Jurnal Arsitektur Zonasi

Journal homepage:
https://ejournal.upi.edu/index.php/jaz



Concepts And Strategies Of Community-Based Ecotourism In Kwanyar Barat, Bangkalan

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ABSTRACT

Tourism development can increase people's income, which in the long term can reduce poverty and various environmental problems. One of the failures in achieving tourism for equitable distribution of community welfare is the low support from the government. One interesting case study is that tourism management in the fishing village of Kwanyar Barat has not been optimal, so that tourism has been deactivated since 2017. The concept of CBET (Community-Based Ecotourism) can be used for the development of nature tourism in Kwanyar Barat Village based on conservation, cultural preservation, and community empowerment to overcome low community participation, poverty, and efforts to improve settlements. This research was conducted with a qualitative strategy with the aim of formulating a community-based ecotourism development strategy based on the concept of CBET. This strategy is achieved by identifying potential problems from the results of observational surveys, and identifying the suitability of the criteria for Kwanyar Barat Village as a tourist village from the physical and non-physical aspects. The results of the identification of the physical aspects of residential areas, this village meets the minimum criteria for a residential environment to be developed into a tourist village with problems in the form of poor quality drainage systems, sewage treatment, waste processing, not the fulfillment of the road network, and government facilities. The results of the analysis of non-physical aspects showed the low participation of the community, especially in protecting the environment.

ARTICLEINFO

Article History:
Submitted/Received 30 July 2025
First Revised 10 September 2025
Accepted 27 December 2025
First Available online 1 June 2026
Publication Date 1 June 2026

Keywords:
Tourism Development,
Community-Based Ecotourism Concept,
Settlement Improvement,
Community Empowerment,

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1. INTRODUCTION

Kwanyar Barat Village is one of the villages in Bangkalan Regency, which is included in the category of slum settlements based on the Bangkalan Regent's Certificate Number 188.45/191/Kpts/433.013/2016. Slum settlements are settlements that are unfit for habitation due to irregularity of buildings, high levels of building density, and the quality of buildings, facilities, and infrastructure that do not meet the requirements (Permen PUPR Number 02/PRT/M/2016 concerning Quality Improvement of Slum Housing and Slum Settlements). According to Fadli (2015) in general, slum settlements are inhabited by people with low income levels, minimal access to infrastructure, and uninhabitable environmental conditions. In addition, slums can be identified by the decline in environmental quality, whether socially, physically, or economically (Sari & Ridlo, 2022). People with low levels of well-being usually inhabit slums. Low level of well-being in Desa Konyar Barat can be seen from the existence of poverty reduction programs such as Program Keluarga Harapan (PKH), Rice for Poor Households/Raskin, and Program Nasional Pemberdayaan Masyarakat or PNPM (Widodo, 2011).

Apart from the slum status and poverty in Kwanyar Barat Village, various tourism potentials have not been developed optimally. The tourism potential in Kwanyar Barat Village is closely related to the existence of Rongkang Beach as a natural tourist attraction, the culture of the *kar-dokaran* community (riding a horse-drawn carriage / Delman), and the tradition of asking for the safety of *Rokat Tase'* which is carried out once a year, as well as the potential for developing marine processed products that have not been managed. Based on Husni (2020), Rongkang Beach has been known as a tourist spot since 1990, and began to be exposed to the outside of the area in 2003. However, in 2017, the tragedy of finding a corpse on Rongkang Beach caused a negative impression, so that tourist activities on Rongkang Beach stopped. As a result, the community's economy, which is developing and supported by Rongkang Beach tourism, is deteriorating due to the loss of micro-trade activities at tourist sites.

Tourism development can increase people's income, which in the long term can reduce poverty and various environmental problems (Prachvuthy, 2016). Tourism development through ecotourism requires community involvement to achieve sustainable tourism. Communities need to be positioned not only as objects but also as actors or subjects who determine the direction of movement and long-term sustainability (M. Fadli et al., 2022). To achieve this, a community-based tourism development concept is needed, one of which is CBET (Community Based Ecotourism). Community-Based Ecotourism is defined as a tourism development concept with 3 dimensions, namely environmental conservation, local economic development, and cultural preservation (Walter et al., 2018).

