

ANALYSIS OF THE STRATEGY FOR DEVELOPING THE POTENTIAL OF COMMUNITY-BASED ECOTOURISM (COMMUNITY BASED TOURISM) IN GULA LEMPENG CRAFTSMEN IN LASIANA VILLAGE, KUPANG CITY



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ABSTRACT

The process of making Lempeng sugar is still traditional and is an activity that has been passed down from generation to generation by previous ancestors. Unfortunately, palm sugar production is decreasing because palm sap collectors and palm sugar makers have left the industry. The population of the Lontar tree is also endangered; the tree is often cut down for building materials, household furniture, and other art/cultural items, while the Lontar tree takes more than 12 years to be tapped. This study aims to identify internal and external factors of community-based ecotourism potential in Lempeng Sugar craftsmen in Lasiana Village, Kupang City in order to develop appropriate development strategies. This research is a quantitative descriptive research using SWOT. The data collection methods used are observation, interview and questionnaire distribution. Respondents in this study were 30 people. The sampling technique for respondents of the surrounding community and craftsmen was carried out with purposive sampling technique while the visitor respondents used accidental sampling technique. The results showed that Lempeng Sugar craftsmen in Lasiana Village have great potential for community-based ecotourism development. The main strengths lie in the diversity of cultural and natural tourism, local wisdom that is still maintained, and the strategic location near Lasiana Beach. Weaknesses that need to be overcome include an undirected tourism mindset, the decreasing number of craftsmen, and the quality of human resources that still needs to be improved. Opportunities that can be utilized include the increasingly popular trend of community-based tourism, government support, and technological developments for digital promotion. Threats that need to be anticipated include competition with other tourist destinations, negative impacts of tourism on the environment and local culture, and global economic instability.

Keywords: *Ecotourism; Gula Lempeng; SWOT; Community Based Tourism (CBT)*

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INTRODUCTION

Tourism plays a vital role in the economic development of East Nusa Tenggara (NTT) Province, which has been designated as one of Indonesia's ten premier tourist destinations (Database Parekraf, 2023). The tourism sector's significance is reflected in NTT's 2018-2023 Regional Medium-Term Development Plan (RPJMD), which aims to establish East Nusa Tenggara as a gateway and center for national tourism development (Ring of Beauty) (LAKIP Disperindag NTT, 2023). Despite experiencing a significant setback during the COVID-19 pandemic with a -26.35% growth in 2020, the sector showed signs of recovery in 2021 with a 3.38% growth (Database Parekraf, 2023).

Research on ecotourism development in East Nusa Tenggara is limited. Ziku (2016) examined community participation in ecotourism development on Komodo Island, while Nugraha & Siti (2020) studied community-based ecotourism development in Pemo Village, Kelimutu National Park, Ende Regency. These studies highlight the potential for community-based tourism initiatives in the region but do not specifically address the integration of traditional crafts into ecotourism development.

Lasiana Beach in Kupang City has experienced fluctuating visitor numbers, with a significant increase of 39% in 2022 as tourism recovered from the pandemic (Database Parekraf, 2022). Near this popular tourist destination, palm sugar (Gula Lempeng) craftsmen practice their traditional trade. However, this cultural practice faces several challenges: the traditional craft of palm sugar production is threatened with extinction (Tulalo, 2020:39), the Lontar palm (*Borassus Flabellifer*) population is declining due to unsustainable harvesting practices (Jahang, 2016) and the craft is passed down through generations but lacks integration with tourism development.

While studies have examined ecotourism in East Nusa Tenggara, there is a notable absence of research focusing on 1) the potential integration of traditional crafts into ecotourism development in urban settings like Kupang City, 2) strategies to preserve cultural practices through tourism while ensuring economic benefits for local craftsmen and 3) The application of community-based tourism principles to traditional craft preservation in the context of popular beach destinations.

