



COLLABORATION AND INNOVATION OF DEVELOPMENT ACTORS IN ENVIRONMENT-BASED COMMUNITY EMPOWERMENT IN THE CONCEPT OF NATURAL TOURISM

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Abstract:

One example of an object of national development for each province is the tourism sector. Tourism is a source of foreign exchange that has the potential and has a big role in increasing the economic growth of a country. The tourism sector in Indonesia is very easy to develop by improving infrastructure, security and good management in order to be able to create a tourism sector that attracts local and foreign tourists with a good sense of satisfaction. The results of this study conclude that the form of transparency in environmental-based tourism development in Pringsewu Regency, Lampung Province is implemented properly and maximally. The form of accountability in environmental-based tourism development in Pringsewu Regency, Lampung Province is applied to the maximum. The participatory form of subjects and actors in environmental-based tourism development in Lampung Province is very actively carried out. Community participation is very important for the establishment of this tourist spot. The form of the effectiveness of activities in environmental-based tourism development in Lampung Province has been carried out with the maximum. The consensus implemented in the development of environmental-based tourism in Pringsewu Regency, Lampung Province is very actively carried out until now. The form of activities that are mutually beneficial and advance in the development of environmental-based tourism in Lampung Province have been carried out to the maximum. One of them can be seen from the participation of the community (participation). Furthermore, the author recommends that the Tourism and Culture Office of Pringsewu City always monitor and develop several hotels in Pringsewu City by providing input and suggestions in the management of business services in the tourism sector, and the results become evaluation material for the Pringsewu City Tourism and Culture Office, especially in the field of fostering and developing tourism actors. It is recommended that Information Communication and Education for tourism village managers, monitoring, evaluation and reporting of partnership development be further improved so that the target of tourism villages and tourism business actors in Pringsewu Regency can become a structured promotion program.

Keywords: *Collaboration, Innovation, Development, Community Empowerment, Environment, Nature Tourism Concept*

INTRODUCTION

The national development goals are stated in the preamble to the 1945 Constitution, paragraph IV, namely to protect the whole country of Indonesia and all the blood shed in Indonesia, to promote public welfare, to educate national life and participate in the national development process. implement a world order based on freedom. eternal peace and social justice and the realization of the ideals of the nation stated in paragraph II of the preamble to the 1945 Constitution (Herg, 2018). The

implementation of the above-mentioned national development and development goals will be carried out at the national level in each region where there is an urgent need for development actors and services. This is one of the absolute demands of this age of freedom and openness. It has been shown that ignoring this factor has led to a significant deviation from the development goal, namely the joint effort to improve the welfare of the people. Waste of public finances is another consequence of this deviation.

The process of involving local communities in the implementation of development projects at the district/city level has been shown to be effective in bringing about fundamental changes in the improvement of welfare of people. Improved services will be even better if supported by a system of government that is democratic, open, accountable and offers ample opportunities for community participation. With such a system, the ultimate goal of regional self-reliance in the form of enhanced community welfare and self-sufficiency will be achieved on the basis of community empowerment in the areas of development. different development (Kusumaningrum, 2019).

The national development goals are a new development agreement that promotes shifts towards sustainable development based on human rights and equity to promote social, economic and environmental development. Universal integration and inclusion to ensure that no one will be left behind or "No-one Left Behind". Still from the same report, the goals of sustainable development implemented in each province in its region have four pillars that are upheld by all countries that agree, as follows: 1) pillars of social development, 2) pillars of environmental development, 3) pillars of economic development, 4) legal development and governance pillar (Herg, 2018).

In order to achieve the country's development goals, of course it is necessary to implement several general national development goals, such as; 1) building a democratic system, 2) creating a good governance system, 3) acceleration of equitable development in every region, 3) building welfare, 5) educating the nation (Asri, 2010).

In the national development goals there are development targets, such as for: 1) Economic recovery is accelerating. As well as strengthening the foundation of sustainable and just development, based on a people's economic system. 2) Realizing the rule of law and good governance. 3) Realizing people's welfare, improving the quality of religious life and cultural resilience. 4) Build a democratic political system, and maintain unity and oneness. 5) Realizing development equity, as well as encouraging development in the regions.

