

Welcoming The Future: Challenges and Opportunities for Villagers in Lake Bermanei Tourism Development

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ABSTRACT

Lake Bermanei has undergone various changes since 2009, with the construction of concrete embankments, asphalt roads and art performances. However, it has not yet achieved tourism popularity equivalent to other tourist attractions. The research aims to analyze what are the challenges and opportunities for the community in developing the tourist attraction. Although many studies have been conducted on tourism development in various locations, specific research on the potential and challenges of tourism development in Lake Bermanei, especially in this context, has never been researched. Using a qualitative approach with data collection techniques through observation and interviews. The population used included all community members of Pahlawan Village as well as related parties such as local government and local communities. Samples were taken from representatives of the village community and local government officials. Data were analyzed using Max Weber's action theory, which focuses on the rational actions taken by the government and community in overcoming challenges and taking advantage of opportunities in tourism development by carrying out inauguration activities, and adding several playgrounds. The results showed that Lake Bermanei has the potential for tourism development with beautiful natural attractions, adequate facilities and infrastructure and the potential for economic improvement. However, it has challenges related to limited fund management, lack of knowledge and interest in community tourism, and limited utilization of technology for promotion. The implication of this research is the need for a planned strategy to overcome these challenges, such as increasing the capacity of fund management, training for the community, and utilizing information technology for tourism promotion.

Keywords: Challenges; opportunities; tourism development.

ABSTRAK

Danau Bermanei telah mengalami berbagai perubahan sejak 2009, pembangunan tanggul beton, jalan aspal, dan pentas seni. Namun belum mencapai popularitas pariwisata yang setara dengan objek wisata lainnya di Kabupaten Rejang Lebong. Penelitian bertujuan untuk menganalisis secara mendalam apa yang menjadi tantangan serta peluang masyarakat dalam pengembangan objek wisata tersebut. Meskipun banyak studi telah dilakukan mengenai pengembangan wisata di berbagai lokasi, penelitian khusus mengenai potensi dan tantangan pengembangan wisata di Danau Bermanei terutama dalam konteks ini

belum pernah diteliti. Menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui observasi dan wawancara. Populasi yang digunakan mencakup semua anggota masyarakat Desa Pahlawan serta pihak-pihak terkait seperti pemerintah lokal dan masyarakat setempat. Sampel yang diambil adalah beberapa perwakilan dari masyarakat desa dan pejabat pemerintah lokal. Data dianalisis menggunakan teori tindakan (action theory) Max Weber, yang memfokuskan pada tindakan rasional yang diambil oleh pemerintah dan masyarakat dalam mengatasi tantangan dan memanfaatkan peluang dalam pengembangan wisata dengan melaksanakan kegiatan peresmian, dan menambahkan beberapa wahana bermain pada November 2023. Hasil penelitian menunjukkan Danau Bermanei memiliki potensi untuk pengembangan wisata dengan daya tarik alam yang indah, sarana, dan prasarana yang memadai serta potensi peningkatan ekonomi. Namun memiliki tantangan terkait keterbatasan pengelolaan dana, kurangnya pengetahuan dan minat pariwisata masyarakat, serta keterbatasan dalam pemanfaatan teknologi untuk promosi. Implikasi penelitian ini, perlunya strategi terencana untuk mengatasi tantangan ini, seperti peningkatan kapasitas pengelolaan dana, pelatihan untuk masyarakat, dan pemanfaatan teknologi informasi untuk promosi wisata.

Kata kunci: Tantangan, peluang, pengembangan wisata.

A. INTRODUCTION

Tourism is an activity that involves the community directly, thus providing various benefits to the local community and its surroundings (Rahayu et al., 2023). This is clearly seen in Indonesia, which has a variety of exotic and amazing tourist destinations. In addition to diverse natural attractions, cultural and historical tourism in Indonesia is also very interesting because of the existence of hundreds of cultural tribes from Sabang to Merauke. Tourism activities directly interact and involve the community, thus bringing various influences to the local community. Tourism is even said to have great power that can cause local communities to experience significant changes in various aspects (Rahma, 2020).