This study aims to identify internal and external factors affecting the potential development of community-based ecotourism centered around palm sugar craftsmen in Lasiana, Kupang City. Develop appropriate strategies for sustainable ecotourism that can preserve the traditional craft of palm sugar production, provide economic benefits to local craftsmen and enhance the tourist experience at Lasiana Beach through cultural engagement.

The research employs a quantitative descriptive approach using SWOT analysis to identify strengths, weaknesses, opportunities, and threats in ecotourism development. Additionally, benchmarking against successful community-based ecotourism initiatives in Bali, such as those in Pecatu Village, South Kuta, and coral reef ecotourism in Pemuteran and Buleleng, will provide valuable insights for strategy formulation.

As Fandeli (2002) argues, ecotourism represents a responsible tourism development concept that prioritizes environmental conservation, economic benefits, and cultural preservation for local communities. By focusing on community-based ecotourism (CBT), this research aligns with Priono's (2012) emphasis on enhancing local human resources and skills in tourism areas while preserving traditional practices and environmental sustainability.

LITERATURE REVIEW

Ecotourism Concept and Principles

Ecotourism represents a convergence of environmental, economic, and social interests in tourism development (Damanik & Weber, 2006). The International Ecotourism Society defines it as responsible nature travel that promotes environmental conservation while enhancing local community welfare (Damanik & Weber, 2006). Yulianda (2007) further emphasizes that ecotourism aims to conserve the environment while preserving the life and prosperity of local residents. Damanik and Weber (2006) outline several key principles of ecotourism:

1. Minimizing negative environmental and cultural impacts
2. Building awareness and appreciation for local environment and culture
3. Offering positive experiences through cultural exchange
4. Providing direct financial benefits for conservation
5. Empowering local communities through tourism products that emphasize local values

Community-based Ecotourism

Community-based Tourism (CBT) emphasizes biodiversity conservation by fostering collaboration between local residents and the tourism industry (Nugroho, 2011). Priono (2012) identifies that the fundamental aspect of developing community-based tourism using ecotourism concepts is improving the quality of human resources and skills of local communities around tourist areas.

Denman (2001) argues that community-based ecotourism can help maintain sustainable use of natural resources and land. It extends the social dimension of ecotourism by developing forms where local communities have full control and involvement in management and development, ensuring that the majority of benefits remain within the community.

Prerequisites for Community-Based Ecotourism Development

Denman (2001) outlines several basic requirements for developing community-based ecotourism:

1. Attractive landscape or flora/fauna for visitors
2. Ecosystems capable of sustaining visitor numbers without damage
3. Local communities aware of potential opportunities, risks, and changes
4. Effective community decision-making structures
5. Absence of unavoidable threats to local culture and traditions
6. Initial market assessment showing potential demand

Traditional Crafts in Ecotourism Context

The integration of traditional crafts into ecotourism offers unique advantages:

1. Small-scale tourism activities that are easier to coordinate and have minimal environmental impact compared to mass tourism
2. Opportunities to develop small-scale tourist attractions managed by local communities
3. Greater local participation in decision-making
4. Enhanced cultural sustainability and tourist appreciation of local culture

Community-based ecotourism creates employment opportunities through various tourism services: guide fees, transportation, homestays, and craft sales (Hijriati

& Mardiana, 2014). This economic model positively impacts environmental conservation and preservation of local culture, potentially fostering community pride and identity through increased ecotourism activities (Priono, 2012).

METHOD

This study combines quantitative and qualitative methods to conduct a descriptive investigation. Techniques for gathering primary data include observations, questionnaires, interviews, and recordkeeping. After the data was acquired, it was examined using a SWOT matrix, which led to the recommendation of certain strategies for the growth of community-based ecotourism development of palm sugar craftsmen (Hunger & Wheelen, 2003).

The research is conducted in Lasiana Village, Kupang City, specifically focusing on the area surrounding Lasiana Beach Tourist Attraction where palm sugar craftsmen are located. The study encompasses both the existing tourism activities and the traditional palm sugar production practices in the area.

