

The Influence of Mount Sepikul Natural Tourism on Socio-Economic Conditions in Tiyan Village

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Received 18 May 2026; Received in revised form 24 May 2026; Accepted 4 June 2026

Abstrak

Penelitian ini menganalisis pengelolaan objek wisata alam Gunung Sepikul di Desa Tiyan serta implikasinya terhadap kondisi sosial ekonomi masyarakat lokal. Menggunakan metodologi kualitatif, data dihimpun melalui wawancara mendalam, observasi, dan studi dokumen yang melibatkan pemerintah desa, POKDARWIS, Karang Taruna, serta wisatawan. Secara historis, transformasi wilayah ini dari lahan agraris menjadi destinasi wisata dipicu oleh karakteristik demografi masyarakat yang adaptif terhadap perubahan fungsi lahan. Temuan penelitian menunjukkan adanya sinergi antar-pemangku kepentingan dalam model pengelolaan berbasis masyarakat, di mana keterlibatan kelompok usia produktif menjadi pilar utama pelestarian lingkungan. Wisatawan terpicu mengunjungi Gunung Sepikul karena motif estetika alam yang unik serta aksesibilitas informasi yang masif melalui media sosial. Hal ini berdampak signifikan pada peningkatan kesejahteraan melalui penciptaan lapangan kerja dan peluang usaha baru, meskipun mayoritas masih bergerak di sektor informal. Namun, keterbatasan infrastruktur dan standarisasi layanan tetap menjadi kendala yang perlu diatasi melalui penguatan kapasitas komunitas secara terpadu. Secara keseluruhan, optimalisasi partisipasi lokal menjadi kunci utama guna menjamin pertumbuhan pariwisata yang inklusif dan berkelanjutan di masa mendatang

Kata kunci: gunung sepikul, manajemen pariwisata, pengaruh sosial ekonomi.

Abstract

This study analyzes the management of the Gunung Sepikul natural tourist attraction in Tiyan Village and its implications for the socioeconomic conditions of the local community. Using a qualitative methodology, data were collected through in-depth interviews, observations, and document reviews involving the village government, POKDARWIS, Karang Taruna, and tourists. Historically, the transformation of this area from agricultural land into a tourist destination was driven by the community's demographic characteristics, which allowed for adaptability to changes in land use. The study's findings indicate a synergy among stakeholders within a community-based management model, where the involvement of the productive-age group serves as the cornerstone of environmental conservation. Tourists are drawn to visit Gunung Sepikul due to its unique natural aesthetic appeal and the widespread availability of information via social media. This has significantly impacted improved well-being through the creation of jobs and new business opportunities, although the majority of these remain in the informal sector. However, limitations in infrastructure and service standardization remain challenges that need to be addressed through integrated community capacity-building. Overall, optimizing local participation is the key to ensuring inclusive and sustainable tourism growth in the future.

Keywords: gunung sepikul, tourism management, socioeconomic influence.

INTRODUCTION

Tourism is a temporary journey of individuals or groups from one place to another in an effort to find harmony,

balance, and satisfaction with the natural, social, cultural, and scientific aspects of the environment (Kadir, 2020). The social, economic, and cultural aspects of the

local community must be carefully considered when planning the implementation of tourism development. Tourism stakeholders must strive to minimize the negative impacts that may arise at each stage of development, while ensuring close alignment with the social, cultural, and economic development of local communities (Hermawan, 2016). The tourism industry is not a stand-alone entity but includes various elements that are related to each other. When these elements work together and complement each other, the tourism system can operate optimally. The government, tourism service providers, and the community around tourist destinations are the main components of tourism that contribute to the smooth running of the tourism industry system. Local people who live in tourist attraction areas play an important role in tourism planning, both as hosts, workers, and business owners. Added value that goes beyond the financial side, such as improving the quality of the environment, cleanliness, attractiveness, and pride in self-identity. Likewise, the community around the tourist attraction also plays a role in fostering a sense of security, shown friendliness accompanied by sincerity in accepting the arrival of tourists. The community must also work with local governments and tourism service providers to maintain facilities in tourist destinations, and participate in decision-

making related to tourism development, as well as support activities related to the tourism sector (Simanjuntak et al., 2017).