After understanding the national development goals, it would be nice to know the 'Sustainable Development Goals' which are approved by the leaders of 189 countries and determined by the United Nations (United Nations). The goals of sustainable development are known as Sustainable Development or SDGs, which have been inaugurated from 2015 to 2030. There are 17 goals with 169 measurable achievements, as a world development agenda for the benefit of humans and planet earth. National development is a form of sustainable development efforts. Covers all the life of society, nation and state to realize national development goals in the country. While the goal of sustainable development is a series of efforts to improve the quality of human life throughout the world. There is an attachment between the two in order to realize public welfare, educate the nation's life, and participate in carrying out world order. Development goals also involve all aspects of life, such as political, economic, socio-cultural and defense and security aspects. This is of course for the sake of achieving an equal and equal life with other, more advanced nations. Learned and instilled since attending elementary school, to understand the contents of the Preamble of the 1945 Constitution.

One example of a national development object for each province is the tourism sector. Tourism is a source of foreign exchange that has potential and plays a big role in increasing the economic growth of a country. The tourism sector in Indonesia is very easy to develop by improving infrastructure, security and good management in order to be able to create a tourism sector that is attractive to local and foreign tourists with a good sense of satisfaction. In this case, it will create a feeling of wanting to travel again, in other words it will create a positive impact on society and the country. Increasing the tourism

sector can also promote economic activity, including employment opportunities, community income, regional income and state foreign exchange earnings can increase through efforts to develop various national tourism potentials. Development in the tourism sector is a breakthrough to increase regional and state income. The tourism sector will be equalized in position with other sectors in an effort to increase state income, so tourism can be called the tourism industry sector (Ahmadi, 2018).

The tourism sector is one of the strategic sectors that contributes to national income. According to UNESCO data, tourism revenues increased 25% from 1995 to 2005 and almost account for 10% of world economic activity. For developing countries, the tourism industry ranks 6th in national income under the trade value of the fossil energy sector, telecommunications equipment, computer equipment, automotive and agriculture. In 2013, Indonesia through the Ministry of Tourism has determined 13 (thirteen) provinces to become leading tourist destinations, namely 1. West Nusa Tenggara (NTB) 2. Nangroe Aceh Darussalam 3. West Sumatra, Riau 4. Lampung 5. Banten 6. DKI Jakarta 7. West Java 8. Central Java 9. Yogyakarta 10. East Java 11. South Sulawesi and 12 Bali

Based on data owned by the 2015 Global Muslim Travel Index (GMTI) in the Organization of Islamic Cooperation (OIC) destination country group, Indonesia is currently ranked 6th as a tourist destination country after Qatar, Saudi Arabia, United Arab Emirates/UAE, Turkey, and Malaysian (Al-Hasan, 2017).

The development of tourist areas is an alternative for the tourism industry in Indonesia along with the trend of halal tourism which is part of the global Islamic economic industry. The dynamics of world tourism in the last three years have been influenced by the increase in the number of trips between countries and economic growth, especially in the Asia Pacific region. Total world tourists in 2014 reached 1,110 million overseas trips or grew 5% compared to the previous year. In 2014 more than 300 million (27.1% of total world tourists) traveled to Asia and 96.7 million of them entered Southeast Asia. Meanwhile in 2015, amidst an unfavorable global situation, world tourist travel still grew 4.5%. So, tourism continues to experience significant growth.

Therefore, Bappenas has planned the development of the tourism sector, which is consistent with the direction of development until 2025 in the form of tourism development so as to be able to encourage economic activity and improve Indonesia's image, improve the welfare of local communities, and provide expanded employment opportunities. Bambang Brojonegoro emphasized that tourism development is carried out by utilizing the diversity of natural beauty and national potential as the largest marine tourism area in the world. Apart from that, it encourages economic activities related to the development of national culture. Other policies include guaranteeing tourist destination locations, local economic creation and community attitudes, convenience services for visiting tourists, tourism human resources and institutions, development of 10 priority destinations, and promotion of Indonesian tourism.