The types of data and data sources in this study used primary and secondary data. Primary data was collected through questionnaires and in-depth interviews with key informants consisting of palm sugar craftsmen in Lasiana Village, Lasiana Beach tourism managers, local communities, tourists visiting the area, and representatives of the local government (East Nusa Tenggara Province Tourism & Creative Economy Office). Direct observation of the tourist attraction of Lasiana Beach and the location and activities of palm sugar craftsmen. Documentation through written notes, drawings, recordings, and photographs. Secondary data was obtained from various related agencies including the Kupang City Central Bureau of Statistics, East Nusa Tenggara Provincial Public Works & Housing Office, Lasiana Village Office, and Bali Provincial Tourism Office, Comparative data from community-based tourism villages in Bali: Penglipuran Village, Sudaji Tourism Village & Buleleng Coral Reef Ecotourism in Pemuteran as well as browsing related research articles.

Data Analysis Method using SWOT analysis to identify Strengths: Internal elements that can be leveraged as competitive advantages, Weaknesses: Limitations in resources, skills, or capabilities that may hinder performance, Opportunities: Favorable situations and trends that can be exploited and Threats: Unfavorable environmental factors that could pose challenges. The SWOT analysis will be used to develop four types of strategies: SO (Strengths-Opportunities) strategies, WO (Weaknesses-Opportunities) strategies, ST (Strengths-Threats) strategies, WT (Weaknesses-Threats) strategies (Hunger & Wheelen, 2003). Additionally, descriptive analysis will be employed to synthesize and interpret the data collected through observations, questionnaire, interviews and documentation.

RESULT AND DISCUSSION

The population of Kelurahan Lasiana as of 2015 was 13,657 people (2,432 households), consisting of 7,309 men and 6,348 women. Of this population, the labor force consists of 11,084 people. The main livelihoods of most of the people of Kelurahan Lasiana are farmers/tradesmen/fishermen, totaling 241 residents (Kelapa Lima Sub-district Office, 2017).

Geographically in Lasiana Village, there is one of the famous natural attractions in Kupang City, namely Lasiana Beach. The beach, whose management has recently been taken over by the NTT Provincial Government, has recently undergone improvements

that make this tourist attraction even more attractive to visit. Improvements and additional facilities that support traveling activities there.

Lasiana Tourism Beach is one of the leading tourist destinations in Kupang City located in Lasiana Village (as one of the villages that became a tourist village in Kupang City) (Database Parekraf, 2023). It has a beautiful beach feel, interesting panoramas, impressive and inspiring as well as a pleasant recreational location. The distance from Kupang City to Lasiana Beach is about 12 kilometers, passing through Jalan Timor Raya (Database Parekraf, 2023).

Around the Lasiana Beach tourist location, there are traditional plate sugar craftsmen who have been doing this work for about 15 years on average. The living conditions are roofed with palm leaves, with a place for processing gula lempeng adjacent to the house. In this location, there are more than 10 gula lempeng entrepreneurs whose production activities are still traditional using traditional equipment such as pots, stirrers and wood-burning stoves made of clay. Marketing is also done in a conventional way (waiting for buyers to come).

In running this business activity, they rent land with Lontar trees owned by the Nalle Family. The rental fee per year is Rp 5,000,000, - where the cost is borne by the craftsmen. The population of Lontar trees is also decreasing/endangered. This condition is due to the fact that many people cut down the trunks to make poles for houses; branches and leaves to make house poles; branches and leaves for making household furniture. Meanwhile, this tree is not cultivated and bears fruit after it is over 12 years old.

Findings

In preparing a strategy for developing the potential of community-based ecotourism (Community Based Tourism) in gula lempeng craftsmen in Lasiana Village, Kupang City, it is necessary to first conduct a SWOT analysis to identify strengths, weaknesses, opportunities and threats.

