



The Role of KKN Students in the Development of Sustainable Tourism Villages

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Received: March 10, 2024

Revised: May 27, 2024

Accepted: June 25, 2024

Published: June 30, 2024

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DOI: [10.29303/ujcs.v5i2.591](https://doi.org/10.29303/ujcs.v5i2.591)

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Abstract: Desa Lenek Ramban Biak has transformed into an ecotourism village due to its various tourism potentials, including natural, cultural, and religious attractions. However, both the government and local communities lack awareness of the importance of managing village tourism. Through the Community Service Program (Kuliah Kerja Nyata) conducted by PMD UNRAM, efforts have been made to enhance cleanliness and attract more visitors. Activities include creating photo spots, producing promotional videos, and establishing waste disposal facilities through collective clean-up efforts. The implementation methods involve crafting waste bins from recycled bamboo, conducting clean-up drives at tourist spots, producing promotional videos, and creating photo spots using wood and bamboo. The addition of photo spots aims to make the tourist destination more appealing. The use of bamboo waste bins is intended to raise awareness among the community about waste management and promote a cleaner and healthier environment. Additionally, leveraging technological advancements for promotional video production facilitates wider outreach through social media platforms, thereby increasing awareness among the public. Social media serves as a convenient channel for disseminating information about the tourist destination.

Keywords: Lenek Ramban Biak Village; Nature Tourism Development; Tourism Promotion; Photo Spots.

Introduction

Village tourism is one form of implementing community-based and sustainable tourism development. The development of village tourism is expected to achieve equitable distribution in line with the concept of sustainable tourism development. Furthermore, village tourism development does not damage rural culture because tourism products enhance the cultural value of rural areas (Ngudiyono et al., 2022). Proper tourism management in a tourist destination can increase visitor interest. The goal of village tourism is to realize community-based tourism development and enhance the economic income of the community, while

preserving natural and cultural resources for sustainable development. One such village tourism destination is located in East Lombok Regency, specifically in Lenek Ramban Biak Village, Lenek District. Lenek Ramban Biak Village was established in 2010 and covers an area of 182.0200 hectares. It consists of 5 hamlets: Gelumpang Hamlet, Lingsar Hamlet, Dasan Baru Hamlet, Reban Bela Hamlet, and Ramban Biak Hamlet. Geographically, the village is bordered to the north by Lenek Daya Village, to the south by Lenek Village, to the east by Toya Village and Desa Toya, and to the west by Lenek Daya Village. The population is approximately 3,240 people, consisting of 1,019 households. Livelihoods include farming, farm laborers, migrant workers, livestock

How to Cite:

Lisi, F. H. ., Maulia, W. ., Rahmawati, B. O. ., Rahmadiani, S. ., Fatmawati, N. ., Nisa, Z. M. ., Safii, M. ., Erlangga, I. B. P. ., Miftahurrizki, M., Rizqon, L. K. ., & Saipudin, L. . (2024). The Role of KKN Students in the Development of Sustainable Tourism Villages. *Unram Journal of Community Service*, 5(2), 57-60. <https://doi.org/10.29303/ujcs.v5i2.591>

breeders, civil servants/police officers, brick craftsmen, teachers, and itinerant traders (Village profile, 2022). Lenek Ramban Biak Village is rich in natural tourism potential. One of the interesting natural tourist destinations is the Tirta Reban Bela swimming pool, Tumpasan Bidadari waterfall, and Loang Gali protected forest. The Tirta Reban Bela swimming pool destination is a bathing pool that utilizes water sources from the Reban Bela spring.

Based on initial observations, Lenek Ramban Biak Village has the potential to be developed into an ecotourism village due to its various tourism potentials, including natural, cultural, religious, and local cuisine. However, both the government and local communities lack awareness of the importance of managing village tourism. One issue encountered at the natural tourist destination is the lack of community awareness in maintaining environmental cleanliness, as evidenced by the amount of waste found in this tourist area. Therefore, through the Community Service Program (Kuliah Kerja Nyata) conducted by PMD UNRAM with the theme of Village Tourism, activities such as creating photo spots, establishing waste disposal facilities, and collective clean-up efforts have been carried out to improve cleanliness and raise awareness among the community and visitors to maintain cleanliness and enhance the attraction of visitors.