Lampung Province, with all the economic potential it has, naturally becomes a power base to become an empowered village. Lampung has a variety of cultural and artistic attractions including lumping horse art, percussion music, dances, also from the natural side, namely mountainous areas, sea coasts, waterfall tours, as well as vast and fertile stretches of agricultural areas and cattle farms that have dominated livelihood. The abundance of potential economic assets in Lampung motivated the village head, Mr. Udi Hartoko, who had worked as a hotel employee, to optimize the potential of the village he leads. Armed with experience, belief and strong determination, the development of Lampung by synergizing all village officials and the community began to be formed. In this case, in optimizing village development, the community is invited to change their mindset and encourage the spirit of improving village quality.

This community empowerment effort in Lampung began by forming a group of tourism aware citizens by the head of Lampung empowerment, which consisted of many young people, considering that the number of productive age groups in Lampung society dominates. This is done based on the results of data collection conducted by the Central Bureau of Statistics (BPS) regarding village potential (Podes) owned by each village. The

data illustrates the condition of areas that have potential at the rural level. The following is data that can be taken from villages, including: data on the area of the village, population, poverty level, and level of geographical difficulty of the village. Through this data, economic empowerment in a village can be carried out. The urgency of community empowerment is an absolute thing to pay attention to, as the Prophet Muhammad saw, was sent to this earth with the noble goal of improving morals which is also a form of community empowerment on this earth.

Community empowerment in this case becomes obligatory, because everything that exists on this earth is a responsibility that must be guarded by mankind as the most perfect creature of Allah SWT equipped with reason and passion, from which goodness can also lead to goodness. and welfare for all creatures, also vice versa can bring damage and reduce the actions taken by mankind to this universe.

For this reason, humans are required to develop noble behavior towards the environment which also has the same rights as creatures of Allah SWT. It has indeed produced a positive impact on the people of Lampung. Departing from a sense of concern for their surroundings to being able to turn everything into something special is certainly not an easy thing to go through, many twists and turns have been experienced by them in making this happen. With the intention of being able to apply the slogan owned by Lampung, namely Independent, Religious, Democratic, Productive, Advanced, Safe, Orderly and Competitive, it is very necessary to empower village communities to balance worldly and hereafter aspects by creating generations of village people. who are able to develop well and love nature (*hablum min bi'ah*), respect each other between human beings (*hablum min an-nas*), and obey in carrying out the demands of obligations and sunnah from their Lord (*hablum min Allah*) (Mohammad,1999).

Based on the explanation about community economic empowerment above, researchers see a harmony between community economic empowerment. Maqashid Syariah is a general goal of fulfilling aspects of Islamic Sharia, which is then embedded in human daily activities (Rizki, 2017). Likewise in the practice of community empowerment, Maqashid Syariah must become a theoretical foundation behind the efforts to be made, meaning that the empowerment method fulfills the criteria related to 5 things from Maqashid Syariah, namely, *hifdz maal* (safeguarding property), *hifdz diin* (safeguarding wealth), religion), *hifdz nasl* (guarding offspring), *hifdz 'aql* (guarding reason) and *hifdz nafs* (guarding soul) (Nafik, 2016).

Pringsewu Regency, as a location that has many tourism locations, also has tourism potential that can be developed and utilized, there is a diversity of physical conditions that have the potential to be developed into regional tourist attractions, so that the tourism sector is one of the hopes for economic growth in the Regency. Pringsewu There are many tourist attractions that are increasingly visited.

The process of preparing a development program is carried out through stages starting from development deliberation activities, then brought to the sub-district level through discussions with regional development work units, and so on until it is distributed at the district/city level involving cross-district/city work units (Imam, 2018). If we look carefully, the process of preparing development programs carried out so far is actually an ideal mechanism, meaning that it intends to accommodate the greatest aspirations of the community.

