



Community Participation in Village Tourism Development

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Abstract

Community participation in tourism development is the participation and equality of community members in a particular activity. Raharjana (2012) believes that the community plays an important role in supporting tourism development, especially in controlling the direction of tourism development so that it can minimize the negative impact of tourism activities. One of the well-known tourist villages in West Lombok Regency is Senggigi Village. This location became a research location with the title "Community Participation in Tourism Village Development (Senggigi Village Study, Batu Layar District, West Lombok Regency)". This research examines community participation in the development of tourist villages using a qualitative approach. Apart from that, in this research data collection used interview, observation and documentation methods. The collected data will be analyzed descriptively qualitatively. Meanwhile, the theories used are Max Weber's theory of participation and social action. It was found that the participation of community members, especially those around the beach, was very good. The impact of community participation on development greatly helps the local economy.

Keywords: *Community Participation; Village Tourism; West Lombok*

Introduction

Community participation in tourism development is the participation, involvement and similarity of community members in a particular activity. Raharjana (2012) believes that the community plays an important role in supporting tourism development, especially in controlling the direction of tourism development so that it can minimize the negative impacts of tourism activities.

Nuring (2013) believes that community participation can encourage the achievement of national and regional development goals. This shows that community participation in development can overcome the problem of inequality due to the gap between local communities and stakeholders.

Community participation at every stage of development is the most important component in efforts to grow independence and the empowerment process (Adiyoso, 2009). However, Urmila, et al (2013) stated that local community participation in all stages of development starting from planning, implementation and supervision is often ignored, so that the government's role in tourism management appears dominant. In fact, Wearing & Donald (2002) emphasized that local communities are as important

as the government and private sector as stakeholders in tourism development. Based on this, it is important to carry out research on community participation in tourism development.

One of the tourist villages in West Regency is Senggigi Village. The village has several attractions for tourists so that this area has become a tourist attraction. The attraction for tourists in this village is the beauty of the coast, waterfalls and natural hills. However, in reality, Senggigi Village is quite famous as a village that has beautiful coastal beauty because it is visited by many local and even foreign tourists. This is of course strongly supported by community participation so that it can get good attention from tourists. In this regard, the author is very interested in studying more deeply the participation of the Senggigi community in the development of Senggigi Village Tourism, thus raising the title "Community Participation in Tourism Village Development (Senggigi Village Study, Batu Layar District, West Lombok Regency). The aim of the research is to determine community participation in developing a tourist village in Senggigi Village and to determine the impact of developing a tourist village on the economic conditions of the community in Senggigi Village.

Methodology

This research uses qualitative research. Qualitative research is defined as a social science research method that collects and analyzes data in the form of words (oral and written) and human actions and research does not analyze numbers. According to Straus and Corbin (Afrizal, 2014), qualitative research methods need to include the way the data is analyzed. Meanwhile, according to Sugiyono (2011:9) qualitative research is a research method based on a view of social reality which is used to examine the condition of natural objects.

Moleong (2009:6) states that qualitative research is research that is used to understand the phenomenon of what is being experienced by research subjects, holistically and by means of description, in a special natural context by utilizing various scientific methods. Straus and Corbin (2003:4) also state that findings from qualitative research cannot be obtained by statistical procedures or other forms of calculation, but are carried out by analyzing the data obtained by describing or providing an overview of the object being analyzed according to what it is.

This research was conducted in Senggigi Village, Batu Layar District, West Lombok Regency using interviews, observations and documentation. The time used to carry out this research was February-September 2023. The research subjects in this study were residents of Senggigi Village who live around the row of beaches in Senggigi Village. Apart from that, there are also village officials, visitors and tourism managers of beach tourist attractions in Senggigi Village. Based on the purposive sampling technique, sampling is adjusted to the researcher's objectives. Information collection will be stopped when repetition of information begins to occur from sources who live around beach tourist attractions or rows of beach tourism in Senggigi Village.

