

IDENTIFYING 4A'S COMPONENT (ATTRACTION, ACCESSIBILITY AMENITY, AND ANCILLARY) IN SADE TOURISM VILLAGE

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Article History

Received: 19 March 2024

Accepted: 2 April 2024

Published: 11 April 2024

Abstract

Sade Tourism Village plays an important role as a cultural tourism destination that maintains the cultural heritage of the Sasak tribe through daily life practices and the architectural characteristics of its buildings. As a tourism destination, tourism components such as attractions, accessibility, amenities and ancillaries in the Sade Tourism Village are crucial aspects that require careful planning and management to ensure the continued existence of the destination. This research aims to identify and analyze the existing conditions of the Sade Tourism Village, so that recommendations for developing 4A components can be prepared that can support the sustainability of tourism activities in the Sade Tourism Village. This research was conducted in the Sade Tourism Village which is located in Rembitan Village, Pujut District, Central Lombok Regency. Data collection methods include field observations, interviews with relevant stakeholders and literature studies to understand destination dynamics, map existing conditions, identify problems and formulate strategic recommendations. The data was analyzed using a qualitative descriptive analysis approach to describe and explain the information collected and formulate recommendations that are appropriate to the context and conditions of the Sade Tourism Village. The research results describe the existing conditions of attractions, accessibility, amenities and ancillaries in Sade Tourism Village, as well as the development needs required. The resulting recommendations include maintaining and improving the main attractions of the village; improving infrastructure and tourism support facilities in villages; as well as increasing active promotion and marketing.

Keywords: 4A Components, Attractions, Amenities, Sade

A. INTRODUCTION

Villages have a strategic role in national development, because they act as the main provider of national food needs and are a significant contributor to the workforce in cities. However, socio-economic development in rural areas has still not reached the expected level. This is reflected in the phenomenon where more and more villagers are losing interest in being involved in economic activities in their villages and choosing to work in cities or abroad as Indonesian Migrant Workers.

One of the government programs to encourage village progress and independence is through the establishment of tourist villages. A tourist village is defined as a rural area that

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has special characteristics that make it a tourist destination. Usually, in this village, the residents maintain unique traditions and culture, as well as pristine nature and the environment. Regulations regarding Tourism Villages are regulated by regional regulations that apply in that area (Indonesian Central Statistics Agency, 2023). The Tourism Village Program is an effort to explore the local potential and uniqueness of villages as unique tourist attractions, community-based and based on the local cultural wisdom of the people. The concept of the village, by the village and for the village will be the main basis for managing culture-based village tourism

which will have implications for improving the people's economy (Coordinating Ministry for Maritime Affairs and Investment of the Republic of Indonesia, 2021).

The existence of tourist villages is increasingly benefiting from the shift in current tourist travel trends from the mass tourism model towards alternative tourism. This paradigm emphasizes tourism experiences that are centered on aspects of nature and local culture with the aim of increasing insight and experiencing deeper and more authentic experiences.

Overall, Indonesia has 7,275 tourist villages spread across 33 provinces, including West Nusa Tenggara (Coordinating Ministry for Maritime Affairs and Investment, Republic of Indonesia, 2021). Lombok Island as the central government area of West Nusa Tenggara province has a variety of tourism attractions ranging from natural marine riches, interesting geological formations, exotic mountains, cultural heritage, to artificial tourist destinations such as the Mandalika Circuit which has been recognized and designated as a Super Priority Destination (Sumertana et al., 2024).

One of the tourist destinations on Lombok Island which is famous for its integrity in maintaining the local wisdom typical of the Sasak tribe, such as building architecture and customs for almost half a century, is the Sade Tourism Village. Sade Tourism Village is a village or hamlet located in Rembitan Village, Pujut District, Central Lombok Regency, West Nusa Tenggara Province which began to be developed as a tourist destination since 1975 and the community began to organize it since 1986 (Irfan & Suryani, 2017). In 1988, this village began to be visited by many tourists, both domestic and foreign. The West Nusa Tenggara provincial government itself has designated this village as one of 15 tourism areas since 1989 through the Decree of the Governor of West Nusa Tenggara Number 2 of 1989 (Pratiwi et al., 2019).