In addition, the concept (Community Based Tourism) of optimizing community-based tourism villages is a village development initiative that involves the entire community as stakeholders. It is also closely related to empowerment, where the community realizes their own potential, so that the community can develop and be empowered to manage their own tourism villages, they are educated to be able to help themselves (self-help). The form of community-based tourism is the development of tourism villages, where in tourism villages, people in tourism areas develop their potential, both the potential of natural resources, culture, and human resources (Wahyuningsih et al., 2020). With the concept of community-based tourism, the active participation of the local community is the main factor in determining the success of tourism development. Therefore, this research was conducted to analyze the influence of the existence of tourist attractions and their influence on the social and economic conditions of the community, and become the basis for community-based sustainable tourism management. The rural tourism industry is expected to have excellent future prospects with the increasing demand for tourist travel. This is due to the ability of the tourism industry to

improve the socio-economic life of the local community. In addition, tourism is seen as an important means of introducing the natural beauty and local culture. Another industry that has the potential to be developed as a source of income for the region is tourism. Programs aimed at developing and utilizing regional tourism resources and potential, which are expected to contribute to economic growth, can support efforts to increase local government revenues (Aminuddin et al., 2022). One of the natural tourist attractions that has great potential is Mount Sepikul, which is located in Tiyan Village, Bulu District, Sukoharjo Regency, Central Java. The beauty of the scenery, which is characterized by rocky hills, charming panoramas, and a natural atmosphere, makes this area attractive to tourists. The development of tourism activities in the region has encouraged the involvement of local communities in various economic activities, such as trade, parking services, and other small-scale businesses.

This study uses a qualitative descriptive methodology. This approach was chosen to gain a comprehensive understanding of the social phenomena that occur in the community, especially those related to the impact of tourism development on the socio-economic conditions of the local population. By using qualitative techniques, researchers can analyze data more deeply based on

the perspectives, experiences, and opinions of the research subjects (Creswell & Creswell, 2018). In this context, the researcher aims to describe a phenomenon from a participant's perspective, which includes an understanding of how community groups form and maintain certain patterns of behavior in their daily life practices. Therefore, observation of the activities and interactions of research subjects is essential for data collection. The data in this study was collected through in-depth interviews, observations, and documentation to obtain information about people's experiences and perceptions related to the impact of tourism. Data analysis uses an interactive model, which includes data reduction, data presentation, and conclusion drawing (Miles et al., 2014). To ensure the validity of the data, this study applied triangulation by comparing data from various sources and methods, while using a qualitative approach to gain an in-depth understanding of social phenomena from the perspective of the participants (Creswell & Creswell, 2018). This research aims to enrich the study of sustainable tourism as well as become a strategic reference for the development of Mount Sepikul. Based on the theory of community-based tourism and empowerment, this study proposes the hypothesis that the existence of these tourist attractions is able to improve the

socio-economic conditions of Tiyan Village. Operationally, the increase was measured through the strengthening of social interactions, the opening of job opportunities, and the increase in income, which was triggered by the development of facilities and the growth in the number of visitors in the area.

METHODS

This study employed a qualitative research method using data collection techniques that included observation, interviews, and document analysis. The research was conducted from January to February 2026. The informants consisted of: (1) the POKDARWIS Tourism Manager (Mrs. Dwi Purwanti), (2) a local community member (Mr. Sugianto), (3) a vendor operating within the tourism area (Mrs. Januartanti), and (4) a tourist (Mr. Ali). Collecting data from these diverse informants enabled the researchers to obtain information that reflects their everyday lived experiences (Macías & Contreras, 2019).

The study was conducted at the Gunung Sepikul Nature Tourism Attraction, located in Tiyan Village, Bulu District, Sukoharjo Regency, Central Java Province, Indonesia. Data triangulation was carried out by comparing information obtained from the tourism manager, local community members, vendors, and tourists to ensure the validity and reliability of the findings.

RESULTS AND DISCUSSION

General Description of Mount Sepikul Natural Tourism Area

The Mount Sepikul area, located in Tiyan Village, is a natural tourist attraction with hilly contours, well-maintained vegetation, and trails that are easily accessible to tourists. Participation in the management of tourist areas and the ability to take advantage of economic opportunities arising from the arrival of tourists is greatly influenced by the social and economic conditions of the local community, especially its demographic composition. The development of tourism is greatly influenced by the existence of human resources (HR). Both workers (labor) and tourists (as tourism actors) are included in tourism human resources. Employees in government agencies, business owners who help assess customer satisfaction and service quality, and experts and professionals who monitor, supervise, and improve the quality of tourism are all examples of HR workers. Although it may not fall into these categories, the local community around tourist destinations has a big impact on how comfortable and satisfied visitors are (Setiawan, 2016).

