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## **THE PROBLEMS, POTENTIALS, AND RESOURCES OF DISADVANTAGES AREAS: Case Study: Suranadi Village - Narmada, Lombok Barat, Nusa Tenggara Barat**

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### **Abstract**

Tourism is a sector that has great potential for economic and community development. However, in a pandemic situation, this sector experiences fatigue which also happens in Suranadi. This research is aiming for recommending tourism development in Suranadi as a preparation to face the post-pandemic tourism trend using the penta helix approach and BCG Matrix to show Suranadi's position in the tourism market. The problem, potential, and resources of Suranadi are being identified to make a clear direction for tourism development. The method used in this research is qualitative and the data collected by observing, interviewing, and conducting a literature study about tourist attractions will be discussed. Based on the research, the direction of Suranadi's tourism development is to increase tourism innovation, empower local communities, develop tourism



facilities and access, adapt to the post-pandemic era of life, promotion, and market, maintain quality and characteristics, and conduct tourism education.

**Keyword:** BCG Matrix; Direction Of Tourism Development; Penta-Helix; Post-Pandemic Era

### **Abstrak**

Pariwisata merupakan sektor yang memiliki potensi besar untuk pengembangan ekonomi dan masyarakat. Namun, dalam situasi pandemi, sektor ini mengalami kelesuan yang juga terjadi di Suranadi. Penelitian ini bertujuan untuk memberikan rekomendasi pengembangan pariwisata di Suranadi sebagai persiapan menghadapi tren pariwisata pasca pandemi dengan menggunakan pendekatan pentahelix dan Matriks BCG untuk menunjukkan posisi Suranadi di pasar pariwisata. Masalah, potensi, dan sumber daya yang dimiliki Suranadi diidentifikasi untuk membuat arah pengembangan pariwisata yang jelas. Metode yang digunakan dalam penelitian ini adalah kualitatif dan data yang dikumpulkan dengan melakukan observasi, wawancara, dan studi literatur tentang atraksi wisata yang akan dibahas. Berdasarkan hasil penelitian, arah pengembangan pariwisata Suranadi adalah meningkatkan inovasi pariwisata, memberdayakan masyarakat lokal, mengembangkan fasilitas dan akses pariwisata, beradaptasi dengan era pasca pandemi kehidupan, promosi, dan pasar, mempertahankan kualitas dan karakteristik, serta melakukan edukasi pariwisata.

**Kata kunci:** Matriks BCG; Arah Pengembangan Pariwisata; Penta-Helix; Era Pasca Pandemi

## **I. INTRODUCTION**

Tourism is one of the main sources of Indonesian income, but also one of the things that were hit badly by the COVID-19 pandemic (Darsana, 2022). There are 2.945 commercial tourist attraction objects in Indonesia. Those attractions are divided into natural, artificial, and cultural attractions (BPS, 2020). Suranadi, Narmada, Lombok Barat, Nusa Tenggara Barat is the first village tourism in Lombok that over various kind of attraction. Suranadi Forest is one of the mainstay tourist sites of this village, along with other attractions such as However, over time the development of tourism potential in Suranadi village experienced a slowdown. The Pandemic also takes part in village tourism degradation. So that the potential development of Suranadi

village is preceded by other villages. This certainly attracts attention because the first tourist village which was supposed to be a pilot village because it was first established, in its development was not as smooth as the development of other new tourist villages. Of course, the collaboration between the community and the government can provide more influence in the development of tourism potential in a village so that it can run more optimally.

It is unavoidable that in the development of tourism potential in a village, obstacles and obstacles can just appear. One example is if the collaboration between the community and the government does not run smoothly, it does not get support from either the community or the government. So it is certain that the development will not run smoothly. There needs to be an appropriate strategy for developing tourism potential, as well as awareness from each party that the development of this tourism potential has many benefits. Of course, the development of this tourism potential must be in accordance with the customs or culture of a region. So as not to lose the characteristics of the village itself. Especially with the pandemic, it really affects the tourism sector in an area.

The strength of developing the potential of villages and rural areas needs to be supported by all elements. The potential development of Villages and Rural Areas cannot be carried out by one element alone. Commitment and synergy between one element and another is the main key. So the penta helix or multi-stakeholder concept where elements of the Government, academics, business entities or actors, communities, and the media unite to coordinate and commit to developing the local potential of villages and rural areas. Local potential Villages and rural areas continue to prioritize local wisdom and local resources (KemenkoPMK, 2021).

Based on these problems, researchers conducted a case study on the problems, potentials, and resources of Suranadi village with the penta helix approach as a reference for developing Suranadi village tourism in dealing with post-pandemic tourism trends.

## **II. RESEARCH METHOD**

The study of tourism development in the Suranadi Village area, Narmada District, West Lombok Regency, used descriptive qualitative for the research method. The data sources used in this study are primary data sources and secondary data sources (Wardiyanta, 2010). Data collection techniques in this study used 3 data collection

techniques, namely, observation, in-depth interviews (Moleong, 2004), and literature study (Sugiyono, 2013).

Field observations were carried out to collect primary data at the research location by directly observing the object being studied, the condition of the Suranadi Tourism Village object, economic activities, and also changes in socio-economic and ecological behavior that occurred in the Suranadi. Then interviews were conducted with related and competent parties in researching Suranadi's tourism potential. Interviews were conducted with the manager of the Suranadi protected forest and the manager of the Suranadi hotel, culinary entrepreneurs for the home industry of jackfruit dodol and bulayak satay. Primary data was also obtained by conducting in-depth surveys and interviews with agencies involved in activities in the tourism sector of West Lombok Regency, especially in Suranadi village. Among them are; District Tourism Office. West Lombok, Karya Abadi BUMDes, Youth Organizations, Pokdarwis, as well as members of the Suranadi Village Government. Meanwhile, tourist resource persons were chosen randomly who were found around the tourist attraction. This research was conducted in Suranadi Tourism Village from July to September 2021.