With regard to improving the quality of development programs, there are many things that must be considered by the community. Among other things, it must be able to create a system that is conducive to the implementation of the environmentally based tourism development process for the region from the initial steps (planning) to the evaluation process, so that what is expected from each environmentally based tourism program in the region can be realized. Thus, the goals and impacts arising from the development program can really benefit the community. Based on the explanation of the background above, the researcher is interested in studying more deeply regarding "Collaboration and Innovation of Development Actors in Environmentally Based Community Empowerment (Study of Environmentally Based Tourism in Lampung Province)" with Research Focus and Subfocus covering the many issues that can be found

in the problem. This causes the need for clear boundaries regarding the scope of the problem area to be studied. In research on collaboration and innovation of development actors in environmental-based community empowerment, environmental-based tourism studies in Lampung Province, the author will conduct interviews with several experts by limiting the substance of the research to several things, namely the concept of environmental-based community empowerment, environmental-based tourism studies. in Lampung Province as seen from the environmentally based tourism development policy based on DSN MUI No.108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism Based on Environmentally Based Principles.

So what is the focus of this research is related to the basic principles that are generally accepted. This is as explained by Edralin and Whitaker (Keban) who said that the basic principles that are generally accepted are the basic principles in the concept of good governance, namely 1. Transparency. 2. Accountability. 3. Participative. 4. Efficiency. 5. Effectiveness. 6. Consensus. 7. Mutual benefit and advancement (Keban, 2007). From the problems that the authors have formulated, the objectives of this study are 1. To find out and analyze the forms of transparency in environment-based tourism development in Pringsewu district, Lampung province. 2. To find out and analyze the form of accountability in the development of environment-based tourism in Pringsewu district, Lampung province. 3. To find out and analyze the participatory forms of subjects and actors in the development of environment-based tourism in Pringsewu district, Lampung province. 4. To find out and analyze the form of activity effectiveness in the development of environment-based tourism in Pringsewu district, Lampung province. 5. To find out and analyze the consensus implemented in the development of environment-based tourism in Pringsewu Regency, Lampung Province. 6. To find out and analyze forms of activities that are mutually beneficial and promote in the development of environment-based tourism in Pringsewu district, Lampung Province and 7. To find out and analyze forms of activities that are mutually beneficial and promote in the development of environment-based tourism in Lampung Province

Literatur Review

Community Empowerment

Community empowerment is a process that refers to efforts to increase community capacity, independence and participation in making decisions that affect their lives (Harry, 2019). This empowerment can be achieved through various principles and methods which include aspects such as equality, participation, independence, sustainability, self-reliance and other principles. The concept of empowerment originates from efforts to help disadvantaged groups and individuals to compete more effectively with other interests. In this context, empowerment is a process that gives authority to individuals or communities to be more empowered. In Indonesia, empowerment focuses more on providing power or providing energy so that individuals or communities are able to move independently. Empowerment is also closely related to independent, participatory and cooperative approaches (Sumodiningrat, 2020).

The principles of community empowerment include equality, participation, self-reliance, sustainability, and various other principles. Equality refers to the need for equality in the relationship between the community and institutions carrying out empowerment programs. Participation is the key to success in empowerment, where the community must be involved in planning, implementing and evaluating programs. Self-reliance values people's ability to overcome their own problems, whereas sustainability focuses on planning programs that can continue over the long term.

The aim of community empowerment is to enable and become independent of the community, especially from poverty and underdevelopment. This goal includes improving institutions, businesses, income, environment, life and society as a whole.

Community empowerment methods include Rapid Rural Appraisal (RRA) which aims to gather information about village conditions by involving outsiders, as well as participation-based methods such as PRA (Participatory Rural Appraisal) which focuses more on active community involvement in identifying problems and their own solutions.

These methods are used to develop empowerment programs that suit the needs and potential of the community. In the context of empowerment, it is important to achieve harmony between the principles, objectives and methods used so that people can be truly empowered and independent in overcoming their problems.

Tourist Locations

A tourist location is the development of an area or location that does not change what already exists, but rather tends to develop the potential of an existing location by utilizing the capabilities of the elements in the location. It functions as an attribute of tourism products on a small scale into a series of activities or tourism activities and is able to meet the needs of tourist trips in terms of attractiveness and supporting facilities. Factors for tourism development are usually driven by authentic natural and cultural potential, original physical environment, and relatively slow economic development (Suryadiputra, 2017).