According to the Tiyan Village Profile (May 2025), there are 3.460 people living in 1.150 houses in the village, with 1.730 men and 1.730 women. The following table provides more detailed information by gender:

Table 1. Total Population of Tiyan Village

No	Gender		Total
	Male	Women	
1	1.730	1.730	3460

Source: Tiyan Village Profile 2025

The data show that the composition of the population by gender is in a balanced condition between males and females. This balance can be a positive potential in supporting village development, because the roles of men and women can run proportionally in various aspects of life, both in social, economic, and other sector development activities in Tiyan Village.

In addition to the total population data, the distribution of the age group of the population of Tiyan Village is presented in the following table:

Table 2. Age of Tiyan Village Residents

No	Age Range	People
1	0-6	193
2	7-12	237
3	13-15	144
4	16-18	153
5	19-60	2004
6	>60	632

Source: Tiyan Village Profile 2025

From the data in the table above, it can be seen that most of the people of Tiyan Village are in the age range of 19-60 years, which is the productive age, so they have the potential for Human Resources that support village development and economic activities. The existence of the age group of children and

the elderly shows the social responsibility of the community and the village government in providing welfare, health, and education services. Thus, the age structure of the population plays an important role in the social and economic dynamics of the village. One of the most important elements in encouraging the growth and sustainability of the tourism industry is the condition of human resources (HR) in the community of the area around the tourist destination, which is recorded in the demographic data.

In addition to age and population data, the following table shows the main occupations of the residents of Tiyan Village:

Table 3. Livelihood of Tiyan Village Trees

No	Jobs	Quantity
1	Farmer	182
2	Civil Servants	29
3	Doctor	2
4	Police	1
5	Self-employed	503
6	Merchant	544
7	Private Employees	466
8	Retirees	33
9	Nurse	10
10	Midwives	3

Source: Tiyan Village Profile 2025

Based on the table, the livelihood of the residents of Tiyan Village includes farming, trading, entrepreneurship, private employees, civil servants, and other jobs. The majority of the population works in the agricultural sector, because most of the village area is agricultural

land with rice as the main commodity. In addition, the natural potential of the village and tourism activities create opportunities in the fields of trade and other businesses, so that trading and entrepreneurial activities become important contributors to the local economy. One of the most important elements in encouraging the growth and sustainability of the tourism industry is the condition of human resources (HR) in the community around the tourist area, which is reflected in the demographic data.

(Santi Agustina & Latte, 2023)
Fungsi dan kontribusi sumber daya alam bagi kehidupan manusia dan perekonomian. “Modal alam” merupakan salah satu konsep utama yang berkaitan dengan sumber daya alam. Ketersediaan dan keterbatasan sumber daya alam termasuk salah satu tantangan ekonomi dan sumber daya alam terpenting sepanjang masa (Santi Agustina & Latte, 2023).

The Background of Mount Sepikul as a Tourist Attraction

One of the natural tourist destinations in Tiyyaran Village is Mount Sepikul, which offers stunning panoramas and rugged hills. This, if developed by paying attention to the local environmental conditions, the potential and uniqueness of nature can attract tourists to visit the location (Kiriman et al., 2023). In 2016,

Mount Sepikul was officially recognized as a tourist attraction thanks to the ideas of the local community. The local community's understanding of the natural potential of the area and the economic benefits promised by the tourism industry is the basis for determining the status. Since then, the community has played an active role in the development, management, and promotion of this area as a tourist attraction by increasing accessibility and providing basic facilities. This joint initiative shows the involvement and independence of the community in making optimal use of local resources to encourage economic development and raise awareness of Mount Sepikul. In addition to its natural potential, this area also has cultural values that develop in the local community, one of which is the legend that associates Mount Sepikul with the figure of Bandung Bondowoso. This story is believed to be part of local history and adds its own attraction to tourists. The existence of this legend not only serves as a story that is passed down from generation to generation, but also strengthens the local identity of the tourist area. This is supported by the results of an interview with one of the local residents, who stated that Mount Sepikul is believed to be related to the story of Bandung Bondowoso and is often conveyed to visitors as part of the tourist attraction. The community believes that the large stones in this area are part of

the construction of a thousand temples that have not been completed, so the stones fall and spread to the east and west. This belief then became the basis for naming Mount Sepikul.