Apart from that, the snowball sampling technique was also used. According to Sugiyono (2011: 85-86) snowball sampling is a technique for determining research subjects whose numbers are initially small, then increase in size. First of all, one or two people were selected, but because with these two people the data needed was not yet complete, the author looked for other people who were considered more knowledgeable and could complete the data provided by the previous two people, so that in the end the number of samples used was more and more. However, to strengthen the data, several key informants are needed, namely someone or a figure who really understands the subject and object of research. The key informants or informants reinforcing the data are the village heads of each hamlet.

Data that has been successfully collected and recorded in research activities must be ensured for its validity and truth. Therefore, there is a need for data validity. Data validity is one of the important things in qualitative research, and can be scientifically justified. Sugiyono (2011: 241) Triangulation is a data collection technique that combines various existing data collection techniques and data sources. Furthermore, Sugiyono said that by using the triangulation technique, the researcher had actually collected data and tested the credibility of the data.

The process of concluding is a process that requires careful consideration, researchers must be thorough and careful in drawing conclusions. In addition, researchers must reflect back on the presentation of the data that has been created. Searching for and finding data obtained from the surrounding field will strengthen the conclusions that will be drawn.

This is done so that the data obtained and the interpretation of the data have validity so that the conclusions drawn become solid conclusions.

Result and Discussion

Senggigi Village is a tourist village that has the greatest potential in West Lombok Regency. This happens because the village has a row of beautiful beaches, forests and mountains that are still natural and well maintained. The preservation of tourism potential in this village is something that has been developed. Rows of star-rated hotels or lodgings follow the edge of the main road which is not far from a row of beaches. In fact, some hotels or visitors are found on the slopes of the mountains or on top of the mountains. Culinary food is not left behind on various coasts with the aim of meeting the needs of local and international tourists. Likewise, many cafes are found around the beach in Senggigi Village. Even accessories traders don't want to be outdone by other traders in order to earn a living, which in turn of course becomes a souvenir for tourists when they return to their village or country.

The development of Senggigi village tourism will certainly not develop without the participation of the local village community. In the sense that the natural potential and human resources possessed by Senggigi Village have worked in harmony so that this tourist village is quite famous in various areas on the island of Lombok, even in foreign countries where people generally enjoy traveling or traveling. Apart from that, the development of the Senggigi tourist village is greatly helped by community resources in various ways, such as security, cleaning or preserving the beach, even the average community member in this village involves themselves in working in various hotels, or by starting other businesses. related to meeting tourist needs.

a. Potential natural resources

General potential of Senggigi Village

- Dry land: such as fields, landfills (405.20 ha/m²), and fields (37.28 ha/m²)
- Wet Land: such as swamps and tidal land (3.0 ha/m²)
- General plantation land: 383.03 ha/m²
- Land for public facilities: government offices (0.09 ha/m²), fields, school buildings (0.110 ha/m²), shops (5.27 ha/m²), terminals: 0.1 ha/m², roads: 0.2203 ha/m²

b. Typology

- Beach land: 6.0 ha/m²

-Conservation forest land: 396.1) Ha/m²

-Protected forest land: 475.60 ha/m²

-Hill land: 871.7 ha/m²

-River flow: 0.48 ha/m²

c. Location of Senggigi Village

Senggigi Village is located in the western part, namely in Batu Layer District, West Lombok Regency, directly bordering the North Lombok Regency area. This area is one of the entry routes to North Lombok Regency, this area is also a very beautiful tourist area, cool and comfortable, the people are also friendly. Another thing is that this route is one of the routes that is often used as a resting place to go to North Lombok Regency.

The boundaries of the Senggigi Village area are:

- North: Malaka Village, Selamat District, North Lombok Regency
- East: Pusuk Lestrai Village, Batu Layer District, West Lombok Regency.
- South: Batu Layar West Village, Batu Layar District, West Lombok Regency
- West Side ; Lombok Strait.

