



Bravolun

**“Optimizing the Potential of Sustainable Ecotourism by Empowering Local
Community in Pantai Sederhana Village”**

FINAL PROJECT BY SOCIAL PROJECT

**Submitted as one of the requirements to obtain
Sarjana Sosial (S.Sos)**

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CHAPTER I INTRODUCTION

1.1 Background

Indonesia, with its great wealth of natural and cultural resources has the potential for ecotourism to be developed as well as becoming a unique selling point for tourism and the creative economy, so that it can increase the positive impact on environmental and community sustainability (Hendriyani, 2022). That is why in ecotourism, the local community is expected to participate in ecotourism planning level and ecotourism development implementation. A low level of local community involvement will affect poor management of it. It is reported that in Indonesia, one of the main reasons behind that issue is coming from the limited information availability about ecotourism itself to the local community (Zakia, 2021). Ecotourism is related to a responsible nature-based activity that could enhance community well-being around the tourism sites. The practice of ecotourism includes minimizing physical and social impacts, promoting conservation, providing financial benefits for conservation and local communities, and offering educational experiences (The International Ecotourism Society, 2020). With those principles,

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ABSTRACT

The geographical condition not only provides an essential habitat for flora and fauna, additionally offers the potential to enhance natural tourism, particularly ecotourism. The growth of ecotourism in Pantai Sederhana Village will definitely enrich the local community through increasing the number of tourists that will initially visit, it will also contribute to preserving the surrounding natural environment. Unfortunately, multiple challenges arise during the growth of tourism in Pantai Sederhana. The fundamental challenge faced by 'Ekowisata Saung Alas' which is located in the village of Pantai Sederhana, not just environmental issues. It also a lack of visitor interest that raising significant issues concerning the roots of the problem. Empowering communities in ecotourism development is equipping with the understanding and skills required to participate effectively. Through the optimalization of human resources in knowledges and skills to arise the economic transition. This project aims to help optimize the potential of ecotourism for the local communities through creative learning for local communities and the children in Pantai Sederhana village and how to use social media effectively for ecotourism marketing, with the hope of increasing the quality of human resources in empowering ecotourism in Saung Alas. The importance of gaining abilities and knowledge in honing creative thinking in children during their golden age era is critical to the growth of ecotourism. Furthermore, we conduct socialization towards 'Ekowisata Saung Alas' members and village inhabitant on optimizing social media as a promoting tool to engage more visitors. The involvement of children is seen as a crucial element in becoming agents of change. We believe that social media platforms such as Instagram play an essential role in tourism promotion. As a result, this proposal was created with the objective of increasing the ecotourism potential in Pantai Sederhana village through the implementation within certain methods, including creative learning and also optimizing social media as a promotion tool. Indeed, this initiative fulfilled its expected objectives. This project is thriving in achieving the expected outputs. However, advanced mentoring is needed for further development to maximize the perfect results.

Keyword: Ecotourism, Sustainable Development Goals (SDGs), Creative Learning, Potential Village

ABSTRAK

Kondisi geografis tidak hanya menyediakan habitat yang penting bagi flora dan fauna, tetapi juga menawarkan potensi untuk meningkatkan pariwisata alam, khususnya ekowisata. Pertumbuhan ekowisata di Desa Pantai Sederhana tentunya akan memperkaya masyarakat setempat melalui peningkatan jumlah wisatawan yang akan berkunjung, juga akan berkontribusi dalam melestarikan lingkungan alam sekitar. Sayangnya, berbagai tantangan muncul selama pertumbuhan pariwisata di Pantai Sederhana. Tantangan mendasar yang dihadapi oleh 'Ekowisata Saung Alas' yang terletak di desa Pantai Sederhana, bukan hanya masalah lingkungan. Namun juga kurangnya minat pengunjung yang memunculkan isu-isu signifikan mengenai akar permasalahan. Pemberdayaan masyarakat dalam pengembangan ekowisata adalah membekali masyarakat dengan pemahaman dan keterampilan yang dibutuhkan untuk berpartisipasi secara efektif. Melalui optimalisasi sumber daya manusia dalam pengetahuan dan keterampilan untuk memunculkan transisi ekonomi. Proyek ini bertujuan untuk membantu mengoptimalkan potensi ekowisata bagi masyarakat lokal melalui pembelajaran kreatif bagi masyarakat lokal dan anak-anak di desa Pantai Sederhana dan cara menggunakan media sosial secara efektif untuk pemasaran ekowisata, dengan harapan semakin meningkatnya mutu dan kualitas sumber daya manusia dalam pemberdayaan ekowisata yang ada di Saung Alas. Pentingnya mendapatkan kemampuan dan pengetahuan dalam mengasah pemikiran kreatif pada anak-anak selama masa usia emas mereka sangat penting untuk pertumbuhan ekowisata. Selain itu, kami melakukan sosialisasi kepada anggota 'Ekowisata Saung Alas' dan penduduk desa untuk mengoptimalkan media sosial sebagai alat promosi untuk menarik lebih banyak pengunjung. Keterlibatan anak-anak dipandang sebagai elemen penting dalam menjadi agen perubahan. Kami percaya bahwa platform media sosial seperti Instagram memainkan peran penting dalam promosi pariwisata. Oleh karena itu, proposal ini dibuat dengan tujuan untuk meningkatkan potensi ekowisata di desa Pantai Sederhana melalui implementasi dengan metode tertentu, termasuk pembelajaran kreatif dan juga mengoptimalkan media sosial sebagai alat promosi. Inisiatif ini berhasil mencapai tujuan yang diharapkan. Proyek ini berkembang dengan baik dalam mencapai hasil yang diharapkan. Namun, pendampingan lanjutan diperlukan untuk pengembangan lebih lanjut untuk memaksimalkan hasil yang sempurna.

Kata Kunci: Ekowisata, Pembangunan Berkelanjutan, Pembelajaran Kreatif, Desa Berpotensi