Indonesia has a significant role in generating foreign exchange through the tourism sector. According to the Final Report of the Tourism Impact Study on the Indonesian Economy released by the Ministry of Tourism and Creative Economy (Kemenparekraf) of the Republic of Indonesia in 2018, the tourism sector contributed USD 4.23 billion in 2017, an increase from the previous year. The report also noted that the tourism sector provided employment for 12.3 million people. This data shows the importance of the economic contribution of Indonesia's tourism sector. However, Indonesia still lags behind other countries in Southeast Asia in terms of environmental sustainability, infrastructure, policies, and the economic impact of tourism (Bangun Mulia, 2021).

One of the biggest challenges in developing the tourism industry is environmental issues, where tourism can have negative impacts such as environmental degradation,

water and air pollution, and ecosystem damage. The solution to this problem is to develop sustainable tourism that is environmentally friendly and aims to reduce these negative impacts. In addition to environmental issues, inadequate infrastructure is also a significant obstacle in the growth of tourism. Deficiencies in infrastructure such as roads, bridges, and traffic systems can hinder tourists' access to various destinations. In addition, low security issues can reduce tourists' interest in visiting a destination, so there is a need to improve security in tourist areas (Rositacandra, 2023).

In this context, I Gusti Bagus emphasized that the development of the tourism sector has great potential to stimulate business activities and generate positive social, cultural, and economic impacts for a country. However, to achieve this potential, careful planning and handling of existing constraints are required. Based on data from the Indonesian Ministry of Tourism, some of the main obstacles in tourism development include the rearrangement of tourist attractions, limited variety of tourism products, weaknesses in management, and service quality that still needs to be improved. If these challenges can be properly addressed, then the tourism sector can not only develop sustainably, but also provide significant benefits to local communities and the country's economy as a whole (Sakhyan Asmara, 2019).

According to the travel and *tourism power and performance report* published by the WTTC (*World Travel and Tourism Council*) Indonesia is now ranked ninth out of 30 countries that received the highest ranking globally. This achievement makes Indonesia successfully outperform surrounding countries such as Malaysia and Thailand, even Australia. This ranking assessment is based on the categories of *GDP Rank*, *Visitor Export Rank*, *Domestic Spending Rank*, and *Investment Rank*. This information reflects the rapid and significant progress of Indonesian tourism. Despite its rapid growth, Indonesia is still not well known. Many tourists only know about Bali, the famous island, so the Ministry of Tourism has launched the "10 New Bali" program with the aim of increasing the number of tourist visits to all parts of Indonesia (Sakhyan Asmara, 2019).

There is one lake that is quite famous in Rejang Lebong, namely Lake Mas Harun Bastari. Quoted from (Yanto, 2023) the Rejang Lebong Regency Culture and Tourism Office oversees Lake Mas Harun Bastari. The advantage of Danau Mas Harun Bastari Tourism Object is that this tourist attraction is not only a place for recreation but also an official meeting place, because there is a meeting hall that can be used to hold official events and invite many people. The interview results show that Rejang Lebong Regency has a lot of tourism potential that can be improved to attract visitors. While Lake Mas Harun Bastari is one of the most famous tourist attractions in Bengkulu Province, the potential of Bermanei Lake is not far behind, especially considering the beauty of the lake.

In the context of Indonesia's tourism development, there are still some fundamental challenges that need to be overcome, including the case that occurred at Lake Bermanei Pahlawan Village, North Curup Subdistrict, Rejang Lebong Regency which is the focus of this research. Behind the challenges there are also opportunities that can certainly benefit the local community and tourism in Indonesia. This is the background for

the author to conduct research with the title "Opportunities and Challenges of Village Communities in the Development of Lake Bemanai Tourism in Rejang Lebong Regency".

This research is explored and examined by referring to various relevant journal articles related to challenges and opportunities in the development of a tourist attraction. The study conducted in 2022 by Damiasih and Bakti Toyoning Samudra entitled "Opportunities and Challenges for the Development of Curug Gemawang as an Ecotourism Destination". This study aims to investigate the opportunities and challenges of Curug Gemawang ecotourism destination. Data was obtained through a questionnaire filling process by informants and documentation. This study uses SWOT data analysis to formulate strategies based on the results of identifying internal and external factors on the object that has been studied, the results of this study show that Curug Gemawang has great potential to be developed as an ecotourism destination. (Rositacandra, 2023).