Questionnaires in the form of questionnaires were distributed by researchers addressed to the ranks of the village and regional government officials, tourism actors (traders, tourist attraction managers), and also 20 tour operators or tourists who visited various tourist objects in Suranadi village. Questionnaire questions are in the form of open and closed questions. The open-ended questionnaire means that the researcher gives the respondents the freedom to answer questions using their own sentences, while the closed-ended questionnaire means that the researcher presents answer options that can be chosen by the respondent according to the actual conditions being experienced. The results of the questionnaire were given a score of 2 (two) for the high category and a score of 1 (one) for the low category.

In determining the score, a variable or element in tourism will be given a score of 2 (two), which means it is high if more than 50% of the respondents give a positive response, for example, satisfied with hospitality, comfortable with accommodation, and interested in the attractions presented. A tourism variable or component will be given a score of 1 (one) which means low if more than 50% of the total respondents give a negative assessment of the offer.

BCG Matrix or Boston Consulting Group is a product portfolio analysis created by Henderson with the aim of facilitating the process of analyzing and formulating strategies that are right on target to be applied to resources which in this case are tourist attractions. The BCG matrix is made based on supply factors (existing conditions) and tourist demand or interest factors (Buditiawan, 2021). This will also be useful in making decisions that should receive more or less investment (Maulana, Sukamdani, and Sulistyadi, 2018 in Salshabilla, 2022).

Furthermore, a literature study was also carried out as part of developing and testing the validity of the data. Both by reviewing books and similar journals so as to reduce the level of deviation of the data obtained. Then test the validity with the source triangulation method, namely cross-checking with facts from field observations and from other sources. All sources collected, both through literature studies and field observations (primary and secondary), are then presented descriptively.

This study aims to examine the direction of tourism development involving four elements including Price, Product, Promotion, and Place (4P). Especially for the discussion of tourism objects, the product component is broken down into 4 elements that can be included as part of the formulation of a tourism object marketing strategy, commonly called 4A (Attraction, Amenity, Ancillary, Accessibility).

**Table 1. Marketing mix of Products and Services**

NUM	ASPECT	DESCRIPTION	INDICATOR
1.	Place	Location or Distribution, this aspect relates to the transfer of ownership of the product from the producer to the customer. (Buditiawan, 2021)	Distribution Channels, Information Distribution Coverage.
2.	Price	Price, the price structure reflects strategic marketing decisions related to product positioning, company goals, and return on investment. Discounts can be given in the context of promotional activities and attract consumer interest, especially during the low season. (Buditiawan, 2021)	Tour packages, payment periods, credit availability, discounted rates.

3.	Promotions	Communication activities both personally and using tools (mass media) that are used to influence purchasing decisions. Efficient tourism promotion is based on digital technology because it requires relatively little cost but great benefits. (Buditiawan, 2021)	Publication, advertisement, and public relations.
4.	Attractions	The uniqueness of nature and local culture, the value possessed by tourist objects offered to tourists. The criteria for the potential attractions of a tourist village are that it has its own uniqueness and has a distinctive tourist attraction as a tourist attraction, both in the form of the physical characteristics of the rural natural environment and the socio-cultural life of the community, Muliawan (2008) in Atmoko (2014)	Physical and environmental character, social and cultural life, recreation, beach, sea.
5.	Amenity	Buhalis (2000) as stated in Chaerunnisa and Yuniningsih (2018) explains that amenities include all components of facilities that not only facilitate the tourist experience at the destination but also add to the positive experience.	Hotels, restaurants, rest areas, ease of financial transactions, health service centers, communication networks.
6.	Ancillary service	Ancillary is support provided by organizations, local governments, groups, or managers of tourist destinations to organize tourism activities. Cooper, et al. (2018).	Tour guides, travel agents, and so on.
7.	Accessibility	Access includes the facilities and infrastructure needed by tourists to get to tourist destinations, so services such as vehicle rentals and local transportation, routes, or travel patterns must be available (Cooper et al, 2000).	Airports, stations, terminals, highways, and so on.

Information: (1) Stars, indicating that the supply and demand factors both have optimal values so that it can be said that tourist destinations have high competitiveness; (2) Dairy Cows, indicating that the supply factor of tourism destinations is of low value

but tourists have a high enough interest so that to balance it, more effort is needed to build and improve tourism products and services so that selling power and tourist visits are maximized; (3) Dogs, means low supply and demand which means that tourist destinations still require more effort in developing tourism objects, such as; improvement of service quality, product variety, selling power at attractive prices and more vigorous promotions; (4) Question mark, means high supply position but low demand. In this case, the development of tourist visits needs to be developed by increasing promotion and service quality, while tourism products only need to be maintained and do not need to be added.

### **III. RESULTS AND DISCUSSION**

#### **A. Tourism Definition**

The definition of tourism is a trip that is carried out repeatedly or around, both planned and unplanned which can produce a total experience for the perpetrators. Meanwhile, tourism itself according to Hidayah & Nurdin (2009) has a definition of everything related to tourism activities and their impacts that occur due to contact/interaction between tourist travel agents and tourist attractions, tourism supporting facilities, and infrastructure/infrastructure provided by the community, private sector, and government, starting from the place of residence, while on the way, at the destination, until returning to their place of residence.

In essence, tourism is a symptom that occurs because it is caused by the movement of people from their place of residence to carry out a tourism activity, either vacation or business until they return to their original place of residence. These activities form a pattern in which there are components as well as several interrelated things such as supporting infrastructure, housing, and tourist destinations. All of these aspects are interconnected with each other, which will then form an atmosphere that can attract someone's interest to take a tourism trip.

