations (purple dots) can be used as nodes, which will be synergized with 6 waterfalls and other potentials in this area. Therefore, to go to other tourist spots, the prefix is at that point (tourism center). Parking lots, food, map directions, are at this point. Spots for tourists that are used to watch travel videos or for tourism education can probably be added. After these nodes, you can proceed to other spots using certain vehicles, or you can walk guided by a tour guide.



Figure 7. The Tourism Map of Sekawan Sejati Area

Nodes is a strategic area knot or circle where the directions or activities meet each other. The selected node is a location that crosses the road to 3 villages and simultaneously goes to all tourist destinations (see Figure 7 which is colored purple). Because it is a tourist center, it requires adequate facilities, such as restaurants/cafes, toilets, galleries, large parking lots and comfortable rest areas. Figure 8 is an example of Nodes that can be used as a reference.



Figure 8. Examples of facilities at the Sekawan Sejati tourist center

Facilities that can be proposed at the waterfall location include platforms, bridges, swimming pools, tree houses, sheltered restaurants, which certainly do not damage nature as in the following example (see Figure 9)



Figure 9. Examples of additional facilities at the Waterfall location

Utilization of protected forests to be used as camping areas is also very possible on the condition that tourists do not damage the environment and maintain forest sustainability.



Figure 10. Forest area that can be used as a campsite

Path is a way used by observers to move or change places. In order not to damage the environment and maintain the natural atmosphere in Sekawan Sejati, a unique and natural connecting road was chosen as in the example in Figure 11 below.



Figure 11. Example of a path that connects between tourist destinations

7. CONCLUSION

The Sekawan Sejati Tourism Village area has the advantage of tourist destinations in the form of waterfalls and forests. With a relatively close distance to the city of Mataram and Lombok airport, this tourist area will be very easy to reach by tourists

The concept of tourism development for the area is based on the development of sustainable tourism villages without damaging nature. Nodes at the intersection of 3 villages are very strategic to be used as tourist centers by providing adequate facilities. Additional facilities around

the waterfall as well as road construction from one location to another must still pay attention to nature conservation.

REFERENCES

- [1] Redaksi Lombok Post, "Peringkat 29 IPM NTB Belum Beranjak dari Papan Bawah," 2020. [Online].
- [2] A. N. K. Latif, "Analysis of Tourism Villages Development in Indonesia : Case Studies: Three Tourism Villages," *ASEAN Journal Hospitality and Tourism*, vol. 16, no. 2, pp. 99-106, 2018.
- [3] I. Nugroho, P. D. Negara and H. R. Yuniar, "The Planning an The Development of The Ecotourism and Tourism Village in Indonesia: A Policy Review," *Journal of Socioeconomics and Development*, vol. 1, no. 1, pp. 43-51, 2018.
- [4] M. Sesotyaningtyas and A. Manaf, "Analysis of Sustainable Tourism Village Development at Kutoharjo Village, Kendal Regency of Central Java," *Procedia - Social and Behavioral Sciences*, vol. 184, pp. 273-280, 2015.
- [5] I. k. M. Wijaya, "Local and Sustainable Potential Approaches in The Design of a Masterplan Architecture: Case Study of Pasekbali Tourism Village Development, Indonesia," *GeoJournal of Tourism and Geosites*, vol. 36, pp. 571-579, 2021.
- [6] Mississauga City, "mississauga : Lakeview Village Developed Masterplan 4.0," October 2019. [Online]. Available: <https://www.mississauga.ca/wp-content/uploads/2018/10/03165546/inspiration-lakeview-masterplan-compressed-2.pdf>. [Accessed 2021].
- [7] Kementerian Lingkungan Hidup dan Kehutanan RI, "Permen LHK No. 83/2016 tentang Kehutanan Sosial," 2016.
- [8] A. T. Rumiati, J. Gunawan and L. Trisunarno, "Proses Partisipatif dalam Pemetaan Desa untuk Pembangunan," *SEWAGATI, Jurnal Direktorat Riset dan Pengabdian Kepada Masyarakat – DRPM ITS*, vol. 5, no. 2, pp. 176-182, 2021.
- [9] Masterplan Desa, "masterplandes," 2018. [Online]. Available: www.masterplandes.com. [Accessed 2021].