Tourist visits to this destination have increased significantly since the inauguration of Lombok International Airport which is located in Praya District, Central Lombok Regency in 2011. Tourists visiting this village before COVID-19 reached 500 to 700 people per day (Putri & Umilia, 2022). This certainly makes a positive contribution to the economy of the Sade community. Tourism activities in the Sade Tourism Village have become a stimulant and a new alternative livelihood for the community apart from farming and becoming Indonesian Migrant Workers abroad (Setiawati et al., 2024).

In carrying out its role as a tourism destination, Sade Tourism Village needs to pay attention to 4 (four) tourism components, namely attractions, accessibility, amenities and ancillaries. Adequate quality and variety criteria must be met by each component in order to contribute to meeting needs and providing satisfaction to tourists.

Component 4A in supporting tourism development in Sade Tourism Village needs to be identified more comprehensively in order to formulate appropriate facility planning. Thus, the aim of this research is to identify and analyze the existing conditions of the Sade Tourism Village, so that recommendations for developing tourism facilities can be prepared that can

support the sustainability of tourism activities in the Sade Tourism Village. It is hoped that the results of this research can provide information for the people of Sade, the government and related stakeholders in the sustainable development and management of tourism destinations in the Sade Tourism Village.

B. LITERATURE REVIEW

Tourism Destinations

According to Law Number 10 of 2009 concerning Tourism, a tourism destination is a geographical area located in one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.

Each region is expected to be able to manage and develop tourism destinations so that they can compete, both at home and abroad (Bahrudin, 2017). One strategy for developing tourism destinations is managing the 4A components to increase tourist visits (Silitonga et al. 2023).

Component 4A Tourism

Increased interest in visiting can be triggered by positive assessments of a tourist destination. This positive assessment can be related to various factors, including excellence in the 4A components of tourist destinations, namely attractions, accessibility, supporting facilities and additional facilities (Ancillary Service) (Alfitriani et al., 2021)

a. Attraction

In developing tourism destinations, the existence of attractions that include natural, social, cultural and artificial elements is important as the main attraction (Ramadhan & Nugroho, 2010).

b. Accessibility

Good accessibility, such as adequate transportation infrastructure, influences tourist satisfaction by providing convenience in traveling to the desired tourist destination (Handayani et al., 2019).

c. Amenity

Amenities are various tourism support facilities that tourists need, for example accommodation and restaurants (Silitonga et al., 2023)

d. Ancillary

Additional or ancillary services are services that must be provided by local governments, both for tourists and tourism actors. These additional services can take the form of marketing, physical development and regulations (Alfitriani et al., 2021)

Tourism Village

In the context of rural tourism, tourist villages are considered as tourism assets based on the potential and uniqueness of the village which can be developed as a tourism product to attract tourist visits to the village (Sudibya, 2018).

According to Hadiwijoyo's statement in (Sudibya, B. 2018; Hardiwijoyo, 2012), the criteria for a tourist village are as follows:

- a. Good accessibility makes it easier for tourists to use various types of transportation.
- b. It has a variety of interesting objects such as nature, cultural arts and local culinary delights that can be developed as tourist destinations.
- c. High support from the community and village government for development and

tourist visits.

- d. The level of security in the village is guaranteed.
- e. Adequate accommodation, telecommunications and labor facilities are available.
- f. The village has a cool or cold climate.
- g. Connected with other tourist destinations that are popular among the community.

Component 4A in Tourism Villages

Exploration of the concept of 4A components in the development and management of tourist villages can be explained as follows (Kabes & Suminar, 2022):

- a. Tourist village attractions are all potential or resources, both natural and man-made beauty such as local traditions, handicrafts and others, which are important components in attracting tourist visits.
- b. Accessibility plays an important role in increasing tourist visits and local economic income because it ensures easy access to tourist villages.
- c. The availability of amenities makes it easier and increases tourists' comfort while visiting tourist villages in order to increase interest in returning visits.
- d. The existence of ancillary in tourist villages refers to the institutions or organizations responsible for the management and provision of facilities in tourist villages.