To be able to create an atmosphere of increasing tourist attraction, it is necessary to discuss tourism development. According to Sutrisno (2017) tourism development is carried out in order to increase the economic growth of the community, and is a planned and structured business. The directions, policies, strategies, and programs of tourism development must be made in harmony and synergy with the direction of national tourism development policies, so as not to deviate from the objectives of tourism development.

Tourism development should follow the principles of sustainability, which integrate ecological, social, and economic sustainability.

## **B. General Information of Suranadi**

Suranadi is one of 21 villages and sub-districts located in the Narmada sub-district, West Lombok district, NTB. This village has an area of 844.30 hectares with a population of around 6137 people with heterogeneous characteristics, namely the diversity of religions and beliefs but still live peacefully and side by side. This village consists of two tribes, namely the Balinese tribe who mostly adhere to Hindu religious beliefs, and also the Sasak tribe with Islamic religious beliefs. The uniqueness of Suranadi village, among others, is the combination of cultural diversity and natural beauty.

Suranadi itself comes from two syllables; Sura which means god and Nadi which means river. This is also evidenced by the many sources of very clean water, abundant, and sacred water resources. Suranadi Village was founded in 1998 and is a fraction of the Selat village, consisting of 9 hamlets namely: South Suranadi, North Suranadi, Kalimantan, West Suranadi, Orong Dalem, Eyat Kandel, Pemunut, Kuang Mayung, and Ranget. The number of hamlet divisions is also directly proportional to the number of tourist attractions in each hamlet, ranging from religious tourism, culinary creations of residents, and also natural tourism. Here are some of Suranadi's top attractions:

1. Suranadi Park Tour
2. Home Industry Dodol (Nangka, Banana, Durian, Soursop, and Black Sticky Rice) and Bulayak Satay
3. Springs of Pura Dhang Kayangan Jagad Suranadi
4. Hotel Suranadi (Dutch heritage park and sports spot)
5. Rafting & swimming pool
6. Craft pots and decorative flowers
7. Dutch colonial heritage golf course

Suranadi can be reached by land, tourists can use private vehicles or rental vehicles because to get to this village there are no transportation facilities or public transportation available. From the city of Mataram to the village of Suranadi, Narmada sub-district, it can be reached in approximately 30 minutes by land.

There are not many Tourism Information Centers (TICs) here, there is only one TIC that can be found around the guard post of the Natural Tourism Park (Hutan Lindung).



The TIC is equipped with a tourist map located in a special area of the Suranadi Village Nature Park. Unfortunately, the TIC of the tourist attraction as a whole in Suranadi Village is not yet available here so tourists are having less access to information about other tourist destinations.

**Table 2. Tourist Attractions in Suranadi Village**

NUM	ATTRACTIONS	OBJECT	DESCRIPTION
1.	Something to see	Some tree such as, pulai ita, terep, candlenut, bayur, and banyan tree. Diverse fauna, such as various types of herds of monkeys, and several protected bird species such as jantingan, cerucuk, honeysucking, and kings	Some wild animals and rare plants are still found around TWA Suranadi so that their naturalness is well preserved.
2.	Something to do	Jungle trekking, flying fox, camping, river tubing, rafting, staycation, fishing, swimming, etc. Religious tourism of the Dhang kayangan Jagad Suranadi Spring Temple.	In Suranadi there are many rides that are managed by both the private sector and the local government. Jungle trekking and flying fox can be found at TWA Suranadi. White water rafting, river tubing, and swimming pools can be found at Lesehan Taufik II, a tour managed by the private sector. In this village, there are also many hotels with affordable prices.
3.	Something to know	About achievements, historical golf courses, and Dutch heritage hotels.	Suranadi Village, Narmada Sub-district, which some time ago was designated as the Number One Best Village for the Regional IV National Level covering NTB, NTT, Papua, West Papua, Maluku, and North Maluku. Unfortunately, the colonial heritage golf course is no longer functioning. Based on the author's observations, this golf spot is

			poorly managed so it is less attractive to visitors.
4.	Something to buy	Restaurants, Bulayak satay culinary tourism, fruit dodol culinary industry	In Suranadi, there are many places that sell authentic Suranadi food and drinks such as sate bulayak, traditional food lesehan, etc. around the tourist attraction.

Source: Processed primary data

### C. Problems, Potentials, Resources in Disadvantaged Areas Suranadi Village

#### Boston Consulting Group (BCG) Analysis On The Problems & Potentials of Tourist Destinations

The factors that influence the marketing of tourism products are the attraction, accessibility, amenities, ancillary, distribution, promotion, and price. All of these factors will later be analyzed both from the supply side (existing conditions) and the demand side (tourists' wishes) so that further strategies or next steps can be formulated to make tourism products more optimal.

**Table 3. Supply Factors (existing conditions) Suranadi Village**

NO	COMPONENT	SCORE	VARIABLES
1.	Attractions; According to the results of field observations conducted by the author, Suranadi tourism village has these component requirements, where Suranadi has the physical characteristics of the rural natural environment and unique socio-cultural life, (cultural and natural heritage). In the form of protected forests, religious tourism, rides, Sasak gamelan performances, and persean dance.	6	Something to see: 1 Something to buy: 1 Something to do: 2 Something to know: 2
2.	<i>Accessibility</i> : Aksesibilitas menuju desa Suranadi sudah sangat baik, jalan sudah diperkeras dengan aspal sehingga perjalanan menuju kesana tidak terkendala. Terdapat juga beberapa warga yang menjalankan jasa sewa kendaraan pribadi baik roda dua maupun roda empat	3	Public: 1 Private: 2