The study conducted by Aulia Keiko Hubbansyah, Gunawan Baharuddin, and Mira Munira in 2023 with the title "Cilegon City Tourism Development Strategy: Opportunities and Challenges". The purpose of this study was to identify the main problems that hinder the development of tourist destinations in Cilegon City, see the prospects of various potential tourist destinations, and formulate strategies for the development of these tourist destinations. The qualitative method used in this research is an explorative two approaches. First, identifying problems and solutions for community empowerment, especially in the research location. Second, conducting a SWOT analysis (Keiko Hubbansyah, Baharuddin, and Munira, 2023).

Sustainable tourism is a crucial approach to the development of regions and cities, but is faced with a variety of challenges and opportunities (Gai et al., 2023). Challenges in tourism development include various barriers and constraints that must be overcome to achieve growth and sustainability of the sector. These challenges include interrelated environmental, social, economic, political and infrastructure aspects. In the environmental aspect, tourism often causes ecosystem damage and pollution that requires sustainable management. On the social and cultural side, tourism can change local social and cultural structures, generate conflicts, and result in loss of cultural identity. The economy faces the risk of over-reliance on the tourism sector and unequal distribution of benefits, while politically, inconsistent policies and bureaucracy can hinder development. Inadequate infrastructure is also a constraint in supporting the flow of tourists. Overcoming these challenges requires a holistic and collaborative approach involving various stakeholders, as well as adaptive and sustainable strategies, so that tourism can continue to grow and provide benefits to the community and the environment. Tourism development is an ongoing effort to advance the tourism sector. In this case, tourism development and development require strategic and structured policies and planning (Kandou et al., 2019).

In an effort to increase Indonesian tourism, the Ministry of Tourism faces various obstacles. The first challenge is inadequate infrastructure, lack of connectivity, and inadequate basic services to serve visitors. In addition, an unstable business climate,

complex investments, and uncertainty are significant obstacles. Health and hygiene, including inadequate sanitation, also need to be addressed. Natural disasters also hamper tourism growth in Indonesia. This is made worse as there are no direct flights from markets to tourist destinations. In addition, the challenges faced are further complex due to poor facilities at tourist destinations, such as lack of rooms and long distances between attractions. Other obstacles include the lack of foreign-speaking tour guides, especially those who speak English, and the lack of tourism Professional Certification Bodies (LSPs) spread across the province. Higher education in tourism is expected to meet international standards to improve quality, but the limited workforce and corporate quality standards are still a problem (Prodjo, 2016).

In addition to various challenges, tourism is also an opportunity for the community, especially in the economic sector. In this context, opportunities refer to the various benefits and opportunities that can be obtained by the community from the tourism sector. Tourism can be a significant source of income through the creation of jobs, both directly and indirectly, such as in the hospitality, transportation, culinary, and handicraft sectors. In addition, tourism can encourage the development of better infrastructure and public services, such as roads, health facilities, and sanitation, which also benefit local communities. The presence of tourists can also be a stimulus for cultural and environmental preservation. In addition, tourism opens up opportunities to expand the social and economic networks of the community through interactions with tourists and industry players from different regions and countries. Overall, tourism can improve the quality of life of the community by providing wider economic, educational, and social opportunities (Yanti Utami et al., 2022).

With the growth of the global economy and an increase in the number of foreign tourists, the tourism industry has great potential to expand in the future. Technological advancements are also opening up new opportunities, such as travel apps, online booking, and digital marketing, which can be utilized to develop unique and attractive tourism products. For example, regions with outstanding natural beauty can develop nature tourism such as hiking, snorkeling, or surfing, while regions with rich cultural heritage can develop cultural tourism such as festivals, art performances, or museums. By capitalizing on these opportunities and developing diversified tourism products, regions can attract tourists with a wide range of interests and further strengthen tourism's contribution to community welfare (Kusumah, 2023).

However, to optimize the potential, it is important for the region to formulate an effective tourism development strategy. The goal of the strategy is to produce high-quality, balanced, and phased products and services. The strategy formulation process involves developing a long-term plan capable of effectively managing opportunities and threats from the environment, taking into account the strengths and weaknesses of the organization. It includes setting a mission, determining objectives, developing strategies, and creating policies that will be followed to ensure sustainable and successful tourism development (Tapatfeto, Bessie, and Kasim, 2018).