Socio-cultural values are the result of the creation and development of society itself. These values are then maintained and believed to be ancestral heritage that has existed for a long time. Therefore, it is undeniable that socio-cultural values play a role as a means of unifying as well as a driver for the formation of solidarity between members of society (Ramadhan et al., 2016).



Figure 1. Mount Sepikul in Tiyan Village
Source: Author's Personal Documentation
(2026)

As time goes by, the community begins to realize the economic potential of the tourism sector, the development of Mount Sepikul as a tourist destination cannot be separated from their role, which is in line with the concept of community-based tourism. At first, this area was only used as ordinary land, but as tourism developed, the local community took the initiative to build basic facilities such as parking areas, toilets, food stalls, and gazebos. The

management of tourist destinations that pays attention to all aspects of the region, including social, cultural, economic, and environmental, is known as sustainable tourism. The main goal is to ensure that tourism activities can take place in a sustainable manner and continue to provide benefits for future generations (Sri Puspa Dewi et al., 2023). In terms of geomorphology, Mount Sepikul is an igneous rock formation that rises to a height of about 350 meters above sea level (masl). Based on its morphological classification, this location is more accurately described as a residual hill dominated by andesite outcrops. Technically, a hiking trail that has access that can be reached within 15 to 20 minutes on foot from the starting point of the climb can reach the summit location. The main factor that determines the carrying capacity of the environment and the potential of this place to become a special tourist destination is the combination of efficient travel time and moderate altitude. This condition provides easy access for tourists from various walks of life, including beginners, without reducing the attractiveness of the natural tourism experience offered. In addition, this characteristic also allows the management of tourist visits to be more controlled so that it can minimize pressure on the environment. With proper planning, the balance between accessibility and environmental capacity

can be maintained, thus supporting sustainable tourism development.

This shows that Mount Sepikul has a great opportunity to develop as a sustainable tourist destination. This potential is supported by the natural resources owned, the uniqueness of the landscape, and the involvement of local communities in its management. With proper management, paying attention to environmental, social, and economic aspects, Mount Sepikul can not only attract more tourists, but also be able to provide long-term benefits for the welfare of the surrounding community and maintain environmental sustainability.

Management of Mount Sepikul Natural Attractions

The local community is positioned as an active subject in the entire process of developing the tourist village, which means that the social life of the community and the surrounding environment is used as a tourist attraction. By providing ideas for the development of tourist villages, the community also plays a role as a creator (innovator) as well as a tourism promoter (Ningsih et al., 2023). Based on the results of interviews with the management, the village government, tourism awareness groups (POKDARWIS), youth organizations, and the local community work together in managing the natural tourist attractions of Mount Sepikul. The results of observations

and interviews show a fairly high level of community involvement, especially in the productive age group, who participate in carrying out tourism activities, managing food stalls, and providing parking services. In addition, the community also contributes to maintaining the comfort, security, and cleanliness of tourist areas, which are important elements in attracting tourists.

Empowerment is a form of development that focuses on the community, where the community is the target as well as the main actor in every activity carried out. The main goal of this empowerment is to realize community independence. This independence is characterized by the ability of people to think, make the right decisions, and solve problems by utilizing their potential. Basically, independence includes the ability to think, act, and control oneself (Ariyani et al., 2021).

From an institutional point of view, management is carried out in a simple but participatory manner, with the division of tasks between stakeholders that is informal but still coordinated. The Tourism Awareness Group (POKDARWIS) is the main driver in operations in the field, while the village government provides supervision and policy support. As the main actors, the community directly benefits from various business activities related to tourism.

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The community in a community contributes to the carrying capacity of the ecosystem. As living beings, humans are constantly interacting with other organisms around them. These interactions also influence the emergence of responses, both positive and negative, to the environment. If the local community shows a positive response, it will have a good impact on the environment. On the other hand, if the local community responds negatively, it can result in adverse impacts on the environment (Ratnasari & Koestoer, 2022).