Environmentally based tourism sites are tourism concepts that pay attention to religious principles, especially in the Islamic context. This environmentally based tourism includes tourism activities that are in accordance with Islamic values, such as avoiding immorality, maintaining ethics, and respecting socio-cultural values. In this context, there are various general criteria, travel characteristics, and characteristics of environment-based tourism. The aim is to provide a tourist experience that complies with Islamic principles and meets the needs of Muslim tourists.

Tourist Location Development is a very important plan in efforts to improve the economy, community welfare, and develop superior regional products. This involves various aspects such as human resources, natural resources, cultural resources, small industry, destinations, marketing, community empowerment, technology, cross-sector synergy, and inter-regional cooperation. The characteristics of the development of tourist sites are based on the potential of the location and its people.

The government uses a general strategy and a specific strategy in efforts to develop tourist sites. The general strategy is the steps taken by the government for the overall development of tourist sites. While specific strategies are more specific actions in developing resources, tourist sites and superior products.

According to the Development Planning, Research and Development Agency (BALITBANG), tourist locations are areas that have the main function of tourism or the potential for tourism development. Tourist Location Development is a series of gradual efforts by the government to improve the quality and quantity of locations or sub-districts so that they become tourist locations (Arifin, 2018).

Collaboration of Development Actors in Community Empowerment

This presentation discusses several principles related to collaboration (collaborative) in an organizational context. These principles involve transparency, accountability, participation, efficiency, effectiveness and consensus.

- a. **Transparency:** Transparency is an important principle in cooperation. This involves the disclosure of information that can be accessed by the public or stakeholders as a form of oversight of the organization. It is also in compliance with laws and regulations that require public agencies to disclose information to the public.
- b. **Accountability:** Accountability is an ethical concept related to public administration and involves responsibility for fulfilling the responsibilities assigned to an entity. Accountability includes the ability to explain, account for, and be accountable for the results of work or decisions taken.
- c. **Participatory:** Participation is a principle that emphasizes the participation of individuals or groups in development processes or decision-making. This can occur in the form of direct or indirect participation, and includes various aspects such as providing input, contributing resources, and taking advantage of development results.
- d. **Efficiency:** Efficiency refers to the best use of available resources to achieve a certain goal. This includes a comparison between the output (output) and the input used.

Organizations should strive to become more efficient in carrying out their tasks and achieving their goals.

- e. Effectiveness: Effectiveness relates to the ability of an organization to achieve its stated goals. It involves doing the right things to achieve the desired results. Organizational effectiveness is assessed from the extent to which organizational output contributes to the achievement of goals.
- f. Consensus: Consensus is the process of reaching a mutual agreement between groups or individuals after discussion and research. This is important in decision-making and cooperation, as it helps reach an agreement that is acceptable to all parties involved (Khotimah, 2018).

Applying these principles can help organizations to become more transparent, accountable, participative, efficient, effective, and able to reach agreements that are acceptable to all parties. This will contribute to the sustainable development and success of organizations in achieving their goals.

Inovasi Aktor Pembangunan dalam Pemberdayaan Masyarakat

Innovation in community development is a concept that is always related to the introduction of new things or updates in various aspects of life. Innovation is often interpreted as an individual or group effort to incorporate new ideas, ideas, or products that can improve the quality of human life. Experts define innovation in various ways, including Law no. 19 of 2002 which describes it as the activity of developing new knowledge or the application of existing knowledge in products or processes. Everett M. Rogers sees innovation as an idea that is accepted and adopted by certain individuals or groups. Innovation also requires supporting factors, such as market orientation and the ability to increase the company's added value. Types of innovation can vary from new inventions to existing product developments. The principle of innovation includes opportunity analysis, insight broadening, effective action, and realistic thinking. Innovative thinking involves having dreams, enriching ideas, accepting change, cultivating empathy, and developing innovative abilities. Innovation, in essence, is an attempt to bring about positive changes in life and business (Soebianto, 2019).