Tourism capital needs to be optimized in an effort to improve the quality and development of tourist destinations. To achieve the expected conditions in tourism development, it is important to apply the Sapta Pesona concept. Sapta Pesona refers to a set of conditions that must be met to attract tourists to visit a tourist destination and ensure their satisfaction. The Sapta Pesona concept includes aspects of security, order, cleanliness, coolness, beauty, friendliness, and memorable experiences. This concept is an integral part of the strategy to develop and improve tourism in an area (Suryani, 2017).

Sapta Pesona is a situation that must be created to attract the attention of tourists so that they are interested in visiting an area or region in our country (Hamzah & Utomo, 2016). The implementation of Sapta Pesona is an effort to provide the best service to tourists, especially in tourist villages. This requires active participation from the community, such as tourism awareness groups, homestay owners, and the government (Rahmi Setiawati, 2020). Sapta Pesona aims to increase awareness and responsibility of all levels of society, including the government, private sector, and the general public, in order to apply it in everyday life (Suryani, 2017).

In contrast to previous studies that used SWOT analysis, this research looks at the subject matter from a sociological point of view using Max Weber's action theory as an analytical tool. The technique of determining informants in this study uses purposive sampling. Then what distinguishes this research from previous research is that this research aims to analyze in depth the opportunities and challenges in the development of Lake Bermanei tourist attraction located in Pahlawan Village, Rejang Lebong Regency. Seeing its potential, this lake is able to help the local economy if managed properly. But until now, the existing potential has not been utilized properly by the local community. This is the main reason why the author conducted this research, wanting to see what are the challenges and opportunities for the community in developing the Lake Bermanei tourist attraction.

Weber argues that action is meaningful behavior. the argumentation or explanation referred to by Weber needs to be understood in order to be understood properly. Many views state that behavior is more descriptive of the outward appearance of an act or action, while the act itself is not so, but is deeper than just behavior (Supraja, 2015). Max Weber distinguishes social action into four types. The more rational a social action is, the easier it is to understand. The four types of social action are instrumental rationality, value-oriented rationality, traditional action, and affective action. Rationality, this action is directed at a specific goal, where a person acts by considering the suitability between the means used and the goals to be achieved. Value-Oriented Rationality, this action is directed at certain values, is rational, and takes into account the benefits. However, the end goal is not very important to the perpetrator, who is more concerned that the action is in accordance with the criteria of good and right according to the judgment of society. Traditional Action, this action is irrational, where a person acts only based on the prevailing habits in society without realizing the reasons and without planning regarding the goals and methods to be used. Affective Action, this action is

dominated by feelings or emotions without rational consideration. Often done without careful planning and without full awareness, so it can be said to be spontaneous as a reaction to an event (Taufiq, 2013).

B. RESEARCH METHOD

In this study, researchers used qualitative research methods with descriptive types. Qualitative data analysis is a systematic process of selecting, sorting, and organizing data collected from various sources such as field notes, observation results, in-depth interviews, and documents. The goal is to get a deep, meaningful, and specific understanding of the phenomenon being studied. This process produces new findings that are descriptive, categorizing, and patterns of relationships between categories from the object of research (Nasution, 2023). The main focus of qualitative research is events or phenomena that occur in certain social contexts. Researchers must read, understand, and study the situation when entering the field. The study is carried out when the interaction process takes place naturally at the scene. Observing, recording, asking questions, and digging up sources related to events at that time is the researcher's job. For this reason, researchers must use tools to record each event. Then, the results must be organized, grouped, and coded. Basically, what is observed cannot be separated from the environment in which the behavior occurs (Kusumastuti and Khoiron, 2019). The data analysis technique used in this research is the interactive data analysis method introduced by Miles and Huberman. This method is carried out interactively and continuously. Qualitative data analysis includes three main stages: data reduction, data *display*, and conclusion drawing or verification (Saleh Sirajuddin, 2017).