Apart from that, Senggigi Village consists of 4 hamlets, namely Locco Hamlet, Mangsit Hamlet, Kerandangan Hamlet, and Senggigi Hamlet.

This village is a village that is easy to reach both by land and sea transportation. This is because Senggigi Village is located on the edge of the beach and open sea, and is quite beautiful.

1. Orbitation

The distance from Senggigi Village to Batu Layar District is 5.0 km and takes 1.5 hours by foot or non-motorized vehicle, and less than 15 minutes by motorized vehicle. Meanwhile, the distance to West Lombok City (Gerung) is 45 km with a travel time of around 1 hour 15 minutes using a motorized vehicle. The distance to the provincial capital (Mataram) is 15 km with a travel time of 45 minutes using a motorized vehicle.

2. Climate

Senggigi Village has an area of 1700 ha/m², with flat topography. The climate is a tropical climate with rainfall reaching 148,175 mm/year with a number of rainy months and an average temperature of 26.C.

B. Demographic Condition of the Population

1. Human Resource Potential

- a. Population in Senggigi Village: 3,420 people
- b. Number of men: 1,690 people
- c. Number of Women: 1,730 people

d. Number of families: 1790 families

2. Tourism Potential

- a. Tourist attraction: Natural potential of white sand and black sand beaches
- b. The beauty of green forests, springs, Forete Tracking, Mountain Bike
- c. Cross-country trail tracking
- d. Potential flora and fauna (hardwood communities, civets, honey bees, birds, etc.
- e. Culinary (typical Lombok food
- f. Number of tourist visits per year: Archipelago Tourism, namely approximately 7500 people

3. Number of businesses related to tourism developed by the community

- a. Hotel/lodging, home stay: 27
- b. Freight transportation: 47
- c. Restaurants/Food Stalls: 40
- d. Souvenir stall: 59
- e. Small craft industry: 7

4. Tourism Development Program

In order to develop tourism in Senggigi Village both by the government and non-governmental organizations as follows:

- a. Arrangement of coastal areas by POKMAS
- b. Construction of the Suranadi Nature Tourism Park gate by BKSDA and NTB Province
- c. Walling of the boundaries of the Suranadi forest area by the NTB Province BKSDA
- d. Construction of counters by the NTB Tourism Department
- e. Creation and arrangement of footpaths and bicycle paths
- f. Arrangement of children's play area
- g. Initial sketch of the village square from village funds
- h. Camping Garound Arrangement

5. Obstacles and problems in village development

- a. Lack of general area facilities such as rubbish bins and lighting
- b. There is no special place for tourists to interact with monkeys, monkeys in this area are already accustomed to the presence of humans.
- c. Lack of public awareness of cleanliness, especially on roadsides and tourist beaches

- d. Many fishing boats hang out on the Senggigi beaches
- e. Low human resources for Pokdarwis as tour guides
- f. There are no production houses available as a place for garden farmers to be creative
- g. The management of tourist areas is mostly managed by the government, because community human resources are still low regarding tourism businesses

6. Development and Mapping Needs

- a. Creation of a Village Square
- b. Construction of the Alun-alun area ring road (multifunctional field)
- c. Arrangement of photo spots in the village square
- d. Development of parking area
- e. Construction of the Alun-alun gate
- f. Construction of a typical Lombo souvenir kiosk
- g. Development of typical Lombok food culinary delights
- h. Construction of a selvi (beroto) place.

Research informants are the main source for digging up the information needed. researchers to carry out research. Researchers have selected 10 informants who are considered capable of providing information related to community participation in the development of Senggigi Village, and its impact on the community in improving the economy. Informants who are considered capable of providing information are selected based on experience regarding tourism, but first the writer or researcher conducts special discussions with the Village Head and also the Tourism Manager in Senggigi Village, specifically about people who have been involved in tourism activities for a long time, and people who often participate in the development of tourist villages. In this case, the informants will be people who are considered capable of explaining or answering questions accurately. After that, the researchers determined that the 12 informants were in four hamlets, namely Senggigi Hamlet, Locco Hamlet, Mangsit Hamlet and Kerandangan Hamlet.