Table 1. Analysis Variables

<i>Variabel</i>	<i>Sub-variabel</i>	<i>Indikator</i>
Tourist attraction	Cultural attractions	community cultural traditions
	Natural attractions	environmental authenticity
	Locally made/creative attractions	superior local products
Accessibility	Road access and facilities to the tourist village	highways, routes, road signs, tourist transportation
Amenity	Accommodation and public services	accommodation, food stalls, shops, parking lots, toilets, gazebos, places of worship, health facilities
Ancillary	Institutional	tourism village management institution

Based on concept exploration, Table 1 which consists of variables, sub-variables and indicators of the 4A components in tourist villages is a reference in conducting analysis.

C. RESEARCH METHODOLOGY

This research took place in the Sade Tourism Village which is located in Rembitan Village, Pujut District, Central Lombok Regency, West Nusa Tenggara Province. Data collection was carried out using field observation methods and interviews with relevant stakeholders as well as literature studies through searching related documents and previous research to understand destination dynamics, map existing conditions, identify problems and formulate strategic recommendations.

The data obtained is then processed and analyzed using a qualitative descriptive approach to display and explain the data and information according to the results of direct observations

in the field. Qualitative descriptive methods are used to describe social phenomena by providing descriptions of the values of the variables studied, without making relationships or comparisons with other variables. This approach involves active participation with interactive and flexible strategies (Mappasere & Suyuti, 2019). Data analysis is carried out by compiling information and descriptions based on the results of observations, interviews and references that have been collected, reducing data and information and breaking down the focus into more detailed components.

D. RESULT AND DISCUSSION

General description of Sade Tourism Village

Sade Tourism Village is one of twenty-one hamlets in Rembitan Village, Pujut District, Central Lombok Regency, West Nusa Tenggara Province which has developed into a cultural tourism village. Rembitan Village is approximately 43 km with a travel time of 50 minutes from the provincial capital, 20 km from the district administrative center and 4.7 km from the center of Pujut District. Administratively Rembitan Village borders Kuta Village to the south, Sukadana Village to the east, Sengkol Village to the north and Prabu Village to the west.



Figure 1. Satellite Image of Sade Hamlet Source: Google Maps

(2024)

Sade Hamlet is located at an altitude of 120-126 meters above sea level with hilly topography so that the settlements are built in layers to mitigate erosion. The majority of Sade hamlet residents work as farmers and livestock breeders. Agricultural land and rice fields are to the north and south of the settlement. Sade Hamlet is inhabited by 152 heads of families with a total of 529 residents, of which the number of men is 262 people and the number of women is 267 people (Dimahandi, 2017).

Sade Tourism Village Attractions

Attractions are the main product of a destination in attracting tourist arrivals. (Gunn and Var, 2002) explain that attractions are the most powerful tourism component as a driving factor in the movement of tourists to a tourist destination. In principle, tourist attractions are related to what can be seen (something to see), done (something to do) and bought (something to buy) (Yoeti, 1985).

Sade Tourism Village stands out for its tourist attractions that offer an immersive experience in the social and cultural activities of the Sasak people. The strength of the community in maintaining local wisdom and ancestral traditions that still shine through in their daily lives, makes this village an attractive destination for visitors who want to experience

authentic cultural diversity. The cultural attractions offered are integrated into daily life, building architecture, dance arts and weaving crafts.

The Sade Tourism Village community has a kinship system structured through the concept of *Koran* (family) consisting of *Amaq* (Father), *Inaq* (Mother), and Children, *Punggilan* (cluster) who are emotionally bound both materially and morally and *Sekub Hadas*, namely a bond of closeness. emotional. The mutual cooperation system (*Sasak: begawean bereng- bareng*) is a unitary system implemented by the Sade Tourism Village community in fostering and maintaining a unitary system in the daily life of the community by implementing Trinisos social attitudes, including *Gerasaq* (friendly attitude, good manners, orderliness), *tafsila*, and being open to others), *Reme* (modest, harmonious, peaceful and unified attitude) and *Lome* (attitude of not wanting to disappoint other people/anyone) (Prihandini, 2017).