3.	Amenity: In this location there are many lodging accommodations in the form of hotels and homestays managed by private parties. There are also health service facilities in the form of village health centers. TIC can be found in several tourist destinations.	14	Hostelry: 2 Restaurant: 2 Worship place: 2 Public toilet: 2 Health Services: 2 Parking areas: 2 Merch Shop: 1 TIC: 1 Financial Services: 2 Internet Network: 2
4.	Ancilliary: Suranadi Village has a number of communities supporting the improvement of tourism objects. Such as Pokdarwis, tour guides (not yet fully certified), BUMDes, BKSDA (Natural Resources Conservation Center)	9	Pokdarwis: 2 Tour Guide: 1 BUMDes: 2 Youth Organization: 2 BKSDA: 2
5.	Place: District Government. West Lombok through the Tourism Office has provided a means of distributing tourism destination information through internet media which can be accessed through the official web address <a href="http://dispar.lombokbaratkab.go.id">http://dispar.lombokbaratkab.go.id</a> and also village website. In addition, there is an application "Ayo Ke Lombok" which can be downloaded on android. Other travel information can also be accessed through the Facebook and Instagram pages.	6	E-mail: 1 Website: 2 Apps: 2 Contact Person: 1
6.	Price: The price of admission to a number of tourism destinations in Suranadi Village is very affordable for tourists, and there are even some tourist destinations that can be found for free.	2	Affordable: 2
7.	Promotions: Suranadi Village is branded as a village with high soil fertility, and abundant water resources so that you can find flora tourism such as ornamental plant shops. This village has also received an appreciation for the best national regional IV village so that the publicity of this village is increasing	5	Social Media: 1 Pamphlet: 1 Brochure: 1 Media Publications: 2
<b>Total Scores: 49</b>			<b>Maximum Scores: 60</b>

Source: Processed Primary Data (2022)

Analysis of supply (existing conditions) by giving a score of 2 (maximum) and a value of 1 (minimum) for 30 variables on each of the factors that affect tourism marketing (7 aspects). Determination of the range between low and high based on the number of maximum and minimum scores. With the number of variables of 30, the maximum score is 60, while the minimum score of 30 is the median value of 45. From the results of the supply side analysis, 49 has a high value because it exceeds the midpoint of the assessment, which is 45.

**Table 4. Demand Factors (Travelers Perceptions)**

NO.	COMPONENT	SCORE	VARIABEL S
1.	Attractions; According to the results of the questionnaire collected by the author, the attraction component is still necessary to be improved, especially in the post-pandemic period. Events that had been vacuumed due to the pandemic are expected to be revived, such as traditional local cultural performances. There are also many rides that lack maintenance and are neglected. Innovations from various stakeholders really need to be improved again to support tourist attractions in terms of this attraction.	6	Something to see: 2 Something to buy: 1 Something to do: 2 Something to know: 1
2.	Accessibility: Accessibility to Suranadi village is very good, the road has been paved with asphalt so that the journey to get to it is not hampered. However, it is unfortunate that public transportation facilities are not yet available, so tourists from outside the area are forced to independently rent private transportation modes at a fairly high cost. The availability of transportation that can be ordered online is also a crucial thing that should be at tourist sites to facilitate tourist mobility.	2	Public: 1 Private: 1

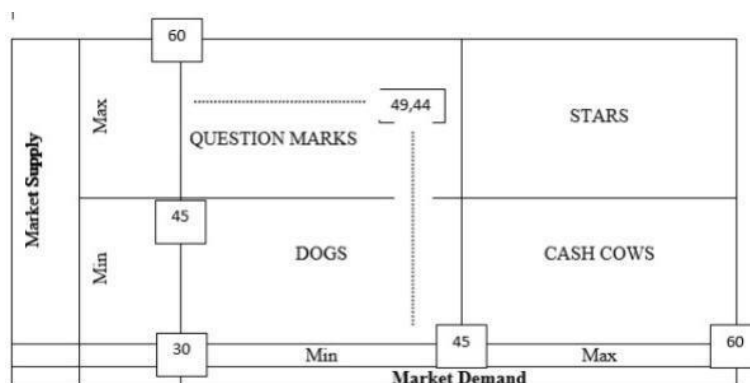
<p>3</p>	<p>Amenity: In this location, there are many lodging accommodations in the form of hotels and homestays managed by private parties, but their conditions are not optimally maintained. There are also health service facilities in the form of village health centers. TIC can be found in several tourist destinations.</p> <p>Other supporting facilities such as a culinary market that serves Lombok specialties in the form of sate bulayak, pelicing, pecel, beberuq, etc. as well as processed products typical of Suranadi such as fruit lunkhead (jackfruit, soursop, banana) can also be found at Suranadi. (Sukmadewi, et al. 2019)</p> <p>Bank financial transactions, ATMs, and foreign exchange are a little more difficult to access because the location is outside Suranadi village. in Suranadi village there is only one ATM machine.</p> <p>Communication (good signal quality for cell phones, internet network).The telecommunications infrastructure in Suranadi village is also still very limited because the internet network is only available for a few cellular operators</p>	<p>15</p>	<p>Hostelries: 1                  Restaurant: 2                  Worship places: 2                  Public toilet: 2                  Health Services: 2                  Parking areas: 2                  Merch Shop: 1                  TIC: 1                  Financial Services: 1                  Internet Network: 1</p>
<p>4.</p>	<p>Ancillary: Suranadi Village has a number of communities supporting the improvement of tourism objects. Such as Pokdarwis, tour guides (not yet fully certified), BUMDes, and BKSDA (Natural Resources Conservation Center). Pokdarwis Suranadi Tourism Village already has several tour guides at each location. However, there are still a small number of certified tour guides. In addition, there is no MoU of cooperation between tourism management groups and travel agencies.</p>	<p>9</p>	<p>Pokdarwis: 2                  Tour Guide: 1                  BUMDes: 2                  Youth Organization: 2                  BKSDA: 2</p>