As a form of community commitment to maintaining environmental sustainability and comfort, cleaning activities are carried out three times a week in the Mount Sepikul tourist area. Given the conditions on the ground that there are large numbers of wild monkeys roaming the tourist area, this project is very important. These monkeys often rummage through garbage cans, spread

garbage, and have the potential to disrupt the cleanliness and comfort of visitors. Therefore, routine cleaning activities are carried out not only to maintain the visual appeal of tourist areas, but also to reduce the negative impact of wildlife activities and create a more orderly, hygienic, and friendly environment for visitors.

The levy system in the Mount Sepikul tourist area is still simple and participatory in financial management. Donation boxes are available at the entrance, and visitors are encouraged to make a voluntary donation without a set entrance fee. Meanwhile, each trader is subject to a contribution of IDR 2,000 which is used to support the operational needs of tourist areas and facility maintenance. This concept reflects the involvement of the community in maintaining the sustainability of tourism management while demonstrating a flexible management approach.

However, this system also requires transparent and accountable management so that public trust and visitors are maintained. Clear financial records and targeted distribution of funds will help ensure that all operational and maintenance needs of the area can be optimally met. Thus, this participatory system is not only simple, but also able to support more professional and sustainable tourism governance. Based on the results of the interviews, this tourism management also received support from

the government in the form of financial assistance used to support operations and regional development. This support is one of the important factors in strengthening the sustainability of management, especially in terms of improving facilities and service quality for tourists. With the synergy between community participation and government support, the management of tourist areas can run more optimally and in a more directed manner.

The concept of Community Based Tourism (CBT), which emphasizes the empowerment of local communities in the management of tourist destinations, is supported by the active participation of this community. Community involvement is an important need so that every development process can run sustainably (Wibowo, 2024). The sustainability of tourism management and the effectiveness of role sharing are further strengthened by the demographic structure dominated by the productive age group. Apart from this, there are still a number of problems, such as the limitation of human resources in tourism management, the arrangement of facilities and infrastructure that is not optimal, and management techniques that are still relatively simple. Therefore, training, infrastructure development, and increased cooperation between village governments, managers, and related stakeholders are needed to increase community capacity. Although Law No. 6

of 2014 on the autonomy of village asset management and finance places the community as an active actor that promotes growth, the law also imposes a considerable amount of obligations on the village government. Village governments are expected to manage village finances properly and honestly, and avoid misuse of funds (V. Joanne et al., 2018). With more organized management, the tourism potential of Mount Sepikul can be developed responsibly and provide a wider contribution and benefits to the local community's economy. Sustainable management of mountain ecosystems is essential for regional economic growth (Mouhou, 2025).

The Motive for the Arrival of Tourists and Its Influence on the Socio-Economic Conditions of the People of Tiyyaran Village

Visitors come to Mount Sepikul for a variety of reasons, although most of them are for recreation and enjoying nature-based tourism. Based on visitor interviews conducted during field observations, the majority of tourists know about Mount Sepikul through social media, including TikTok and other online platforms. The main attraction that attracts visitors is the visual content, such as photos and videos of natural beauty. In addition, the desire to get a new tourist experience that is different from places that are already commonly visited is also a reason that is

often conveyed. Facilities, destination image, and marketing through social media also influence tourists' decisions to visit. Social media has an important role in increasing the exposure of a destination, so that it becomes an effective means in implementing digital marketing strategies. In addition, social media has also become an important part of people's lives around the world. Along with technological developments, the number of social media users is expected to continue to increase (Ullaeli et al., 2024). From a sociological perspective, social media can be understood as a means of communication that reaches various levels, ranging from individuals, groups, society, to the global scope. Its role in socio-cultural change is closely related to the process of innovation diffusion, which is the change that occurs through the dissemination of knowledge and new ideas in society. In the context of modern life, social media also has a huge influence on people's social interaction patterns (Lintang Novilia & Aji Gustaman, 2024).

Law Number 10 of 2009 concerning Tourism defines tourist attractions as everything that has value, uniqueness, and beauty, both from various natural resources, culture, and human inventions. A place will definitely attract tourists if there is such a tourist attraction (Rajab, 2020). This condition shows that the existence of tourist attractions has a very important role in increasing tourist visits

and encouraging the development of the tourism sector in an area. Therefore, the management and development of tourist attractions needs to be carried out optimally while still paying attention to the sustainability aspect, so that the benefits produced are not only felt in the short term, but also able to have a sustainable positive impact on the community and the surrounding environment.