Based on the potential and problems that exist in Kwanyar Barat Village, research is needed that discusses the application of Community-Based Ecotourism in the reactivation and development of ecotourism that focuses on community empowerment and improving the physical quality of settlements to support tourism activities. This study aims to formulate a community-based ecotourism development strategy in Kwanyar Barat Village based on the concept of Community Based Ecotourism. This strategy is achieved by identifying potential problems, and identifying the suitability of the criteria for Kwanyar Barat Village as a tourist village from physical and non-physical aspects.

Ecotourism is an activity that has a positive impact on visitors, benefiting local communities and improving welfare, even though the effect is small-scale within a particular conserved area. Ecotourism also has one component, namely the environment, so that it can become sustainable tourism (Aji & Faniza, 2024). Scheyvens (1999) argues that to solve

DOI: http://doi.org/10.17509/jaz.v9i2.88528
p- ISSN 2621-1610 e- ISSN 2620-9934

a problem one can only use one perspective, namely the perspective of the government or the local community itself. From this opinion, a concept emerged, namely community-based ecotourism.

According to Prachvuty (2016), Community-Based Ecotourism (CBET) is defined as a way for visitors to interact with hosts, which can provide economic benefits, conservation of local communities and the environment. Community-based ecotourism plays an important role in the challenges of sustainable tourism. This ecotourism must involve the community because the community is the main driver, and can provide benefits to the community itself (Santosa et al., 2015). This ecotourism focuses on environmental, social, and cultural sustainability (Masud et al., 2017). To make a strategy in the development of sustainable tourism, one must first understand the issues related to each aspect of the CBET concept (Hayombe et al., 2018). A holistic strategy must combine short-term economic gains with environmental conservation and empowerment of local communities through environmentally friendly infrastructure (Damiasih, 2023).

According to Arismayanti (2019), the strategy in developing sustainable tourism is a decision-making process that utilizes natural resources and leads to sustainability in the future. Strategy can also be used as a barrier to an external threat by exploiting existing potential. Over time, the development of tourism in an area can be seen from the function of the area (Mayasari et al., 2012).

The strategy of developing community-based ecotourism according to Walter et al., (2018) can be done by increasing the capacity of human resources through several approaches. First, curriculum practice where people learn from direct experience in tourism communities that have been successful, or past experiences. Second, pedagogic practices in the form of apprenticeship, mentoring and non-formal education. Third, epistemological practices where the community increases the capacity of individuals and groups from the results of observation, imitation, reflection and discussion with various stakeholders, one of which is visitors and authorities.

A study discusses the problems and potential in a village to be developed into a community-based ecotourism settlement, so that the community can improve the management of natural resources in a sustainable manner. In this case, there is a relationship between the behavior of local communities towards the surrounding environment. Zhang and Lei (2012) argue that aspects of the surrounding environment can encourage the development of ecotourism. Bennet and Dearden (2014) also added that the use of the environment can be increased by the way the community has a very broad insight related to sustainable ecotourism management.

2. RESEARCH METHODS

This study employs a qualitative strategy that involves several methods, including descriptive qualitative research, SWOT analysis, and best practice studies. Qualitative descriptive research was conducted to address the first and second objectives of the study, namely the identification of potential problems in Kwanyar Village and the assessment of its suitability as a Tourism Village from both physical and non-physical aspects. Furthermore, the third target, namely the concept and strategy of community-based ecotourism development in Kwanyar Barat Village, is achieved through SWOT analysis and best practice. SWOT analysis is a systematic formulation of strategies from various factors' identities (Rangkuti, 2017). This SWOT analysis in Kwanyar Village aims to maximize potential and minimize deficiencies in the village. Best practice is a method carried out with a proposed

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p- ISSN 2621-1610 e- ISSN 2620-9934

practice based on an effective procedure. The following is a diagram of the stages of this research.