5.	Place: District Government. West Lombok through the Tourism Office has provided a means of distributing tourism destination information through internet media which can be accessed through the official web address <a href="http://dispar.lombokbaratkab.go.id">http://dispar.lombokbaratkab.go.id</a> and also the village website. In addition, there is an application "Ayo Ke Lombok" which can be downloaded on Android. Other tourist information can also be accessed through the Facebook and Instagram pages.	6	E-mail: 1 Website: 2 Apps: 2 Contact Person: 1
6.	Price: The price of admission to a number of tourism destinations in Suranadi Village is very affordable for tourists, and there are even some tourist destinations that can be found for free.	2	Affordable: 2
7.	Promotions: Promotional media that is easily accessible by tourists are social media/the internet. There have been many websites that provide information about the existence of Suranadi's tourism destinations, but it is felt that they still need more actual information updates. Website facilities still need to be managed by more competent operators. Publication through social media also needs to be further improved through training in order to create attractive social media management both in terms of content and visual appearance. Pamphlets/brochures are not yet widely available, not yet available in hotels. Event calendars are available in various forms.	4	Social Media: 1 Pamphlet: 1 Brochure: 1 Media Publications: 1
<b>Total Score: 44</b>		<b>Maximum score 60</b>	

Source: Processed Primary Data (2022)

Analysis of demand (perception of tourists) by giving a score of 2 (maximum) and a value of 1 (minimum) for 30 variables on each of the factors that affect tourism marketing (7 aspects). Determination of the range between low and high based on the number of maximum and minimum scores. With the number of variables of 30, the

maximum score is 60, while the minimum score of 30 is the median value of 45. From the results of the supply side analysis, the number 44 is of lower value because it is not higher than the midpoint of the assessment, which is 45.



**Figure 1. Analysis of the BCG Matrix**

Source: Analysis Results

Based on the BCG matrix, the value of 49.44 is in the “Question Mark” quadrant. This means that tourism marketing from the supply side (the condition of tourist destinations) is already quite good, but if it is completely broken down again, tourist destinations still need some further development improvements to match the perceptions of tourists. On the element of accessibility, tourists give an assessment with a low suspension. In his description, tourists want to improve the quality of service in terms of several factors, especially related to facilities that facilitate the mobility of tourists. Accessibility includes the whole of a system and mode of transportation which includes elements of terminals, routes, and types of vehicles (Buhalis, 2000 in Chaerunnisa and Yuniningsih, 2018), where transportation is one of the basic prerequisites that are vital for the existence of tourism which is a key element that connects tourists to destinations. According to the author's observations, the existing public transportation modes/to/out of Suranadi village still really need follow-up efforts. The reason is that there are no affordable public transportation facilities in this village. Simply put, public transportation, buses and motorcycle taxis, or online motorcycle taxis are not yet available here. The tourists who visit only have the option to rent a taxi, charter a car or rent a motorbike for hunting tours with a fairly high-cost value. Local government policies to participate in

overcoming this problem can affect the interest in tourist visits. Policies that can be applied include providing subsidies so as to reduce the burden of vehicle rental costs.

In terms of amenities, on the communication network variable (good signal quality for cell phones, internet network). Telecommunications infrastructure facilities in Suranadi village are also classified as still very limited because the internet network is only available for a few cellular operators. It is suggested to the local government provide new breakthrough solutions, for example, the Regional Government through the Regional Communications Office continues to expand domestic and non-domestic public access to the internet by installing free public Wi-Fi locations scattered at crucial points. It is hoped that later in the West Lombok district there will be no locations that experience blank spots for access to the internet network, both from fiber optic services and cellular phone networks.

In terms of tourism promotion, promotion media that is easily accessible by tourists is social media/the internet. There have been many websites that provide information about the existence of Suranadi's tourism destinations, but it is felt that they still need more actual information updates. Website facilities still need to be managed by more competent operators. Publication through social media also needs to be further improved through training in order to create attractive social media management both in terms of content and visual appearance.

Furthermore, in the tour guide variable which is incorporated in the ancillary service component, tourists are still in need of professional and reliable guide services. The reason is, based on the results of the author's interview with the tourism management group in Suranadi, he said that actually Suranadi has a lot of human resources but empowerment has not been carried out optimally. This large quantity of human resources would be better in line with qualified quality as well. This can be achieved if training, courses, and professional certification of tour guides are held. Such training will improve the hospitality capabilities of residents. Walker, 2009 in Yusrizal, 2016 explain that hospitality is an action or attitude that can create a sense of security, comfort, and satisfaction and is able to meet physical, social, and psychological needs. There are several elements contained in hospitality for the development of tourist areas, namely: Globalization, Safety, and security, Diversity, Service, Technology, Legal issues, Changing demographics, Price value, and Sanitation.



## **D. Resources**

### **Natural Resources**

Suranadi is located not too far from the center of Mataram city, which is about 18 KM or can be reached for half an hour drive with easy access. This village is one of 21 villages and sub-districts in the Narmada sub-district, Kab. West Lombok-NTB. Having an area of 844.30 hectares, it is not surprising that a protected forest has been firmly established in the middle. The vegetation that fills the forest area is evenly distributed accompanied by the growth of tall trees mixed with shrubs and other shrubs. Visiting the forest we will find several types of trees with a height of about 25-30M with a diameter of 1.5M, including; the suren tree, candlenut, kedondong, and banyan tree. The many types of plants that exist make several types of animals feel comfortable having habitat in them, these animals are dominated by monkeys, civets, squirrels, and some rare bird species as well.