Strengths

1. Diversity of Cultural & Natural Tourism
East Nusa Tenggara Province has a rich cultural heritage from various ethnicities spread across 22 districts/cities. As well as the natural beauty of beaches, mountains and landscapes that are beautiful, unique and unspoiled.
2. Traditional Culinary Diversity
Kupang City as the provincial capital is inhabited by various tribes in East Nusa Tenggara such as Timor, Rote, Sabu, Alor, Flores & Sumba and others. Each tribe has their own unique customs and traditions, especially in terms of culinary specialties such as Gula Lempeng, Se'i (smoked meat), Corn Bose, Rumpu Rampe, Sambal Lu'at, Sopi Drink, Moke, and so on.
3. One of the Preserved Local Wisdoms
The Lempeng Sugar Craftsmen Community is the only one in Kupang City that still maintains the local wisdom of NTT culture.
4. Lempeng Sugar is a Competitive Commodity Compared to Similar Products
Compared to similar products such as Gula Aren, Gula Lempeng products have advantages in terms of taste (sweet, no astringency) and benefits, which are good for ulcer patients.

5. Vertical Integration (Upstream Integration)

The location of the Lempeng Sugar Craftsmen community is close to the source of raw material for Nira, namely the Lontar Tree which grows in the Lasiana Beach area and its surroundings.

6. Transportation Accessibility & Supporting Information

The distance from the location of the public transportation route to the location of the Lasiana Beach Tourism Object where the Lempeng sugar craftsmen community is located is only 500 km, with good road access. In addition, information related to this tourist attraction is easily obtained on Social Media such as Instagram, Facebook & Tik Tok, as well as the NTT Provincial Disprekraf Website.

7. Friendliness of local people towards visitors

Kupang City as the capital of NTT Province is famous as a city with the highest religious tolerance in Indonesia. The friendliness of the community towards newcomers, especially tourists, is unquestionable.

Weaknesses

1. Poorly Directed Tourism Mindset and Lack of Local Government Support

Not all people in NTT, especially the people of Kupang City, have a well-directed tourism mindset. The government itself has not captured the opportunity to develop Community-based Tourism (CBT) destinations in Lempeng Sugar craftsmen who still maintain the local wisdom of this NTT culture. So that the craftsmen and the surrounding community have not been directed to capture tourism economic opportunities that can not only be utilized to improve the welfare of life but also maintain the sustainability of tourism in the area.

2. The Fewer Number of Lempeng Sugar Craftsmen

The Lempeng Sugar craftsmen began to leave this job, because it was considered not promising for the future due to the low tourism mindset and the absence of support from the local government to empower them to be involved in tourism activities. Many of them work in the fields or at sea.

3. The population of Nira trees is decreasing

The population of the Nira Tree as the raw material of Nira for making Lempeng Sugar has begun to decrease. In addition to the utilization of the fruit, other parts of this tree such as trunks, branches and leaves are used for making household furniture. The leaves are often cut down and used as one of the tools to form rounded Gula Lempeng. The great use of this tree is inversely proportional to the reality that this tree is not cultivated and only bears fruit after more than 12 years of age (Tulalo, 2020).

4. Low Quality of Human Resources of Craftsmen

The majority of craftsmen are only educated to the level of elementary school and junior high school, so in terms of mindset and creativity is low.

5. The Quality of Human Resources in the Tourism Sector and Craftsmen's Human Resources that Still Need to Be Improved

Both human resources who work at the Disparekraf of NTT Province, the human resources of Gula Lempeng craftsmen and the people of Kupang City in general are still lacking in several ways: Understanding of tourism concepts, foreign language skills, knowledge of hospitality, management skills, awareness of cleanliness and sanitation, understanding of conservation.

6. Lack of Ecotourism Infrastructure

The infrastructure to the Lasiana Beach Wista object is very good, but the infrastructure to the location of these craftsmen is still minimal. The road is still rocky, narrow plus because it is located in the middle of people's homes, so that the localization is not neatly organized.