After that, the researcher conducted interviews with informants consisting of 12 people. Of the 12 people, they really understand the research theme. However, to strengthen the data, the researcher made the Village Head the key informant or data strengthening informant. The key informant here is someone who understands the research theme and also understands the people who are used as informants.

1. M.H

MH is one of the residents of Senggigi Hamlet who is involved in beach management in Senggigi. According to him, he worked as a beach manager for about 8 years... He is now 44 years old... He is 44 years old. Last education was high school. According to him, community participation in developing beach tourism is quite good working together. However, in tourism development, it goes through a process or slowly and gradually. He said that tourism visitors in Senggigi had bounced back after corona or Covid 19 occurred. He also said that before Corona or Covid 19 the number of tourists was very large, but after Corona ended it slowly increased but has bounced back. And of course the

community's economy has returned to stability, for example the small stalls on the beach have achieved good results.

2. MRS

Nyi is one of the beach tourism managers in Kerandangan Hamlet. According to Nyi, he has worked in this tourist area for decades. Nyi is now 52 years old. Every day, he receives visitor ticket money from tourists. He also completed his education at high school. When asked about her income working as a door guard or ticket recipient, it was very good to meet basic needs and school fees for her children. This means that working in tourist attractions is very capable of surviving, including school fees for their children.

3. KHA

This mother is a native of Senggigi Village who works as a seller of bulayak satay (a Lombok specialty) and young coconut. Every day he has a location on the beach and displays mats on the sand as seating for his customers. He also made a plastic roof over the mat so that visitors would not be exposed to sunlight. He admitted that he had been working on this beach for 16 years to meet the needs of visitors. He is now 53 years old, but still works to meet the needs of his household. However, when asked about his daily income, he answered that it was quite a lot and that he could fulfill his family's needs, including paying for his son who was still studying at a state university in Mataram.

4. BC

SM's mother is a native of Locco Village, who works as a seller of processed foods and various types of snacks, as well as hot and cold drinks. This mother has a house in Locco Hamlet, but in her daily life, she diligently trades at Kerandangan Beach. He has been doing this job for around 14 years. When asked about his income, he answered that the proceeds from his trade were able to pay for his family's needs, even to pay for his children who were studying at elementary school, middle school, and some were even going to college. However, he did not work alone. Her husband suddenly came to help her when she came home from the garden.

5. I G

Mrs. IG is a native of Mangsit Village who works as a trader in processed food, roasted corn and various types of snacks. He has also been selling hot food and drinks on the shores of Kerandangan Beach for approximately 12 years. He is already 55 years old but still struggles to earn a living on this beach in order to support his family, including the costs of his children who are at school.

6. NI

Mr. MI is a resident of Mangsit Hamlet, Senggigi Village. He is now 50 years old. He works as an accessories trader located on the edge of Senggigi Beach. Apart from having an accessories shop at the Senggigi Beach location, he also sometimes trades by walking around with his goods to offer to tourists, both to tourists and foreign tourists. Talking about income, he is very grateful because his income can meet his household needs, and can also support his children who are still in school.

7. MY

MY is a fried food seller on Senggigi Beach. He is 42 years old and lives in Senggigi Hamlet. He said that his daily income was very good. From the results of his trade, he also makes it a fulfillment of daily needs in his family. Even though her husband works in a five-star hotel in Senggigi, he doesn't want to stand idly by. He must also have income other than his own. In terms of the benefits of being a fried food seller, he also said that he was able to buy modern household appliances, such as refrigerators, gas stoves, and even motorbikes for his children who were still at school.