One of the natural resources in Suranadi has been utilized as a tourism spot, namely Suranadi Nature Tourism Park. Suranadi nature tourism park, nature tourism in the form of protected forest which has an area of about 52 hectares. Suranadi's name itself is taken from the word sura which means god and nadi which means river. The term Suranadi by the community is interpreted as heaven. This naming is in accordance with the variety of beauty and uniqueness that Suranadi is able to present. Entering the Suranadi nature park area, we will be greeted by a group of long-tailed monkeys who are friendly to visitors. There are a total of 3 long-tailed monkeys in the Suranadi nature park. Each herd has a different territory, one herd controls the outside of the forest, and the other two control the inside of the forest. This division of territory is based on a battle for the heads of the monkeys with the stipulation that the victorious herd will dominate the area outside the forest. Interacting with this smart animal in the middle of the trees will certainly be a unique experience that is hard to forget. However, keep in mind that the activity of providing food to these animals should be avoided so that they do not lose their ability to survive and transform into pests for the community.

Walking along the forest will take to the sight of local trees, among others, banyan, kedondong, kumbi, dao, etc. Suranadi natural tourist park has at least 5 large trees hundreds of years old which are often exotic photo spots for visitors. One of the trees that became the photo spot is the twin banyan which has a split trunk resembling a gate. To

get to the location of the tree, we only need to follow the directions that are designed to resemble leaves. In addition, there is a moon that provides a spotlight for one type of biota. The month in question is January. During this month mushrooms grow abundantly in the forest area, these mushrooms are edible mushrooms, so the villagers flock to visit harvest mushrooms. At this time the mushrooms taken can even reach one sack. However, visitors also need to be aware of one of the types of plants in this forest, namely moon nettle and chicken nettle. This type of tree when touched will give the effect of itching, heat, and dizziness, especially for the variant of the moon nettle. However, the presence of nettle trees further adds to the exoticism of the Suranadi Forest.

Moreover, the great condition of Suranadi village has made Suranadi become the optimal place for various fruit such as jackfruit. Jackfruit trees grow optimally in areas with an average annual rainfall of 1500-2500 mm and the dry season is not too harsh. Even so, jackfruit can still grow in dry areas with a dry period of more than 4 months. Jackfruit trees are also plants that are intolerant of which the need for sunlight must be right because otherwise, it will disrupt the formation of flowers and fruit as well as the growth of jackfruit. The average good temperature for jackfruit growth is a minimum of 16-21 degrees Celsius and a maximum of 31-31.5 degrees Celsius. High humidity is also needed so that evaporation activity is reduced. Jackfruit trees will grow very well in alluvial, loose, and slightly sandy soil. The optimum pH for jackfruit trees is 6-7, but jackfruit can still grow in soils with a low or acidic, or slightly alkaline pH, which is 6-7.5. The best altitude for jackfruit growth is between 0-800 mdpl. Suranadi with rainfall of 1500-2000 mm, average temperature between 22.2-36.9 degrees Celsius, and fertile soil make this village the right place for the growth of jackfruit trees. Under these conditions, jackfruit trees that grow in the Suranadi area are able to produce large, thick, and sweet fruit.

### **Human resources based on penta helix approach**

The development of tourism in Indonesia is inseparable from the quality of its human resources, where the human resources in question are communities consisting of various elements that will have roles in their respective fields. According to Dian Kagungan et al, Minister of Tourism and Creative Economy, Arief Yahya was the first person to launch the penta helix. This is stated in the Regulation of the Minister of

Tourism of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations. (Dian Kagungan, 2021) The model was launched in order to create and ensure the quality of activities, services, and facilities as well as create tourism experiences and values in order to provide benefits to the community and the environment. This is done through a collaborative system of entrepreneurs, government, communities in society, academia, and also the media by optimizing the roles of each element. (Resa Vio Vani, 2020)

Collaboration between the five elements in society can have an impact on the development of quality and efficient tourism, this is because the fulfillment of needs in the tourism sector can be controlled for each element in the penta helix model. Where the government as a policy maker can make policies aimed at the use of innovative tourism. Then entrepreneurs can act as the required market capital power, which is further supported by the media which has an important role in tourism promotion. The last element is a community or society that has the social power to support the development and existence of tourism itself. The following explains the role of each pentahelix actor according to I Wayan Pugra et al: (I Wayan Pugra, 2021)

a. Government

The government, which in this case is also called the bureaucracy, is fully responsible for policy. Tourism development certainly requires the participation of government authorities, both the central government and local governments in certain areas. In addition to being a policy maker, the government also plays a role in providing infrastructure related to tourism to support tourism development and development.

b. Academics

In the development and development of tourism, academics are devoted to universities and research institutions that play an important role in shaping the community, especially the knowledgeable local community. Research conducted by researchers is a form of direct involvement of academics in efforts to build and develop tourism.

c. Entrepreneur

Entrepreneurs in this case are business people, the sector that becomes the strength of the economy. So business or business in tourism is one element in the welfare of society. Entrepreneurs in relation to tourism can take part in business training that can be

developed and read market opportunities and determine the right targets so that tourism continues to exist and be innovative.

d. Community

Actors who have a large enough role are the community, especially local communities who have superior tourism. Tourism development is inseparable from the contribution of local communities who always protect nature and culture in certain places so that the place has its own charm that is different from other places. The concept of planning, implementation, and supervision needs to be carried out by the community in the community in realizing tourism development and development so that it has a tourist attraction.

e. Media

The role of the media in tourism is more of a means of socialization in order to promote tourism so that it still exists and is known to the public. The increasingly sophisticated communication technology facilitates the role of the media in the innovation and marketing creativity of a tourist destination. Packaged effectively through mass media can attract public interest.