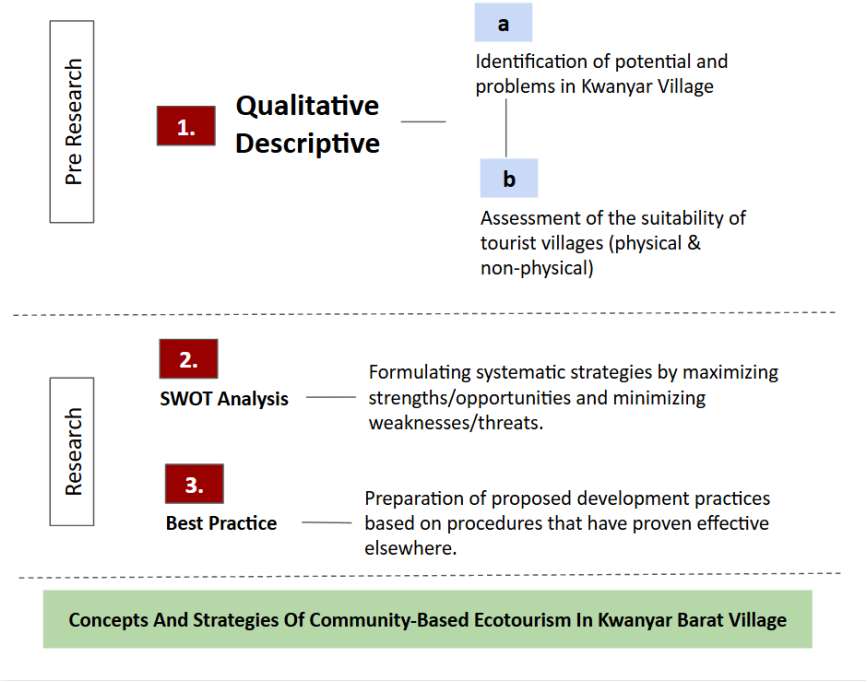

Figure 1. Research Stages Diagram
(Source: Author, 2026)

3. RESULT AND DISCUSSIONS

3.1 Identification of Potential Problems in Kwanyar Barat Village

According to Yusuf et al., (2019) a tourist place must have an attraction so that people are interested in traveling to that place. The attractiveness of a place can be identified by its potential, especially tourism potential. The tourism potential in Kwanyar Barat Village is closely related to the existence of Rongkang Beach as a natural tourist attraction, the culture of the *kar-dokaran* community (riding a horse-drawn carriage / Delman), and the tradition of asking for the safety of *Rokat Tase'*,which is carried out once a year (Figure 1). The culture of the *kar-dokaran* community, or it can be said to ride a wagon carried out by the community, is usually done after the celebration of major holidays. People ride wagons and then surround the village, this culture is usually followed by small children, teenagers, and adults. While the *Rokat Tase'* is performed by people who believe in this safety, people who do not believe usually continue to participate in the celebration by providing food or helping with preparations.



Figure 2. *Kar-dokaran* and *Rokat Tase'*
(Source: Primary Survey, 2022)

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Furthermore, the potential of Kwanyar Barat Village is the development of processed marine products (Figure 2). Rongkang Beach is 35 km from the government center of Bangkalan City, which has the potential for beautiful rock with a view of the Suramadu bridge and the uniqueness of fishing settlements. Based on Husni (2020), Rongkang Beach has the potential to be a supporting tourism for pilgrimage tours to the Sunan Cendana Tomb in Kwanyar District because of its location through which pilgrims pass.



Figure 3.The product and Rongkang Beach
(Source: Primary Survey, 2022)

The main livelihood of the people in Kwanyar Barat Village are fishermen. Generally, fishermen in the village catch various types of fish such as Tembang, Layang, Manyung, Petek, Tongkol, Anchovy, Squid, Crayfish, Rebon Shrimp, Sea Cucumber, Gerot Fish, and Dorang. The economic potential in this village is processed seafood such as fish crackers, prawn crackers, roasted crackers, and salted fish. The processing of community marine products is carried out manually by utilizing sunlight for the drying process, giving rise to the smell of fish, which adds to the uniqueness of the area. However, visually, the activities of drying fish that are not well organized add to the image of slums on the other hand.

The problem that stands out in this area is the cleanliness of the area. The results of the primary survey show that a lot of garbage is thrown carelessly and garbage clogs drainage channels and causes flooding during the rainy season. This is related to the characteristics of the people in Kwanyar Village who are less concerned with environmental cleanliness. From the physical aspect of the building, the house materials in the area are predominantly brick, zinc, and some houses are found to be made of wood. The condition of existing slum settlements can hinder the development of natural tourism potential (coastal tourism) and cultural uniqueness, such as the tradition of *Rokat Tase'* and *kar-dokaran* in Kwanyar. In addition, the challenge of a negative "regional image" due to various social problems has become the main obstacle for the Kwanyar region, which initially has developed tourism (Figure 3).