In the context of innovation, there are several characteristics that need attention. First, innovation must have characteristics in various aspects, including programs, ideas, arrangements, systems, and potential expected results. Second, innovation must reflect elements of novelty and originality that make it different from existing ones. Third, innovation must be carried out through a careful and well-planned planning process, avoiding hasty actions. Fourth, every innovation must have clear goals and directions and targets to be achieved. By paying attention to these characteristics of innovation, society can be more effective in developing creative solutions that help improve the quality of life and collective progress.

Method

This study uses a qualitative approach to explore a deeper understanding of the collaboration and innovation of development actors in empowering communities based on the environment in the concept of nature tourism in Pringsewu District, Lampung. The qualitative approach was chosen because it is able to provide in-depth insight into complex phenomena such as collaboration and innovation in sustainable tourism development.

Primary data sources were collected through in-depth interviews with various development actors, such as local governments, tourism businesses, environmental NGOs and local communities involved in developing nature tourism. Informants were selected purposively based on their roles and contributions in the development of eco-based tourism.

The data collection tool used was a structured interview guide specifically designed for each group of informants. Apart from interviews, field observations were also conducted to understand the context in more depth. In addition to primary data

sources, secondary data was obtained through literature study and analysis of documents related to tourism development policies, programs and initiatives in Pringsewu Regency.

The data analysis technique used is content analysis, in which interview data, observations, and documents are analyzed systematically to identify patterns, themes, and relationships between variables that emerge in the context of tourism development collaboration and innovation. The results of content analysis are used to compile accurate and evidence-based research findings.

Checking the validity of the data is done through triangulation techniques, namely comparing and validating findings from various data sources and different methods. This aims to ensure that the research findings are reliable and well representative of the phenomenon being researched.

Discussion and Data Analysis

a. Transparency of Tourism Potential

This presentation discusses data analysis related to tourism potential in Pringsewu Regency, which has various tourist objects ranging from nature, culture, to agroforestry. The data includes the number of tourist visitors from several tourist attractions over the past few years, showing a positive increase. This increase is also reflected in the levy income obtained by local governments from the tourism sector. In addition, the presentation also includes a list of tourist villages developed in Pringsewu Regency as an effort to advance community-based tourism. The tourism potential in Pringsewu Regency is seen as positive due to its diverse geographical conditions and local culture which is still preserved.

This presentation describes the development of tourism in Pringsewu Regency, with a focus on increasing the number of visitors and retribution income from tourist objects. Apart from that, developing tourist villages is also the government's effort to advance the community-based tourism sector. The diverse tourism potential, from nature to culture, shows that Pringsewu Regency has the potential to continue to grow in the tourism industry.

The following are the main points from the presentation; 1) Diverse Tourism Potential: Pringsewu Regency has various types of tourism objects, ranging from lowlands such as tourist villages to the mountains in the north. This potential includes nature, culture, agroforestry and various activities. 2) Tourism Development: Tourism in Pringsewu Regency is experiencing development with the number of tourists increasing from year to year. Visitor data shows a positive trend, which reflects the attractiveness of tourist attractions in this area. 3) Increased Levy Revenue: Local governments earn significant levy revenue from the tourism sector. This income continues to increase from year to year, which shows the positive contribution of tourism to the local economy. 4) Tourism Village Development: A number of villages in Pringsewu Regency have been developed into tourist villages. This step is the government's effort to promote community-based tourism and preserve local culture. 5) Supporting Geographical Conditions: Pringsewu Regency has diverse geographical conditions, from lowlands to mountains. The cool climate and preserved local wisdom are supporting factors for tourism growth.

b. Akuntability

This research discusses accountability in the development of environmentally based tourism in Pringsewu Regency, Indonesia. This district has quite good tourism potential, supported by natural beauty and cultural diversity. Tourism management involves careful planning, development techniques, competent management, infrastructure, tourist attractions, and planning ethics. In developing tourism, Pringsewu Regency uses the Carrying Capacity technique to ensure that the carrying capacity of tourist areas is not exceeded. The importance of planning includes situational analysis, target marketing, and tourism promotion. Pringsewu Regency also prioritizes experienced management in the field of tourism and planning of infrastructure that supports tourists. However, maintenance of infrastructure needs

to be improved.