### **Post-Pandemic Tourism Opportunities and Trends**

The Covid-19 pandemic which has lasted almost 2 years has had a major impact on the functioning of the tourism industry. In the early days of the pandemic, as many as 90% of the population in various countries could not leave their country with the passage of travel restrictions (Kemenparekraf, 2021). Based on data from the Indonesian Chamber of Commerce and Industry, the tourism sector has suffered losses due to the COVID-19 pandemic. Even reaching 10 trillion in 2020 (Hidayat, 2021). This condition improved when there was a decrease in Covid-19 cases and the relaxation of the PPSB from July to August. The loosened access made residents gradually visit shopping centers. This shows that the ongoing pandemic not only has a negative impact but also opportunities and hopes for the life of the tourism economy in the midst of a crisis (Kemenparekraf, 2021).

Tourism is one of the sectors that is expected to experience a significant increase after the pandemic. This is reinforced by the community's response when there is a relaxation of social restrictions and the belief that the public's financial condition will return to stability based on a study from MCKinsey in July 2020, as many as 86% of the

public believe their financial condition will improve after the Covid-19 crisis on average within 2 years. month (Kemenparekraf, 2021). However, changes in lifestyle during the pandemic have made tourism trends closely related to patterns carried out during the pandemic, so tourism object managers and local governments need to be prepared to face the changes that occur (RI, 2021). Tourism with a green concept is a big attraction for tourists. With this pandemic, the green concept has become a consumer priority with the addition of CHSE (cleanliness-health-safety-environment) elements. Health measures need to be taken by the government and tourism object managers in response to this issue. In addition to the green concept, eco, nature, wellness, and adventurous-based tourism also has great attraction for tourists, because it is able to offer a healing atmosphere for them. The form of service provided must also be accompanied by hospitality enhanced by hygiene, and low-touch, less-crowd (HLL).

Suranadi tourism objects are divided into culinary tourism objects, natural attractions, and educational tours. These tourist objects need to adapt to the needs of tourists after the pandemic so that they are relevant as tourist destinations of choice. According to Revenge Tourism: Analysis of Tourist Interest Post Covid-19 Pandemic paper, potential tourist have some dominant preferences to decide which place to visit after the pandemic situation. Potential tourists prefer to visit maritime and natural places. Maritime tourism is most in-demand with a percentage of 25.10%, followed by nature and culinary tourism with the same percentage i.e 20.14%. The preferences of potential tourists and the destination that can be offered in Suranadi are already a match. So, the task now is to provide optimal fun experiences and optimal facilities.

### **Direction of Tourism Development in Suranadi**

As explained in the previous discussion, tourism as a sector has reaped a fairly significant situation after the Covid-19 pandemic. In this case, of course, it is necessary to have innovations related to tourism development so that it still exists and is beneficial for the community.

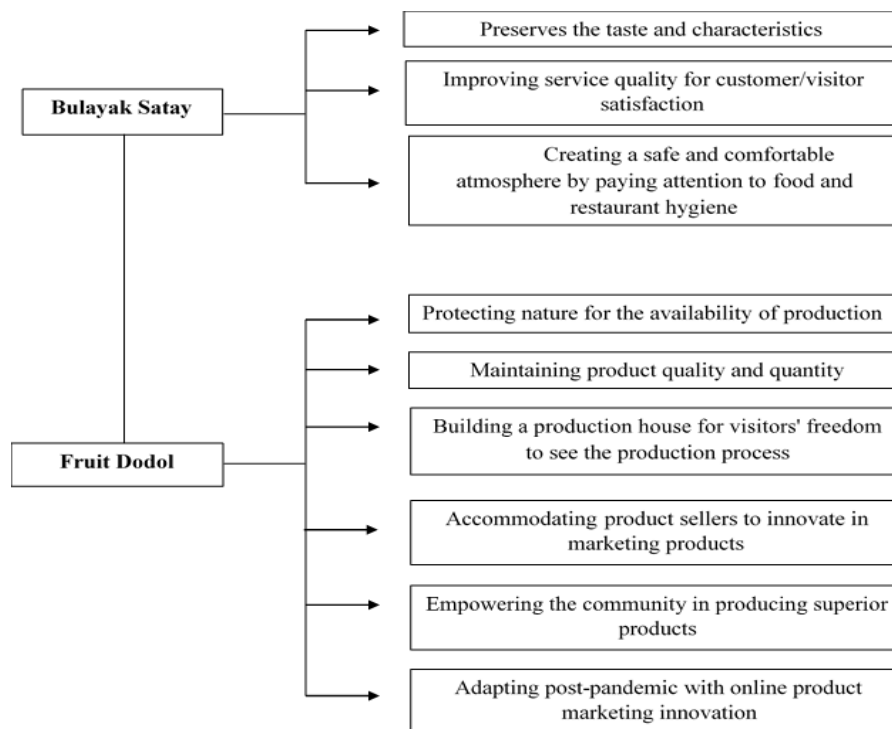
Suranadi is a village that has a tourism sector that is no less interesting than other places. Paralysis in the tourism sector due to the pandemic is certainly a special evaluation to improve the quality of tourism development in order to attract tourists. The following

will explain the direction of tourism development in Suranadi Village from various types of tourism, such as educational tourism, nature tourism, and culinary tourism.

### ***Culinary tourism***

Culinary tourism in Suranadi is a tourism sector that has its own peculiarities, especially in the results of the natural environment that is utilized by the Suranadi community itself. Culinary tourism is adapted from foods that were previously consumed by the surrounding community, such as sate bulayak. Culinary made from beef, chicken, and offal and combined with West Lombok spices that are not found in other regions create a distinctive taste (Dewi: 2015).