7. Limited Marketing

The ability to manage small-scale tourism businesses, including financial management and marketing is still very low. Besides that, the ability of the craftsmen use digital technology for promotion and tourism management is still very low, so in distribution activities they only wait for buyers or orders to come to them. Promotion is also very low, relying only on word of mouth from buyers/customers.

Opportunities

1. The Growing Trend of Community-Based Tourism

Community-based tourism (CBT) is currently a global trend in the tourism industry. This provides a great opportunity for Kupang City to develop this tourism sector, especially for the Lasiana Lempeng Sugar craftsmen. Several reasons why this is an important opportunity: Sustainability, CBT supports sustainable tourism principles, which are increasingly sought after by environmentally and socially conscious travelers.

2. Government Support for Regional Tourism Development

In recent decades, the NTT Regional Government has begun to make the tourism sector the second leading sector. The Lasiana Beach Tourism Object Area itself is one of the Provincial Tourism Strategic Areas (KSPP) which was determined by the NTT Provincial Government in 2015 (NTT Province Parekraf Database Book, 2022). So that this tourist area has developed so rapidly in recent years. This is a great opportunity for Lasiana Plate Sugar craftsmen to be developed and empowered.

3. Investment Potential from the Private Sector

Since the establishment of the Lasiana Beach Tourism Object as a KSPP area, Lasiana Beach is now a magnet for investors to invest in the service sector, especially such as culinary services, restaurants, entertainment, and so on.

4. Technology Development for Digital Promotion

The development of digital technology opens up great opportunities to promote tourism through: Social media platforms, such as Instagram, Facebook and TikTok can be used as an up to date and low-cost promotional medium with wide exposure.

5. Increased Tourist Interest in New and Authentic Destinations

In the current digital era where social media technology has developed so widely, exploring new and authentic tourist destinations and then posting them on social media has become a new life style trend for modern tourists. Modern travelers are increasingly looking for authentic and meaningful experiences. CBT tourism can offer direct interaction with local people, their culture and way of life.

Threats

1. Competition with other tourist destinations in Indonesia

2. CBT-based tourism destinations such as Desa Wisata are developing so rapidly and advanced, for example in Bali, Lombo and D.I Yogyakarta. This is a threat to the development of this Plate Sugar CBT.

3. The negative impact of tourism on the environment and local culture if not managed properly.
4. This is a serious threat that needs to be watched out for in the development of CBT-based tourism, including: environmental degradation, cultural erosion, social change, overtourism, cultural commodification.
5. Global economic instability that can affect the number of tourists The Russia-Ukraine war, as well as Israel-Palestine (Hamas) have created global economic turmoil.
6. Unfavorable Climate/Weather Conditions for Production
Palmyra nectar can only be tapped in the summer (May-October), as the quality of palmyra nectar is very good. In the rainy season (November-April), the quality of palm sap is not as good, as the water content becomes too much.
7. Rapid changes in tourist preferences
ICT advancements encourage various trends in tourists' tastes in traveling to change quickly. Especially if the differentiation of the tourism product is low, it will be difficult to meet the changing trends of tourists' tastes.
8. Less favorable climate/weather conditions for production from November to May (rainy season).
The various internal and external factors described above are summarized in the matrix in Table 1.