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p- ISSN 2621-1610 e- ISSN 2620-9934



Figure 4. The problems of Kwanyar Barat Village
(Source: Primary Survey, 2022)

3.2 Identification of Suitability Criteria for Kwanyar Village as a Tourism Village

The preparation of the development of the ecotourism concept requires an analysis of the suitability of the village criteria as a tourism village. This is very much needed by Kwanyar Village so that this development process can be carried out. The analysis of the suitability of criteria in this village is divided into two, namely the suitability of criteria based on physical and non-physical aspects. The physical aspect will be reviewed from the Kwanyar Barat Village settlement, while the non-physical aspect will be viewed from the empowerment of the village community. The discussion is as follows:

- **Physical Aspects of Conformity with Kwanyar Village Criteria**

  The results of the identification of potential problems in Kwanyar Village based on SNI 03-1733-2004 concerning procedures for planning the housing environment in urban areas show that 7 criteria have been met, namely clean water network services, electricity network services, the existence of open spaces, the existence of the absence of health facilities, health facilities, education, worship, and cultural-recreational facilities. Meanwhile, the criteria that are not met are poor drainage systems, waste management, waste management, non-fulfillment of the road network, and government facilities.

  The condition of the drainage system in Kwanyar Barat Village, which consists of rivers and ditches, is classified as poor because it is filled with garbage, does not have culverts or street inlets. In terms of waste infrastructure, in the research area, septic tanks were found in the form of communal septic tanks, and some household waste was dumped directly into the sea, thereby polluting the sea. The solid waste system can be seen from the presence of garbage bins in every house, but there is no Temporary Disposal Site, so waste often overflows beyond its capacity. In terms of road access, there are 2 types of roads found in the planning area, namely secondary local roads and environmental roads. Accessibility of neighborhood roads in some alleys is very narrow because the distances between houses are very close (high density). The following is a table showing the suitability of the criteria for residential infrastructure based on SNI 03-1733-2004 on procedures for planning housing environments in urban areas.

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p- ISSN 2621-1610 e- ISSN 2620-9934

Table 1. Compatibility of Settlement Infrastructure Criteria

Aspect	Category	Variable	Standard	Fulfilled
Environment	Clean Water	Clean water network service	Every house unit is served with clean water	√
	Drainage	The existence of rivers, culverts, bridges, ditches, and street inlets		x
	Waste	The existence of septic tanks, infiltration fields, and wastewater piping networks		x
	Rubbish	The existence of a large trash	Distance from house 30 m discarded 3 times in 1 week	x
	Electricity	Electric grid service	Each house unit is served with a minimum of 450 V electricity	√
	Road network	Secondary local road I	Minimum 15 meters with pavement	x
		Neighborhood road II	Minimum 3.2 meters with pavement	x
	Outdoor	The existence of parks and sports facilities	Minimum area 9000 m2	√
	Health facility	Presence of a doctor's office	Reach radius 1500 m	√
	Education facility	Presence of a minimum elementary school	Radius 1000m	√
	Government facilities	The existence of the village head's office	Land area min. 1,000 m2	x
	Facilities of worship	The presence of a mosque	Reach radius 1000 m	√
	Cultural-Recreational Facilities	The existence of a multipurpose building	Reach radius 100 m	√

Source: Author, 2022



Figure 5. Availability of water source and environmental road condition (Source: Primary Survey, 2022)

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- **Non-Physical Aspects of Criteria for Kwanyar Barat Village**

To develop Kwanyar Barat Village with the CBET concept, it is necessary to empower the community. Community empowerment can be done by first knowing the condition of community participation in an area. This study uses Arnstein's Participation Typology in identifying conditions for community participation. This is also related to the main problem in Kwanyar Barat Village, namely the low community participation in efforts to improve the settlement environment. The results of the interview show that Kwanyar Barat Village is in the position of the Informing participation ladder (Figure 5). At this stage, communication has occurred a lot, but communication is still one-way, or it can be said that the community still cannot respond to the information that has been provided by the government. This condition is related to the low participation of the community in Kwanyar Village in maintaining cleanliness, but the community's concern is very high on matters related to religion, such as participation in yasinan activities, prayer together, and others.