The architecture of traditional Sasak house buildings is a unique and interesting attracting factor for tourists visiting Sade Tourism Village. Consisting of *bale tani*, *bale kodong*, *bale bontar*, *bale alang*, *bale berugak sekenem* and *bale berugak secepat* (Dwi, 2023). *Bale Tani* is a residence for residents who already have families. *Bale kodong* is intended temporarily for newly married residents or for elderly people who are no longer able to climb the stairs in the *bale tani*. *Bale bontar* is a traditional house for village officials (Kemenparekraf, 2022). Meanwhile, the *alang bale* is a place to store shared goods such as rice and other harvests. *Bale berugak secepat* (4 poles) and *bale berugak sekenem* (6 poles) are places to receive guests and are also used as gathering places or as places for family meetings (Prihandini, 2017).



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P-ISSN: 1

E-ISSN: 2828-545X

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(i)



(ii)

(iii)

Figure 2. Bale Tani (i), Bale Alang (ii), and Berugak Sekenem (iii)

Source: Researcher Documentation, 2024

The layout of the traditional houses of Sade Tourism Village is not just a physical arrangement, but also reflects the complexity of cultural values, spiritual beliefs and adaptation to social and religious changes that bind indigenous communities. The design of the building with a low front teaches the value of respect for the host and tradition, while the floor treatment made of clay and cow dung is a symbol of hard work and sustainability of the Sasak Sade farming community.

The east-west orientation reflects the belief in natural balance and spiritual well-being, while the influence of Islam has brought a paradigm shift towards the direction of the house towards west-east as the Qibla and source of salvation. This concept is also reflected in sleeping

positions which are considered to carry positive or negative energy according to the cardinal directions. The best direction to sleep is with your head facing west and south. Meanwhile, the east direction is considered unfavorable because it is thought to block sunlight and the north direction is the direction for putting dead people to sleep.

Traditional music and dance arts have an important role in enriching Sasak culture. Gendang Beleq, as one of the typical types of music, combines various musical instruments such as gong mame, gong nine, gendang mame, gendang nine, reong mame, reong nine, parembaq, cempreng, oncer, petug, and Detailing which are played by a large group of people with wearing traditional clothing (Sumardi, 2018). Supported by the Gendang Beleq Dance which is present as a stunning artistic expression by playing the Gendang Beleq accompanied by music, especially to welcome important guests. Apart from that, the Amaq Tempengus Dance provides entertainment with the actions of an Amaq who looks like a clown (Dwi, 2023). And no less interesting, the Peresean attraction depicts the bravery and skills of Sasak youths in fighting using rattan as weapons and cowhide as shields. Through the arts of music and dance, the Sade people maintain and pass on their diverse and amazing cultural wealth.

Sade Tourism Village not only presents the natural beauty and cultural traditions of the Sasak, but also presents riches in the form of unique woven crafts, known as cloth sesek. This woven cloth is produced by the local community and is a superior product that is marketed throughout the Sade Tourism Village area. The prices of woven fabrics vary depending on the level of skill and complexity of the motifs woven, as well as the materials used. In particular, woven fabrics at premium prices rely on threads that are specially processed and colored with natural dyes such as talam leaves, tree bark, flowers, turmeric, and others, thereby adding to the aesthetic value and authenticity of the product. This weaving craft also reflects the role of Sasak women in maintaining and passing down this tradition from generation to generation as an effort to maintain the sustainability of local culture and economy.



Figure 3. Beleq drum and Sesek craftsmen
Source: Researcher Documentation, 2024

Accessibility of Sade Tourism Village

Accessibility is a potential measure that shows the ease of tourists reaching tourism destinations during a trip. The characteristics of a transportation system are determined by accessibility. The accessibility component includes aspects of the reach of tourist areas, the availability of facilities, infrastructure and transportation systems that make it easier for tourists, as well as the ease of traveling activities around tourism destinations. Based on literature on tourist villages, indicators of the effectiveness of the accessibility aspects of Sade Tourism Village include (Coordinating Ministry for Maritime Affairs and Investment of the Republic of Indonesia, 2021):