8. IA

Mr. IA is a native of Mangsit Village who works as security (SATPAM) at a well-known cafe in Senggigi Hamlet. He is still 30 years old. He admitted that before working in a hotel, he was only looking for a living as a construction worker. But after becoming a security guard, his income was much lower when he worked as a construction worker. His income from the hotel was able to pay for household needs, he was also able to buy a motorbike from his savings while he worked at one of the star hotels in Senggigi Village.

9. SL

Mrs. SL is a native of Senggigi Hamlet who works as a rice and young coconut trader at the Senggigi Beach location. He also sells bulayak satay and lontong (ketupat). He is only 36 years old. He also said that before the earthquake and corona (covid 19) his income was very high, he was even able to buy luxury household tools or furniture. But after the earthquake and covid 19 it is very sad to find life. But thank God, now tourism in Senggigi Village has revived after the earthquake and Covid-19, so he has returned to running his trading business, and thank God he has been able to meet various household and other needs again.

10. M.T

As Village Head, he certainly really understands the tourism conditions in his area. He said that in developing Senggigi Village as a tourist area, the community must still participate. There is participation in this village in various ways, such as building accommodation or hotels, restaurants and food stalls. However, the people who work in hotels or cafes are mostly residents of Senggigi Village itself, so that Senggigi Village tourism certainly gets support from the local government and the community. Apart from that, the development of Senggigi Village tourism is strongly supported by the participation of Senggigi residents themselves. The beauty of Senggigi Village is also supported by the hills that line the back of Senggigi. Likewise, the physical roads in the Senggi location are very conducive for young people to visit, so that almost every street corner is always a place to hang out, especially on holidays.

The Head of Senggigi Village also stated that the participation of the Senggigi community in developing Senggigi Village tourism cannot be separated from the existence of social media which also introduces or promotes this village tourism. Even employees or staff from the Senggigi Village Office have tried to use digitalization to promote or introduce Senggigi Village as a tourist village that is visited by many tourists. Apart from that, digitalization also introduces various aspects of beauty and resting places for tourists. In fact, if you look at the various forms of participation of the Senggigi community in developing tourism, such as typical Lombok culinary delights, souvenirs that are marketed around or in a shop, such as at the art market... On the other hand, tour guides also play a role in developing tourism. . However, what is more important is that parties from the village office, beach management, youth shop, community shop and religious shop, as well as tourism operators always hold meetings. This is of course part of participation in the form of thoughts or ideas in developing village tourism.

1. Community Participation in Tourism Development

If we refer to the Big Indonesian Dictionary, participation means taking part in an activity (Depdiknas, 2005: 831). In tourism development, of course participation is a very important thing, as we know that participation itself contains extraordinary potential for establishing teamwork, but if participation does not play a good role then of course the results will also be less good. Community participation in the development of village tourism, namely Senggigi Village, Batu Layar District, West Lombok Regency, is very good. They always hold meetings or meetings about developing their village as a tourist village. Another thing, community participation in Senggigi Village consists of four types, namely participation in decision making, participation in activities, participation in monitoring evaluation and participation in utilization of results.

a. Participation in Decision Making

The decision-making stage in this village is realized by the participation of the Senggigi Village community, such as in meetings, discussions, contributions of ideas, responses or rejection of the programs/activities being offered. In decision making, planning programs or community activities in this village, the community together with the tourism management, as well as community shops, religious shops, and hamlet heads. However, as a village leader, the Village Head is always present when meetings are to be held. Community participation in this stage is fundamental, this is because in the meeting the community will be discussed, what is discussed concerns the community as a whole which concerns common interests, namely the development of tourist villages. In fact, in developing a tourist village, the Senggigi community continues to empower the residents of the Senggigi community, and they always take part in meetings with the village authorities along with the village staff. Apart from that, the community is still given the opportunity to convey their ideas and aspirations in developing this tourist village. Another thing is that meeting participants always discuss the income obtained from beach tourism and other forms of tourism in this village. This submission is submitted to the meeting forum, including to the Village Head. After that, part of the proceeds or income from visitors or tourists will also be given to the community with the aim of encouraging them to support the development of tourism in this village. In every meeting, the community is always provided with understanding or understanding related to the development of village tourism. tourists and also the income of this tourist village. Likewise, income obtained from visitors or tourists is still conveyed through meetings. In fact, every member of the community must be responsible for developing the village and the community must still be responsible to the village. On the other hand, in the meeting, the conditions of tourism in the field, including the bookkeeping, must still be discussed properly.