In addition to bulayak satay, there are also fruit luncheads produced from the nature of Suranadi Village, especially fruits which are then used by the surrounding community to be used as culinary dishes such as dodol. The two culinary specialties are then peddled around tourist attractions in Suranadi Village which of course must be maintained as a typical Suranadi Village culinary. Therefore, the following will be identified related to directions for the development of culinary tourism from bulayak satay and fruit lunchead.



**Figure 2. Direction of culinary tourism development in Suranadi**

*Nature tourism*

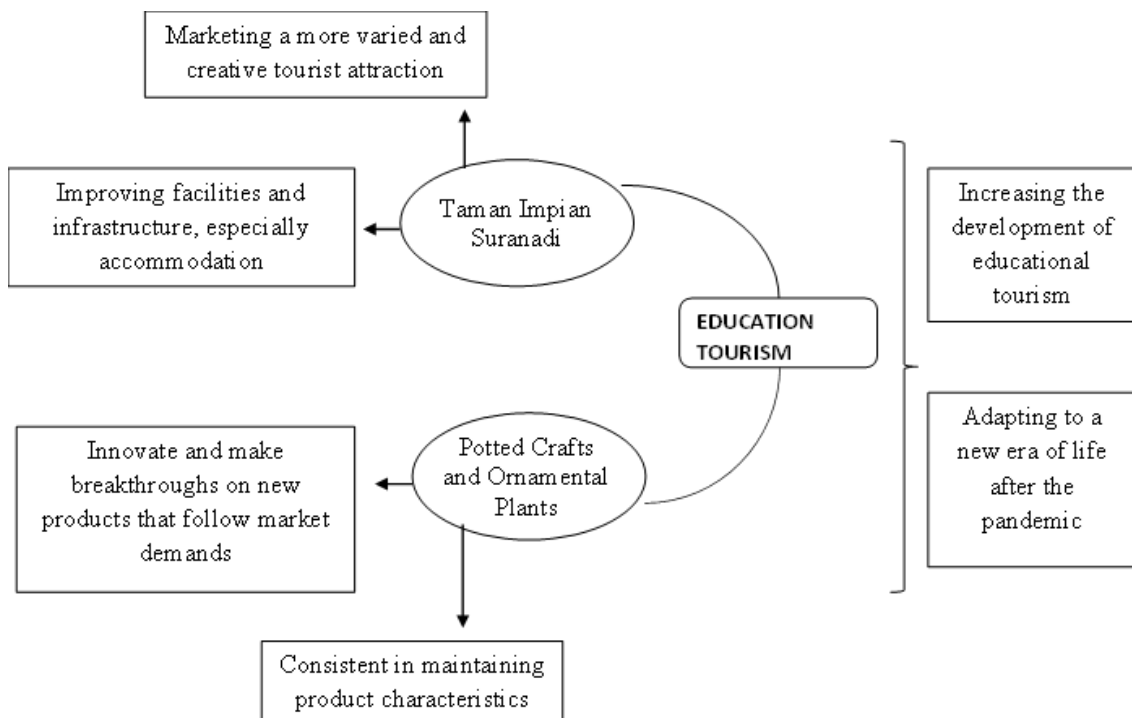
**Table 5. Direction of nature tourism development in Suranadi**

<b>Tourism Destination Name</b>	<b>Direction</b>
Suranadi Village Nature Tourism Object	Enhancing innovations in protected forest development
	Improving the quality of volunteers by guaranteeing certification
	Carry out a variety of outdoor activities
	Routine socialization with the community related to education on the preservation of natural tourism and ecosystems in the surrounding environment
	Maintaining the maintenance of tourist facilities and infrastructure and more attention to the life of their natural ecosystems
Suranadi's Hotel Tourism	Increase the development of tourist attractions
	Improving facilities and infrastructure at tourist attractions
	Empowering local communities to preserve tourism objects
	Innovating travel services
Rafting, swimming pool, and water attractions	Improving education in tourism related to the preservation of nature and water resources
	Improving the quality of tourism services
Suranadi's Green Village	Maintaining professionalism between the collaboration of the government and the private sector
	Adapting to a new era of life after the pandemic

As identified in the table above, the direction of developing natural destinations in Suranadi Village prioritizes post-pandemic tourism quality, where these tours can also be used as a special attraction for tourists not only encounter natural attractions. For example, at Hotel Suranadi Tourism, in addition to the natural destinations offered, these tours can also be used as educational tours, especially the history in them. In addition, the four attractions above can also be used for recreational tourism that can attract tourists from various backgrounds such as ages and tourists from outside the region.

### *Educational tourism*

Educational tourism is the main attraction in the tourism sector, especially in Suranadi Village, in addition to being the right place for entertainment, educational tourism usually offers various kinds of knowledge in it that is packaged in an interesting and not boring way. Being a tourism that prioritizes value certainly requires various innovative and creative developments. Suranadi Village itself has educative tourist destinations, namely Suranadi Dream Park and Potted Crafts and Ornamental Plants. The following identifies the direction of development of the two tours, especially post-pandemic development.



**Figure 3. Direction of educational tourism development in Suranadi**

## **IV. CONCLUSION**

The results of the research, the Suranadi Village Government appreciates that the local Tourism Office and tourism object managers need to make some improvements and developments for each tourist attraction to prepare themselves for a new era of post-pandemic tourism. Development certainly needs to be done based on the condition of each tourist attraction on 7 (seven) components of tourism development, namely Place,



Price, Promotions, Attraction, Facilities, Ancillary, Accessibilities. In general, the direction of Suranadi Village tourism development is to increase tourism innovation, empower local communities, develop tourism facilities and access, adapt to the post-pandemic era of life, promotion and marketing, maintaining quality and characteristics, and conducting tours.

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