Therefore, the goal of the Community Service Program (Kuliah Kerja Nyata) at Mataram University for the December-February 2024 period is to develop the existing tourism potential in Lenek Ramban Biak Village through cleanliness improvement, tourism attractiveness enhancement, and tourism promotion. Thus, Lenek Ramban Biak Village can become a more suitable and attractive tourist destination to visit.

Method

The development of tourism potential in Lenek Ramban Biak Village begins with conducting surveys first, followed by direct observations at tourist sites, documenting the results of activities, and then promoting them. This tourism potential development is carried out from December 22, 2023, to February 1, 2024. Surveys are conducted three times with the aim of identifying natural tourism potential and issues at tourist sites.

The next step after conducting the survey is observation. Direct observation is carried out to facilitate exploration of the natural attractions and find solutions to the issues present in the natural attractions in Lenek Ramban Biak Village.

After conducting observations, information related to tourism is obtained. The solution that the students of

KKN PMD UNRAM first undertake is to conduct a clean-up of the Reban Bela tourist site together with the village tourism group (pokdarwis) of Lenek Ramban Biak Village. Beach clean-ups are conducted once a month, specifically on Fridays. Additionally, waste bins are made from recycled bamboo with the aim of reducing the amount of plastic waste at the tourist site and increasing public awareness about the importance of disposing of waste in proper bins. A total of 10 waste bins are made, with 8 of them placed at the tourist site. Lastly, a photo spot with the inscription "Wisata Reban Bela" is created to make the Reban Bela tourist site more recognizable to the public and to serve as a photo spot for visitors. The process starts with designing the inscription, which is then written on a wooden board and supported by bamboo poles.

Next, a tourism promotion video is produced. The production of a tourism promotion video aims to introduce the Reban Bela and Loang Gali tourist sites to foreign tourists, thereby making these tourist destinations more famous and increasing the number of visitors. The production of the tourism promotion video involves creating social media accounts, crafting pamphlet-style descriptions, and producing a 1-minute video to be shared on social media accounts.

The best promotion that can be done in the current digital era is through social media platforms such as Facebook, WhatsApp, Instagram, and others. The video that has been created is then edited using video editing applications to make it more engaging. Once edited, the video is distributed through the previously created social media channels. This way, the natural attractions of Lenek Ramban Biak Village, known as Wisata Reban Bela, can be better known to the public.

Result and Discussion

Village Profile and Tourism Potential

Lenek District is the result of the division from Aikmel District. Based on Regional Regulation Number 9 of 2017 regarding the formation of Lenek District and letter Number 124/1039/BAK dated March 2, 2018, there are 10 villages in Lenek District, namely Lenek Village, Lenek Lauk Village, Lenek Daya Village, Lenek Baru Village, and Kalibambang Village. Furthermore, there are Lenek Pesiraman Village, Lenek Ramban Biak Village, Lenek Duren Village, Sukarema Village, and Kalijaga Baru Village (Rohyani, 2022).

Lenek Ramban Biak Village was established in 2010 with an area of 182.0200 hectares. It consists of 5 hamlets: Gelumpang Hamlet, Lingsar Hamlet, Dasan Baru Hamlet, Reban Bela Hamlet, and Ramban Biak Hamlet. Geographically, the village is bordered to the north by Lenek Daya Village, to the south by Lenek Village, to the east by Toya Village and Desa Toya, and to the west by

Lenek Daya Village. The population is approximately 3,240 people, consisting of 1,019 households. Livelihoods include farming, farm laborers, migrant workers, livestock breeders, civil servants/police officers, brick craftsmen, teachers, and itinerant traders (Village profile, 2022).