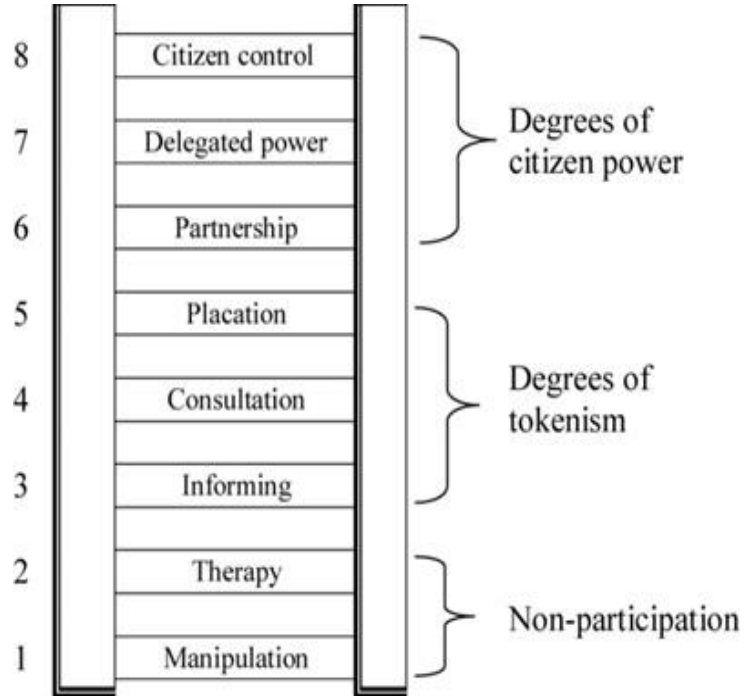

Figure 6. Typology of Community Participation in Kwanyar Barat Village
(Source: Arnstein, 1969)

3.3 Community-Based Ecotourism Development Strategy in Kwanyar Barat Village

Based on the identification of potential problems described above, it can be concluded that Kwanyar Barat Village needs several strategies to achieve its goals, namely by making this village a tourism village development. The proposed strategy based on the SWOT analysis is as follows.

Table 2. SWOT Analysis Matrix for Ecotourism Development in Kwanyar Barat Village

	Strength	Weakness
	• The community's electricity needs have been fully served • There are potential processed fish products in the form of fish crackers, shrimp crackers, and	• Slum coastal environment • A lot of environmental pollution, such as garbage dumped into sewers and the sea • Limited tools and processing of human

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p- ISSN 2621-1610 e- ISSN 2620-9934

	Strength	**Weakness**
	salted fish • The existence of several places of worship, namely mosques and prayer rooms • There is cultural diversity in the community • Presence of a doctor's practice and a police station	resources • Lack of green areas around settlements • There is no integration of tourism objects • Change the image of Rongkang Beach to be negative
Opportunities : • The existence of Rongkang Beach as a tourist attraction • Having a Public Open Space • There are clean water sources in the form of wells and springs (rivers). • There is a local potential-based economic optimization plan by the government • Have basic infrastructure • A coastal area with a unique view of the Suramadu Bridge Threat • The minimal use of technology, both from input to output • Lack of water channels in settlements prone to flooding	**Strategies :** 1. Optimizing local products through the diversification of superior products 2. Increase community cooperation by holding a program of activities that support local potential 3. Expanding community involvement in promoting superior products 4. Maximizing government program plans to integrate the existence of tourist objects 5. Maximizing superior products through the use of existing technology 6. Carry out village programs that can reduce the occurrence of floods 7. Village communities carry out activities in the form of replanting green trees around settlements (Adding green areas) 8. Organize an environmental hygiene program	

Source: Author, 2022

3.4 Development Concept in Kwanyar Barat Village

The development concept in Kwanyar Village uses the Community-Based Ecotourism Concept. The concept of community-based ecotourism is from, by, and for the community. All the programs that will be implemented in the development of ecotourism in Kwanyar Village are in the hands of the community, who are assisted by existing institutions. The development concept of Kwanyar Village is as follows (Table 3).