In addition, the observation results show that the number of tourist visits tends to increase on weekends and holidays, which indicates a pattern of visits dominated by recreational activities. In addition to creating jobs for the local community, this increase in the number of tourists also offers economic prospects. In addition, it encourages more social connections between locals and visitors, which ultimately broadens perspectives and introduces outsiders to local cultural values. Furthermore, the presence of visitors motivates locals to preserve the cultural character of the area, which is its main attraction, and to better protect the environment.

Most of the traders in the tourist area are residents of Tiwaran Village, including the involvement of Karang Taruna who are active in various business activities and tourism management. This involvement also reflects a sense of belonging and shared responsibility for the development of tourist areas, thereby

encouraging the creation of a more organized, conducive, and sustainable environment. In addition, the participation also strengthens social relations between residents in supporting the progress of the village.



Figure 2. Socio-Economic Activities in Tourist Area

Source: Author's Personal Documentation (2026)

Although most of the activities related to tourism in Mount Sepikul are still informal, they still have a positive socio-economic impact, such as increasing people's income and creating new job opportunities. In addition, reciprocal relationships between individuals/groups between tourists and local communities are becoming more frequent, which not only encourages economic exchange but also social and cultural exchange. To maximize the economic benefits of the tourism sector while encouraging the sustainability of its management in the

region, the demographic structure dominated by the productive age and the diversity of livelihoods are very important factors.

Cultural awareness is growing along with increasing concern for the environment as a result of initiatives to protect customs, local languages, and historical artifacts that have symbolic value to society. The enthusiastic involvement of the younger generation in these preservation initiatives shows how values and knowledge are passed down from generation to generation, thereby enhancing cultural sustainability. This change in perspective shows that strategies based on local wisdom can achieve a balance between social, environmental, and economic factors. As a result, the development of tourist cities promotes sustainability, harmony with the environment, and local culture in addition to short-term financial benefits. (Suryawan et al., 2025).

In line with these findings, nature-based tourism also makes a significant contribution to increasing social awareness by encouraging interactions that advance understanding between people in various areas of life. As a result, social bonds are expanded and people's perspectives are enhanced. From an economic point of view, nature-based tourism helps local communities create jobs and increase regional income. More broadly, tourism can affect a number of

economic factors, such as supply and demand, employment, spending, and regional development. As a result, nature-based tourism encourages development by offering tourism infrastructure and facilities in addition to providing direct benefits to the surrounding community (Safri, 2020). The maximum involvement of tourism-leisure resources into the business turnover is highly dependent on the improvement of tourism infrastructure, which depends on proper management and state subsidies (Putkaradze & Abuselidze, 2019).

From an economic perspective, the empowerment and development program of tourist village areas has a considerable impact in improving the welfare and independence of the local community. This is evidenced by the increasing flow of community income from various profitable business ventures related to the tourism industry. Through the participation of small businesses, farmers, and artisans in meeting the demands of the tourism sector, this initiative not only creates new job opportunities but also encourages local economic activity (Suryawan et al., 2025). In addition, by reducing dependence on specific sectors of the economy, the initiative has encouraged the diversity of people's sources of income. The local community has started to create various innovative businesses. By offering a more diverse and sustainable source of income, it indirectly increases

the economic resilience of households. In addition, this increase in economic activity has encouraged local economic activity and increased the village's original income.

CONCLUSION

This study shows that the development of Mount Sepikul as a natural tourism destination has a positive impact on the socio-economic conditions of the community in Tiyan Village, especially through increasing income and job creation in the informal sector. Active community involvement has been successfully encouraged through management carried out by the supporting village government, tourism awareness groups (POKDARWIS), Youth Organizations, and local communities, especially among the working age. In addition, the function of social media as the main source of information for tourists has led to an increase in the number of visitors, which has boosted the region's economic activity. These findings highlight that demographic structure and community engagement are key factors for the success of community-based tourism management. However, because the results of the study are strongly influenced by regional characteristics and the dynamic and uncertain nature of tourism, this study is limited by its context. Furthermore, the magnitude of the economic impact quantitatively has

not been well represented by the qualitative methods used. To produce more comprehensive and long-lasting insights, further research is recommended to use longitudinal design and mixed-method approaches. To support the sustainable development of community-based tourism, these findings practically highlight the importance of strengthening human resource capacity, increasing synergies between stakeholders, and improving infrastructure and management quality.

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