In this meeting, the community is still given the opportunity to speak in determining good decisions. Apart from that, the large number of tourists who come to visit the tourist area of Senggigi Village has influenced many people to carry out trade, both on the side of the highway and on the beach. The people's desire to trade on the side of the road and on the beach, and they are supported by the village and even provided kiosks, but they will still be rented out.

In developing village tourism, they always hold joint meetings, including the management having to meet with the BP (Advisory Body). In this meeting they also have a commissioner with the name of the Advisory Board who is the village head. On the other hand, the advisory board in this tourist village consists of the chairman of the BPD, the chairman of the LPMD, and also those representing community leaders, in fact they play a role in building by deliberating with various parties, and the management submits a RAB if they want to carry out construction, if it is approved then it will be executed. In this case, participation prioritizes planning. Apart from that, the permanent deputy village head also has the opportunity to participate. From the description above it can be said that community participation in

decision making is very good, it is very visible from their participation in meetings, they are even involved in talking or discussing in developing this tourist village.

b. Participation in Activities

Participation in the implementation of continuation activities implemented through mutually agreed meeting decisions. Participation in this stage can be seen from the participation of Senggigi Village residents in the process of implementing beach tourism development. In fact, since the existence of beaches in Senggigi, this tourist attraction has been assisted by many residents of the coastal communities here. Likewise with the construction of roads leading to beach locations where the community also participated. It can be said again that the participation of Senggigi residents is very good, for example carrying out mutual cooperation activities in the construction of the road. In essence, community participation is very good or high in the development of beach tourism. This means that the development of the beaches in Senggigi Village is not only the management who participates in the process, but also the surrounding community, especially residents who live around the beach.

Community participation in the form of energy can be seen by community involvement during mutual cooperation. This mutual cooperation activity is carried out in the voluntary development of beach tourism objects. Apart from that, they showed that the community's participation was very good at the implementation stage.

c. Participation in the Use of Results

Participation in the results utilization stage is an indicator of the success of participation. The greater the benefits felt by the community, the program that has been implemented has been successful. The success of this participation activity is marked by an increase in output, and if viewed in terms of quantity it can be seen from how large the percentage of success of the activity has been determined. Based on the results of research conducted in Senggigi Village, information was obtained on the increasing quantity of tourists. This means again that the increase in the number of tourists visiting the beaches in Senggigi has revived, or has undergone development.

The increase in visitors is also supported by adequate facilities and infrastructure. The facilities and infrastructure factor is of course cooperation between the community and the government.

2. Impact of Tourism Development on the Community's Economy

The development of the Senggigi Tourism Village has an impact on people's lives, especially the economic impact. This impact is of course cooperation or community cohesion. This community cohesion or participation consists of various elements of society to develop the beach tourism area in Senggigi Village. In fact, many people in Senggigi Village, especially in the village part of the back area, work as farmers. However, looking at the tourism prospects in this village, many people are involved in working in the tourism sector, such as being hotel employees and parking attendants. Apart from that, some opened small businesses related to tourist needs. But not only that, many types of large businesses are also opened by residents of the Senggigi community, such as hotels, cafes, souvenir shops and nightlife venues. On the other hand, some of them involve themselves as accessories traders on a regular basis or own accessories shops. located at the Senggigi Art Market. In fact, there are many residents of Senggigi Village who are aware of tourism development, because they think that the increasing number of tourists coming to Senggigi Tourism Village will certainly have an impact on improving the community's economy.