Table 3. Development Concept of Kwanyar Barat Village

Tourist Attraction	**Kwanyar Barat Village**
Development Theme	Community-based ecotourism development by paying attention to local community participation
Components of Development of Tourism Attractions	The development of ecotourism packages includes: beach tourism, culinary tours, souvenir centers, annual festivals, photo spots, and educational tours for the manufacture of processed products
Tourist Facilities and Services	• Provision of restaurants, culinary centers, craft centers • Vehicle rental • Provision of supporting amenities according to tourism

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p- ISSN 2621-1610 e- ISSN 2620-9934

Tourist Attraction	Kwanyar Barat Village
Accessibility	development, such as boats, gazebos, and others • Improved accessibility through road widening, road repairs, and construction of new roads • Provision of signposts for directions to tourist areas • Provision of public transportation facilities

Source: Author, 2022

In addition to the concept of village development, a concept of local community empowerment itself is urgently needed. Because this concept uses the concept of community-based ecotourism. This concept aims to increase the participation of local communities so that they can participate in the development of Kwanyar Barat Village. There are 3 approaches to community empowerment based on Walter et al., (2018) namely:

1. Curriculum Practices
   Local communities learn about implementing village development programs directly from the community, or can learn from experiences that have been carried out previously.
2. Pedagogic Practices
   In this approach, the community is encouraged to take part in internships, carry out a program that must be accompanied, and be able to take part in non-formal education.
3. Epistemological Practices
   When the community is ready to develop village development programs, it is possible to make observations on certain tours, imitate the implementation of existing tourism programs, and reflect and discuss when carrying out the program they want to implement.

From the brief explanation of the approach, there are several things that can be applied to Kwanyar Barat Village, namely as follows (Table 4).

Table 4. Application of the Community Empowerment Approach of Kwanyar Barat Village

Tourist Atraction	Curriculum practices	Pedagogic Practices	Epistemological Practices
Environmental cleanliness, sanitation and conservation	Daily social learning which is then used as the norm, such as reprimanding and reminding each other to dispose of garbage in its place, cleaning the environment regularly with mutual cooperation	• Training on the practice of disposing of waste in its place, cleaning the house, and education on good sanitation by village elders and community leaders • Education related to environmental hygiene • Assistance to the community • regarding the implementation of the hygiene program	Observing guest behavior, reflecting on knowledge, and turning it into everyday ideas and behaviors/norms, for example, providing a trash can because guests are used to throwing trash in it
Valuing local culture	On the job learning and trial error in reviving local culture	• Cultural revitalization with the guidance of village elders • Education related to culture by promoting	Observing the younger generation's declining interest in culture, the elders developed an improvisation of local

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p- ISSN 2621-1610 e- ISSN 2620-9934

Tourist Atraction	Curriculum practices	Pedagogic Practices	Epistemological Practices
		the conservation of local culture	culture
Tourism management	Establishment of social institutions where the main source of learning is stakeholder discussion	• Relying on the knowledge, community status, and guidance of village elders • Training from government and non-government institutions	Deliberative discussion among communities to determine tourism concepts and tourism development agreements

Source: Author, 2022

4. CONCLUSION

Ecotourism development must meet several criteria, namely environmental conservation, local economic livelihood, and cultural preservation. Kwanyar Barat Village has a potential area that can be an object of attraction and cultural preservation. The development of ecotourism can improve the community's economy through the development of marketing of marine products and their processed products, and can be an environmental conservation effort in the coastal area of Kwanyar Barat Village.

The results of the identification of the physical aspects of residential areas based on SNI 03-1733-2004 concerning procedures for planning a residential environment in urban areas, Kwanyar Barat Village meets the minimum criteria for a residential environment to be developed into a tourist village with problems in the form of poor quality drainage systems, sewage treatment, waste processing, not the fulfillment of the road network, and government facilities. The results of the analysis of non-physical aspects in the form of community participation using the participation typology of Arnstein showed the low participation of the community in Kwanyar Village, especially in protecting the environment (informing stage).

Based on the problems faced in the development of Kwanyar Barat Village as a tourist village, a Community-Based Ecotourism (CBET) concept is needed which places the community as both the subject and object of development. Strategies to improve the physical quality of housing include the construction of breakwaters to prevent beach abrasion, improving road quality through road widening, providing an integrated waste management system, improving the quality of drainage and waste facilities accompanied by awareness of clean and healthy living behavior. While the non-physical strategy is in the form of community empowerment which can be done through Curriculum Practices, Pedagogic Practices, and Epistemological Practices. Community empowerment can be an effort to increase community awareness in Kwanyar Village.

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