Table 1
Internal Factor and External Factor Matrix

Internal Factor	External Factor
<p><i>Strengths</i></p> <ul style="list-style-type: none"> • Diversity of Cultural & Nature Tourism • Diversity of Traditional Culinary • Strategic Location Near Lasiana Beach Attraction • One of the Local Wisdom that is still preserved • Lempeng Sugar Product is a Competitive Commodity When Compared with Similar Products • Vertical Integration (Upstream Integration) • Supportive Transportation & Information Accessibility • Friendliness of local people towards visitors 	<p><i>Opportunities</i></p> <ul style="list-style-type: none"> • The Growing Trend of Community-Based Tourism • Government Support for Regional Tourism Development • Potential Investment from the Private Sector • Technology Development for Digital Promotion • Increased Tourist Interest in New and Authentic Destinations
<p><i>Weaknesses</i></p> <ul style="list-style-type: none"> • Tourism Mindset That Has Not Been Well Directed and Lack of Local Government Support • The Fewer Number of Lempeng Sugar Craftsmen • The population of sap trees is decreasing • Low quality of human resources • The Quality of Human Resources in the Field of Tourism and Craftsmen Human Resources that Still Need to Be Improved • Lack of Ecotourism Infrastructure • Limited Marketing 	<p><i>Threat</i></p> <ul style="list-style-type: none"> • Competition with other tourist destinations in Indonesia • Negative impact of tourism on the environment and local culture if not managed properly • Global economic instability that can affect the number of tourists • Unfavorable climate/weather conditions • Rapid changes in traveler preferences

Source: Research results processed, 2024

Development Strategy

Internal and external factors are obtained from the results of questionnaires distributed to respondents and direct observations in the field. The following is the description:

1. Identification of Internal Strategy Factors (IFAS)

IFAS (Internal Factor Analysis Summary) is an analysis that summarizes and evaluates the organization's internal information including the strengths and weaknesses of the organization (Hunger & Wheelen, 2003).

Table 2
Internal Strategy Factors (IFAS)

Internal Strategy Factors	Weight	Rating	Score
Strenghts			
• Diversity of Nature Tourism	0.1142	5	0.571
• Diversity of Traditional Culinary	0.1042	5	0.5215
• Strategic Location Near Objects Lasiana Beach Tourism Object	0.1019	4	0.4080
• One of the Local Wisdom Preserved	0.0866	3	0.2600
• Flat Sugar Product is a Competitive Commodity When Compared with Similar Products	0.1119	5	0.5598
• Vertical Integration (Upstream Integration)	0.0966	4	0.3865
• Supportive Transportation & Information Accessibility	0,0874	3	0,2623
• Friendliness of local people towards visitors	0,0890	3	0,2669
Jumlah Skor Kekuatan			3.23
Weaknesses			
• Tourism Mindset That Has Not Been Well Directed and Lack of Local Government Support	0.0230	1	0.0230
• Fewer and Fewer Lempeng Sugar Craftsmen	0.0238	1	0.0238
• The Fewer Number of Lempeng Sugar Craftsmen	0.0460	2	0.0920
• Low quality of human resources	0.0230	1	0.0230
• The Quality of Human Resources in the Field of Tourism and Craftsmen Human Resources that Still Need to Be Improved	0.0230	1	0.0230
• Lack of Ecotourism Infrastructure	0.0460	2	0.0920
• Limited Marketing	0,0230	1	0.0230
Total Weakneses Score			0.29
Total score	1		3.53

Source: Research results processed, 2024

2. Identification of External Strategy Factors (EFAS)

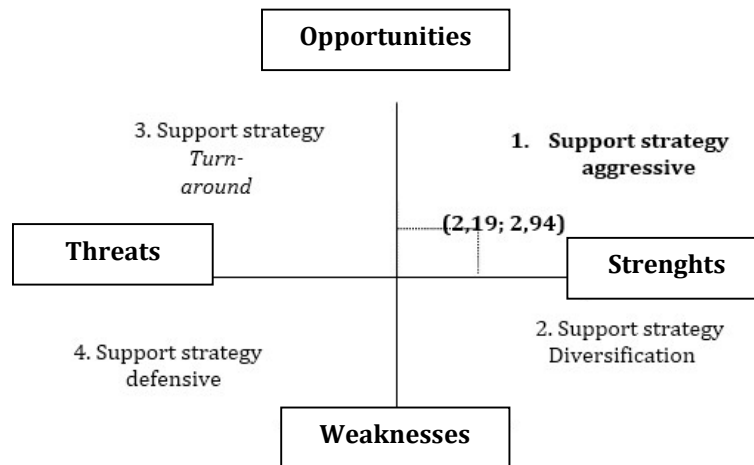
EFAS (External Factor Analysis Summary) is an analysis that summarizes and evaluates the organization's external information including opportunities and threats faced by the organization (Hunger & Wheelen, 2003).