The tourism sector in Senggigi Village also contributes to the region, in this case becoming regional income. The tourism sector in this village certainly provides opportunities for people to create employment opportunities, and also work in hotels, cafes, nightlife, etc. This means again that the presence of tourism in Senggigi Village certainly has a positive impact on the Senggigi community itself, namely that apart from reducing the number of unemployed, it also improves the community's economy, and even the crime rate can be reduced because they are involved in the hotel business.

The impact of tourism development in Senggigi Village can also be seen in:

- a) Increased community activities related to meeting tourist needs. This can be seen in the quantity of Senggigi Village residents carrying out various kinds of economic activities at the beach location, such as opening typical Lombok culinary businesses, typical Lombok souvenirs, and others. Apart from that, in developing the Senggigi tourist area, the government also involves several local residents as formal staff. involvement in working as a formal employee.
- b) Increasingly busy sellers of accessories or handicrafts at beach locations. During observations, visitors were seen buying these handicrafts. This means an illustration of economic improvement in this coastal area.
- c) Opening of employment opportunities and opportunities for business. In this case, it can certainly encourage community members to work or create jobs, so that it can also reduce the unemployment rate.

From the results of research conducted by the author, it shows that tourism is able to influence the economic conditions in Senggigi Village. Apart from being able to contribute to the region in the form of regional income, tourism is also able to create employment opportunities in formal and non-formal terms, increasing employment opportunities indirectly. can have a positive impact on reducing unemployment and poverty rates in Senggigi Village, and this is in accordance with research conducted by Witriyaningsih which states that the development of tourist attractions has a positive impact on the economic conditions of the community. Apart from that, it is also in accordance with the theory presented by Yoeti, of course the above impact is not only independent of tourism development but also of internal factors that influence it, including:

a. Natural Resources

Natural resources are resources or production factors that have been provided by nature and are man-made. Natural resources here are in the form of beach tourism in Senggigi Village.

b. Environment

The environment is a combination of physical conditions which include natural resources and institutions which include human creations such as decisions on how to use the physical environment. The environment in the form of beaches, green hills and coral rocks makes for an exotic view. In this case, beaches, green hills and coral rocks are tourist attractions so they can influence the quantity of visitors.

c. Human Resources

In the dynamics of economic life, humans have a dual function. Talk about the market context as consumers (demand) who need goods and services and also owners (supply) of production factors. As owners of production factors, humans carry out and control production activities. In this research, human resources in Senggigi Village were involved in various tourism businesses, or by opening small

businesses to meet the needs of visitors, both local visitors, as well as visitors from abroad or foreign tourists.

Another thing that needs to be understood in this research is that agricultural and livestock products are related to the tourism sector. These agricultural and livestock products are intended for the needs of hotels and restaurants. This means that the increase in the tourism sector will certainly have an impact on the increase in the agricultural and livestock sectors.

Conclusion

Based on the discussion at the beginning, it can be concluded: Community participation in Senggigi Village, Batu Layar District, West Lombok Regency. towards the development of coastal tourism is very good. The development of Senggigi Village tourist attractions has had a big impact on improving the economy of the surrounding community. The impact of this tourism development is felt by increasing income, increasing economic activity and creative industries. Likewise, agricultural and livestock products also experience economic growth because they become a necessity for tourism, such as hotels, restaurants, culinary traders, etc. On the other hand, the unemployment rate also decreases, and job opportunities are created.

Based on the results of research on community participation in village tourism development, it can be suggested: The government is expected to always collaborate with the community to maintain participation in tourism development, whether in the decision-making process, implementing activities, evaluating and utilizing results. Tourism managers are expected to further improve innovations in order to increase tourist attraction. It is hoped that the people of Senggigi Village will continue to actively participate in the development process of the Tourism Village, especially those related to the cleanliness and beauty of the beach.

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