- 1) Have a paved road that is wide and in good road condition. In terms of position, the location of the Sade Tourism Village tourist attraction is 41 km from Selamat Harbor, 11 km from Lombok International Airport and 7 km from the Mandalika Circuit, making it easier for tourists to access from outside the city or from other destinations such as the Mandalika Circuit or Kuta Mandalika Beach.
- 2) The connecting road to the area outside the Sade Tourism Village is in adequate condition in terms of road conditions, road dimensions and road position. The paths connecting the tourist villages are very good and very adequate for access by 2-wheeled vehicles and 4-wheeled vehicles.
- 3) There is no local public transportation. Tourists predominantly come to visit using private or rented vehicles to visit the Sade Tourism Village.
- 4) There are no pedestrian paths so it is not safe for pedestrians to travel between destinations to and from Sade Tourism Village.
- 5) The condition of the terraced and climbing roads made of earth in the Sade Tourism Village means that road access is not yet easy for people with disabilities.
- 6) There are many tourist points spread throughout the Sade Tourism Village area. The tourist points are Bale Tani, Bale Alang, Berugak Sekenem and souvenir shops. Sources of information related to specific tourist points still need to be developed to help tourists determine the path or route they want to take.
- 7) Community participation in welcoming tourists to the Sade Tourism Village is manifested in the activities of receptionists, tour guides, souvenir traders and weaving craftsmen in the Sade Tourism Village area.

In general, the accessibility aspect of Sade Tourism Village still needs to be improved and developed further so that it can create comfortable accessibility for tourists who come to visit and make it easier for tourists to access information.

Sade Tourism Village Amenities

Amenities are facilities and infrastructure that support tourist destinations to meet tourist needs (Amir et al., 2020). Amenities are an important aspect that plays a role in supporting the convenience and comfort of tourists on their tour. The results of the study show that tourists' preferences in choosing tourist facilities are influenced by tourists' interest in traveling, the duration of the tourist's trip, and the tourist's friends on the trip (Dwiputra, 2013). Furthermore, not all tourist destinations require complete facilities and infrastructure. The provision of these amenities is tailored to tourist needs.

Based on observations, the amenities at Sade Tourism Village, including toilets, prayer rooms, rubbish bins, parking areas and ticket posts, are available in fairly decent and clean

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conditions. Toilet facilities, rubbish bins and prayer rooms are provided free of charge. The parking facilities are outside the Sade Tourism Village area, but are directly opposite the area and are in sufficient condition to accommodate 2-wheeled and 4-wheeled vehicles that come to visit with a fee of IDR 2,000 and IDR 10,000 for each vehicle. Beside the parking area, there is also a berugak secepat as a guard area for parking officers as well as security guards so that tourists can park more safely and orderly, as well as improving facilities to support tourist activities. On the right side after the entrance gate to Sade Tourism Village there is a tourist entry ticket post with the entrance fee in the form of a generous donation.



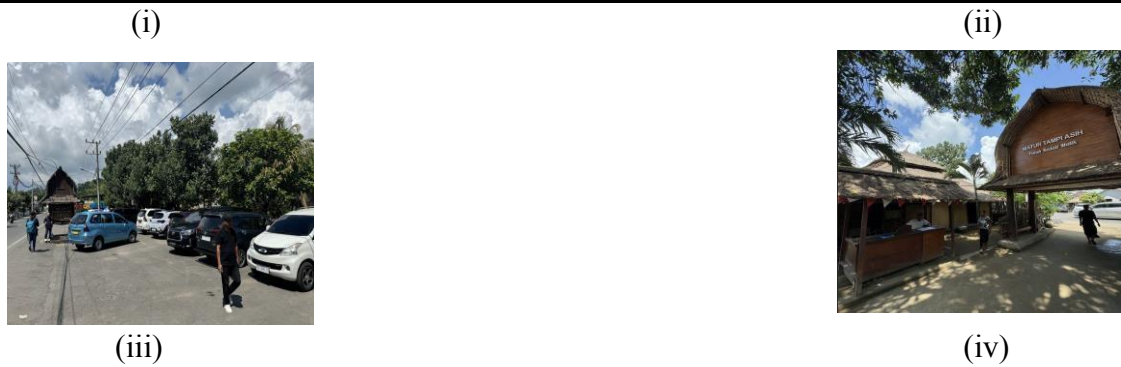


Figure 4. Toilet (i), Prayer room (ii), Parking Area (iii), and Ticket Post (iv)
Source: Researcher Documentation, 2024