In addition, this study highlights the importance of empowering local communities in tourism development. Pringsewu Regency seeks to develop community skills in managing tourism products and increase their participation in the tourism industry. Although these efforts are made, it is necessary to increase in optimizing the participation of local communities in improving their economy. Overall, Pringsewu Regency has taken good steps in developing environmentally based tourism, but there is still potential for improvement, especially in the promotion and empowerment of local communities.

Pringsewu Regency is also trying to build synergy between tourism development and regional spatial planning and infrastructure. However, it is necessary to pay more attention to identifying issues related to tourism and maximizing capital from the private sector. Thus, tourism management methods in Pringsewu Regency seek to ensure sustainable tourism development and contribute positively to local communities and tourists.

c. Forms of Community Participation in the Development of Tourist Locations in Pringsewu Regency

This research examines community-based tourism development in Talang Indah Bukit Pangonan, Pringsewu Regency, with a focus on community participation in development and the benefits obtained by them. The research results cover the following aspects:

- 1) **Community Participation in Decision Making:** Research shows that the local community is actively involved in decision making regarding the development of Talang Indah Bukit Pangonan tourism. They have an important role in planning, implementing and evaluating tourism development. This is important to ensure that tourism policies and programs are in line with the needs and desires of the community.
- 2) **Certainty that the Community Receives Benefits:** Local communities experience economic benefits from tourism activities. They are involved in trading, providing services, and maintaining the cleanliness of tourist sites. The existence of tourism also creates new jobs for those who previously did not have permanent work.
- 3) **Involvement in Empowerment:** Community participation in tourism development not only has an impact on the economy, but also on introducing local culture and customs to visitors. The friendly and open community makes visitors feel comfortable and connected with local characters.
- 4) **Economic Benefits:** Talang Indah Bukit Pangonan Tourism has increased the economy of the Pringsewu community. Visitors who come contribute to the economy through the purchase of goods and services, as well as encourage regional growth.
- 5) **Environmental Awareness:** The government and tourism managers strive to ensure that tourism does not damage the natural environment. The existence of tourism also creates opportunities for people to understand the importance of protecting the environment.

In an effort to maintain the unique local character and culture in Pringsewu, especially around the Talang Indah Bukit Pangonan tourist location, several steps have been taken. One of them is the local government that supports the establishment of customary institutions and facilitates their needs. The private sector, such as Vale's external management, also plays a role in maintaining cultural character by supporting character education and providing space for local communities to be creative.

This approach is important because tourism can have a negative impact on local culture, especially if local communities are influenced by market ideals that are based on profit motives rather than upholding their cultural values. Despite the pressures of globalization and modernization, the Pringsewu people try hard to maintain their original characteristics, such as the spirit of mutual cooperation,

friendly attitudes, and traditions of eating together such as Tudang Sipulung and Manre Saperra.

Character education, support for traditional institutions, and providing space for local community creativity are concrete efforts made to maintain the unique culture of Pringsewu. All of these steps aim to ensure that local culture remains strong and maintained amidst the development of tourism and the influence of foreign culture.

Data Analysis

The results of the analysis of the role of the Pringsewu Regency Tourism and Culture Office in developing community and culture-based tourism can be summarized as follows:

- a. Facilitator:
 - 1) The Pringsewu Regency Tourism and Culture Office is responsible for facilitating the community in developing community-based tourism.
 - 2) Facilitation is more dominant in physical form, such as building facilities, while non-physical facilities such as coaching and attention to tourism development activities are still less than optimal.
- b. Implementor:
 - 1) The Tourism and Culture Office of Pringsewu Regency carries out programs and activities which are its main tasks and functions in the tourism sector.
 - 2) Monitoring programs and directly involving the community have not been effective due to limited budget and human resources.
- c. Motivator:
 - 1) The Pringsewu Regency Tourism and Culture Office seeks to motivate the public, private sector and tourism entrepreneurs to participate in tourism development.
 - 2) Efforts to motivate tourism actors are still incidental and not yet optimal, especially due to minimal participation from third parties.
- d. Dinamisator:
 - 1) The Tourism and Culture Office of Pringsewu Regency conducts monitoring primarily of the private sector, but has not been able to embrace all stakeholders to actively participate in tourism development, especially in terms of policy making.
 - 2) Efforts to synergize between stakeholders are not yet optimal, and more intensive consolidation is needed.