Table 3
External Strategy Factors (EFAS)

External Strategy Factors	Bobot	Rating	Score
Opportunities			
• The Growing Trend of Community-Based Tourism	0.0496	5	0.8091
• Government Support for Regional Tourism Development	0.0626	5	0.8091
• Potential Investment from the Private Sector	0.0388	3	0.3722
• Technology Development for Digital Promotion	0.0744	4	0.5609
• Increased Tourist Interest in New and Authentic Destinations	0.0744	3	0.3366
Total Opportunities Score			2,89
Threats			
• Competition with other tourist destinations in Indonesia	0.0426	2	0.0992
• Negative impact of tourism on the environment and local culture if not managed properly	0.0530	2	0.1251
• Global economic instability that can affect the number of tourists	0.0386	1	0.0388
• Unfavorable climate/weather conditions	0.0490	3	0.2233
• 10. Rapid changes in traveler preferences	0.0337	3	0.2233
Total Threats Score			0,7
Total Score	1		3,59

Source: Research results processed, 2024

Based on the results of Table 3, the total score of the opportunity component is 2.89 and the total score of the threat is 0.7. Then the difference in the score of the influence of external factors is 2.19. This score is obtained to determine the position of the strategy in the grand strategy matrix.



Source: Research results processed, 2024

Figure 1
Matrix Grand Strategy

If these values are seen in the Grand Strategy Matrix, the strategic position is in quadrant 1, where the appropriate strategies are market concentration (market penetration and market development) and product concentration (product development).

SWOT Analysis

The combination of the SWOT matrix obtained several alternative S-O strategies, S-T strategies, W-O strategies, and W-T strategies. The SWOT results can be seen in the following table:

Table 4
SWOT Matrix Analysis of Internal Environment and External Environment Development of Community Based Tourism Potential in Lempeng Sugar Craftsmen in Lasiana Village, Kupang City

	<i>Strenghts</i>	<i>Weaknesses</i>
Internal Factor	<ul style="list-style-type: none"> • Diversity of Cultural & Nature Tourism • Diversity of Traditional Culinary • Strategic Location Near Lasiana Beach Attraction • One of the Local Wisdom that is still preserved • Lempeng Sugar Product is a Competitive Commodity When Compared with Similar Products • Vertical Integration (Upstream Integration) • Supportive Transportation & Information Accessibility • Friendliness of local people towards visitors 	<ul style="list-style-type: none"> • Tourism Mindset That Has Not Been Well Directed and Lack of Local Government Support • Fewer and Fewer Lempeng Sugar Craftsmen • The Population of Nira Trees is Starting to Decrease • Low quality of human resources • The Quality of Human Resources in the Field of Tourism and Craftsmen Human Resources that Still Need to Be Improved
External Factor		<ul style="list-style-type: none"> • Lack of Ecotourism Infrastructure • Limited Marketing