Some other additional amenities are gazebos or seating areas (*berugak*) located on the right and left side of Bale Tani as well as in the front area near the implementation of cultural attractions such as *Gendang Beleq* and *Peresean* dance, souvenir shops located along the way around Sade Tourism Village, small coffee shops. The small ones are in the courtyards of several people's houses and there are not many of them, sign boards are only available to indicate the presence of toilets and currently the information center is in the form of tour guides who act as interpreters for visiting tourists. Other facilities such as public lighting, restaurants or food stalls, restaurants, accommodation or homestays, more specific signage are still not available.

In general, the amenities aspect of Sade Tourism Village still needs to be improved and developed further so that it can support the convenience and comfort of tourists who come to visit and make it easier for tourists to access information.

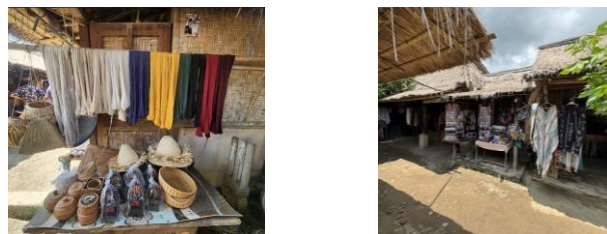


Figure 5. Souvenir Shop
Source: Researcher Documentation, 2024

Ancillary of Sade Tourism Village

The existence of a management or ancillary institution in the Sade Tourism Village has a very important role in maintaining and developing this tourist village. Ancillary is responsible for facility management, marketing, product development and service to tourists by ensuring that amenities such as toilets, rubbish bins, prayer rooms and parking areas are always kept clean and ready for use by tourists. The management structure of Sade Tourism Village is a traditional management structure that emerged organically. Apart from that, there is also a management agency under the government through the Department of Tourism and Culture that has formed the Sade Tourism Village Tourism Awareness Group .

The two managements jointly actively manage the Sade Tourism Village and establish communication and networks with other tourist institutions or destinations such as the Indonesia Tourism Development Corporation (ITDC) and the Sasak Ende Tourism Village, so

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that they can attract tourists from various regions to come to visit. Apart from that, there are also Sade Tourism Village tour guides who act as interpreters for tourists when touring the

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tourist village and introduce various local tourism products such as typical woven cloth and other handicrafts as an effort to increase the income of the local community. With the existence of professional and dedicated management institutions, private groups and tour guides, Sade Tourism Village is able to continue to survive and develop as a leading tourist destination that provides a memorable experience for every visitor.

Promotion and marketing activities for Sade Tourism Village currently still rely heavily on word of mouth (WoM) from tourists who have visited this tourist village. Other promotional media such as social media have not been utilized optimally because managers still have limited knowledge in using social media as a tourism promotion media. Apart from that, the promotion and marketing of Sade Tourism Village is also quite hopeful of a big event such as MotoGP at the Mandalika Circuit with the assumption that visitors will come through Sade Tourism Village which is very easy to access.

E. CONCLUSION

Sade Tourism Village, a hamlet in Rembitan Village, Central Lombok Regency, West Nusa Tenggara Province, is unique in maintaining the traditional traditions of the Sasak tribe. Component 4A (Tourist Attractions, Accessibility, Amenities, Ansilari) of this village includes a social system based on the concept of family, building architecture that uses natural materials, traditional arts performances, and local crafts such as woven cloth. Development recommendations include maintaining main attractions, improving infrastructure and supporting facilities, as well as active promotion. Suggestions for further research include studying tourist experiences and the socio-economic impact of developing the Sade Tourism Village, to improve the quality of facilities, services and contribution to local development and community welfare.

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