The main obstacles faced by the Pringsewu Regency Tourism and Culture Office in their role are limited budgets, insufficient quantity of human resources, low community participation, and not yet optimal partnerships with third parties such as the private sector. Nonetheless, it should be remembered that the development of community-based tourism requires support and synergy from various parties, and steps to overcome these obstacles can be taken to increase the effectiveness of the Dinas' role in tourism development in Pringsewu District.

Researchers revealed several important findings that need attention:

- a. Collaboration Between Stakeholders: Research highlights the importance of collaboration between various stakeholders, such as local governments, tourism businesses, environmental NGOs, local communities and activists. This collaboration helps create a sustainable development ecosystem, through the sharing of resources, ideas and responsibilities.
- b. Innovation in Tourism Development: Research notes that there are innovations in the development of eco-based tourism. This includes the use of environmentally friendly technologies, sustainable education, and new approaches to tourism promotion that focus on environmental and economic sustainability.
- c. Community Empowerment as a Main Factor: Research emphasizes the importance of community empowerment in developing environmentally based tourism. Local communities are not only spectators, but also active actors in the management and preservation of tourist destinations.

- d. **Integrated Sustainability Model:** Research creates an integrated sustainability model framework that combines collaboration, innovation, and community empowerment into one holistic framework.
- e. **Success as Inspiration:** The research results show that success in environmentally based tourism development in Lampung Province can be an inspiration for other regions to follow in the same footsteps.
- f. **Long-Term Sustainability:** Research highlights the importance of considering long-term sustainability in environmentally based tourism development.
- g. **Community Based Approach:** A community based approach is a key factor in the success of environmentally based tourism in Lampung Province.
- h. **Cultural Sustainability:** Preserving local culture and traditional heritage is an integral part of the concept of environmentally based tourism in Lampung Province.
- i. **Successful Partnership Models:** Research identifies successful partnership models between local governments, businesses and environmental NGOs.
- j. **Increasing Community Income:** Environmentally based tourism development in Lampung Province has succeeded in increasing local community income through training, new jobs and local economic businesses supported by tourism.

Overall, this research shows that the success of eco-based tourism in Lampung Province is the result of a combination of factors such as collaboration, innovation, community empowerment, community-based approaches, cultural sustainability, successful partnership models, and positive impacts on people's incomes. It provides a new perspective on how other regions can achieve comprehensive sustainable development by integrating all these elements.

Conclusion

In this study, the authors provide a number of recommendations for various parties involved in the development of environment-based tourism in Lampung Province, especially Pringsewu City. First, to the Government of Lampung Province, it is suggested to increase support and budget allocation for the development of environment-based tourism, promote education and public awareness programs related to tourism potential and environmental sustainability, and strengthen regulations and supervision related to sustainable practices in the tourism industry .

Second, to the Local Government (Pringsewu City), it is suggested to encourage the active participation of the community in tourism development by involving them in the decision-making process, facilitating open dialogue between government, community and the private sector to create strong partnerships in tourism development, as well as providing a budget sufficient to improve facilities and infrastructure that support sustainable tourism.

Third, local communities are advised to increase awareness of the economic potential and benefits of eco-based tourism, take an active role in tourism-related associations and communities to provide input, suggestions and aspirations, and adopt sustainable practices in their daily activities. -a day to protect the environment and local culture. Fourth, to the Tourism and Culture Office of Pringsewu City, it is suggested to continue to encourage public awareness about the benefits of tourism and the government's role in its development, intensify efforts to overcome obstacles that arise in building community-based tourism, and develop training and education programs to improve management capabilities. sustainable tourism. Fifth, private entrepreneurs are advised to play an active role in partnership with the government and the community in supporting the development of eco-based tourism, adopting sustainable business practices, and contributing to sustainable and competitive tourism development. With the implementation of these recommendations, it is hoped that the development of environment-based tourism in Pringsewu City and its surroundings can run better and sustainably

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