<i>Opportunities</i>	SO Strategy	WO Strategy
<ul style="list-style-type: none"> • The Growing Trend of Community-Based Tourism • Government Support for Regional Tourism Development • Potential Investment from the Private Sector • Technology Development for Digital Promotion • Increased Tourist Interest in New and Authentic Destinations 	<ul style="list-style-type: none"> • Conduct product development strategy • Conduct a market development strategy • Conduct vigorous promotion via social media • Forward integration: partnering with tailors and shoe and bag craftsmen • Doing backward integration: by providing free training for prospective craftsmen, then implementing a work contract system with the fostered craftsmen 	<ul style="list-style-type: none"> • Change the mindset to be more competitive and not just be satisfied with current achievements • Establish a clear organizational structure with a clear division of tasks • More frequent innovations to be able to follow the trend of market tastes • Utilize ICT advances through the use of the internet for promotion, especially on social media • Carry out vigorous distribution, especially at tourist attraction points • Develop training and human resource development programs • Improve ecotourism infrastructure • Develop palm tree preservation program
<i>Threats</i>	ST Strategy	WT Strategy
<ul style="list-style-type: none"> • Competition with other tourist destinations in Indonesia • Negative impact of tourism on the environment and local culture if not managed properly • Global economic instability that may affect the number of tourists • Unfavorable climate/weather conditions • Rapid changes in traveler preferences 	<ul style="list-style-type: none"> • Capitalize on the position as a pioneer that already has a strong brand image in the minds of consumers • Registering a patent so that the design and brand of Gula Lempeng will not be hijacked by competitors 3. • Implement more efficient and effective technology • Empowering customers by implementing CRM (Customer Relationship Management) • Establish solid cooperation with suppliers • Develop a tourist education program • Season-based product diversification • Strengthen local identity 	<ul style="list-style-type: none"> • Conducting product innovation and differentiation • Diversify • More active promotional activities • More widespread distribution • Improve the quality of human resources through continuous training programs. • Develop risk management strategy • Increase government and community support • Implement sustainable tourism practices • Improve infrastructure and facilities • Develop palm tree preservation program

Source: Research results processed, 2024

Priority Strategy

1. Product and Market Development
 - 1) Carry out innovation and differentiation of palm sugar products
 - 2) Expanding marketing by utilizing digital technology and social media
 - 3) Develop tour packages that combine cultural, natural, and traditional culinary tourism
2. Human Resource Quality Improvement and Cultural Preservation
 - 1) Develop a sustainable training program for sugar lempeng craftsmen
 - 2) Improve local community skills in tourism
 - 3) Strengthening local identity and cultural wisdom in ecotourism development
3. Ecotourism Infrastructure Development
 - 1) Improve ecotourism supporting facilities and infrastructure
 - 2) Developing a palm tree preservation program as the main raw material
 - 3) Implementing sustainable tourism practices to preserve the environment
4. Strengthening Partnerships and Support
 - 1) Increase cooperation with local governments and the private sector
 - 2) Develop partnerships with other tourism industry players
 - 3) Establish a community-based ecotourism management organization with a clear structurejelas
5. Risk Management and Adaptation
 - 1) Develop risk management strategies to deal with economic instability and changing traveler preferences
 - 2) Diversify season-based products to overcome unfavorable weather conditions
 - 3) Implement a Customer Relationship Management (CRM) system to maintain visitor loyalty

CONCLUSION AND SUGGESTIONS

Lempeng Sugar Craftsmen in Lasiana Village, Kupang City have great potential for the development of community-based ecotourism. The main strength lies in the diversity of cultural and natural tourism, local wisdom that is still maintained, and the strategic location near Lasiana Beach. Weaknesses that need to be overcome include an undirected tourism mindset, the decreasing number of craftsmen, and the quality of human resources that still need to be improved.

Opportunities that can be utilized include the increasingly popular trend of community-based tourism, government support, and technological developments for digital promotion. Threats that need to be anticipated include competition with other tourist destinations, negative impacts of tourism on the environment and local culture, and global economic instability.

Based on the above conclusions, the research team provides the following suggestions: focus on product and market development by innovating and differentiating Gula Lempeng products, and expanding marketing through digital technology. Improve the quality of human resources through sustainable training programs for craftsmen and local communities in tourism.

Develop supporting ecotourism infrastructure, including a program to preserve palm trees as the main raw material. Strengthen partnerships with local governments, the private sector, and other tourism industry players to support ecotourism development.sebagainya.

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