Figure 1. Profile of Reban Bela Swimming Pool Tour

Improving Awareness of Cleanliness at Tourist Sites Increasing awareness of cleanliness at tourist sites aims to raise public awareness about the importance of maintaining cleanliness, especially at tourist destinations. This is achieved through the installation of waste bins and implementation of clean-up activities at tourist sites.

Based on field observations, it was found that the community's awareness of environmental cleanliness is still very low. This is evident from the scattered litter, particularly at tourist sites. By making waste bins from recycled bamboo, it is hoped that the community will better understand the issue of waste and how to live in a clean and healthy environment without litter. They also become more aware of the importance of maintaining environmental cleanliness and learn to dispose of waste properly from an early age. Moreover, they realize that waste bins do not always need to be purchased; they can be made using readily available materials. The process of making waste bins is assisted by the local community and supported by the village government.

Community involvement in the development of tourist environments is already part of preserving the tourism environment (Manurung, 2019). The bamboo used is obtained from leftovers no longer needed by the community. The waste bins that have been made are placed at tourist sites and at the village office.



Figure 2. Making trash bins from bamboo

The Creation of Photo Spots Photo spots are often found at tourist destinations as a means for visitors to take pictures, photos, or videos at the location. Photo spots at tourist sites are a form of developing tourism objects. Creating photo spots is one option that can be made to enhance the value of a tourist village. Photo spots can provide benefits and positive value for tourists, as seen from the number of tourists interested in taking photos (Iskandar et al., 2020). The presence of photo spots makes the tourist destination more appealing, and an attractive tourist spot will influence the number of visitors. The hope is that creating photo spots will provide opportunities for the tourism sector.



Figure 3. Making Photo Spots

Promoting Tourism Through Digitalization

The increasing use of the internet and smartphones impacts all sectors, including the tourism industry, which is becoming increasingly reliant on digital technology. Compared to conventional media, digital technology is considered four times more efficient (Yanti, 2019).

Technological advancements should be utilized for tourism promotion, particularly through social media, to make tourist destinations more known to the public. Social media platforms such as Instagram and YouTube are used for promoting tourist destinations. By uploading videos to social media, they can be viewed by all Instagram users. It is crucial for every tourist village to have an Instagram account as it is highly effective and efficient in disseminating information.

Surveys indicate that 87% of travelers use the internet to plan their trips. Additionally, 40% of tourists visit social networking sites to choose holiday destinations based on recommendations from social media users (Fitriani, 2017:151). This aligns with the three priority areas targeted by the Ministry of Tourism (Kemenpar) for developing the tourism industry in Indonesia. As mentioned in the scheduled meeting at the National Coordination Meeting (Rakornas) on Tourism I 2017, tourism development includes online promotion through the digital world, disseminating tourism

information online (Yuliani et al., 2018: 4), making information about tourist villages easily accessible. Therefore, social media becomes the appropriate platform for promoting Lenek Ramban Biak tourism.

Based on the explanation above, it can be concluded that Lenek Ramban Biak Village has the potential for natural tourism development, including the Reban Bela swimming pool, Loang Gali tourism, and the Tumpasan Bidadari waterfall. These tourism potentials have been promoted through social media and developed through the creation of photo spots and improvement of cleanliness in the tourist areas. Social media is used as a means of promotion and dissemination of information about tourism in Lenek Ramban Biak Village, which is expected to boost the economy and preserve natural resources and tourist attractions in the pursuit of sustainable development.

Conclusion

The main conclusions of the study may be presented in a short Conclusions section, which may stand alone or form a subsection of a Discussion or Results and Discussion section

Acknowledgments

The KKN PMD UNRAM 2024 Group in Lenek Ramban Biak Village extends heartfelt thanks to all village parties who have assisted us in realizing all the programs that have been planned so that everything can be implemented.

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<https://doi.org/10.29303/abdiinsani.v9i4.61>