At the data reduction stage, the field data that researchers get must be summarized, selected important things, which are related to the challenges and opportunities of Lake Bermanei tourist attraction. Researchers used paper and pen tools to take notes and cellphones to record interviews with sources. Data reduction requires critical thinking and extensive knowledge, so researchers are encouraged to discuss with those who are more experienced. The researcher chose a local government that understood this topic. Then the researcher also involved people with at least a high school education. In addition, researchers also read a lot of previous research with similar topics, this was done so that researchers gained a lot of broader knowledge related to this topic. The next stage is data display, after the data is reduced, the data is presented to facilitate understanding. Researchers present data in narrative form. This presentation helps in understanding and planning the next steps. The last stage is conclusion drawing. Initial conclusions are temporary and will be verified with additional data. To validate the data that researchers get, researchers see the enthusiasm of the community, tourists, as well as the local government towards this tourist attraction. the enthusiasm of them in the field of tourism is very lacking, this happens because they have not felt the benefits that can affect the economy if tourism is well developed.

This research uses interview and observation techniques. interview is a form of interpersonal communication in which two people participate in a conversation involving

questions and answers. The success of the interview is measured by the extent to which the desired information can be obtained (Heni Widiastuti, Ferry V.I.A Koagouw, 2018). Researchers conducted interviews with five informants, namely two people from the village government, three local people with at least a high school education, and one student member of the Pahlawan Village youth organization. Meanwhile, an observation is the process of observing and recording the facts needed by the researcher (H. Rifa'i, 2021). This process involves a series of complex activities, in which biological and psychological elements play an important role. Observation is not just seeing or recording, but also requires the researcher's ability to interpret information obtained through the five senses. In this case, the sharpness of observation and the reliability of the researcher's memory are key to capturing important details and storing information that can be processed further. Therefore, the balance between direct observation and the ability to remember is very important to produce accurate and valid data in research (Hardani, Auliya Hikmatul nur, andriani Helmina, fardani asri Roushandy, ustiawati jumari, utami fatmi evi, sukmana juliana dhika, 2023).

Determination of informants in this study using purposive Sampling technique. purposive sampling technique is a sampling technique based on certain criteria. These criteria may include, for example, selecting individuals who are considered to know the information needed best, or selecting someone with authority who is able to clearly explain the purpose, object of research, and time limit of the research to the data source (Bashar et al., 2019). Through this technique, researchers determined the local village government as the main informant, and people who live not far from Lake Bermanei as supporting informants in providing information related to opportunities and challenges in developing Lake Bermanei Tourism Objects.

C. RESULTS AND DISCUSSION

RESULTS

Lake Bermanei is geographically located in three areas, namely Tunas Harapan Village, Pahlawan Serat Village, and Perbo Village. This lake is precisely located in the Simpang Empat or Simpang Mpek area in North Curup District. Access to the location of this lake is quite easy to reach, with a distance of about 2 km from the city of Curup which can be reached in approximately 15 minutes. Information from the ticket keeper of the Bermanei Lake Tourism object, the average number of visitors who come per week is approximately 20 people.

According to stories from local people, in ancient times Lake Bermanei was originally a garden where people grew vegetables. Until one day in the garden there was a spring that flowed until it finally submerged the community's plantation. So that currently the lake is one of the natural attractions in Rejang Lebong Regency. Lake Bermanei has undergone a lot of development from year to year but this has not made this tourist attraction as popular as most tourist attractions in Rejang Lebong Regency. Tourists who visit this lake every day are still very minimal even on holidays.



Source: Researcher Observation Results

Figure 1. Bermanei Lake

The lake is not only a tourist attraction but also an area for fish farming or fish ponds. Information obtained shows that around 70 floating nets are owned by four fishery groups from surrounding villagers and have successfully utilized the lake water. According to data from the Rejang Lebong Fisheries and Livestock Service Office, this area is able to meet the needs of fish in the area, and even fish from the 70 floating ponds can be exported outside the region. The various types of fish cultivated include tilapia, carp, lobster, and other types of fish. As a beautiful tourist attraction, the lake also provides tangible benefits in fulfilling the needs of local residents (Farida, 2023).

In the context of developing Lake Bermanei, of course it has challenges and opportunities. From the findings, researchers found that the main challenge in developing this tourism is the limited management of funds. This was revealed directly from one of the informants who is one of the new village administrators who took office from August 2023. He revealed that village funds had never been allocated to the tourism sector, especially Lake Bermanei. The next challenge is the lack of community knowledge and interest in the tourism sector. This was revealed directly by 3 informants, one of which was the village government and the other 2 were local people who had at least a high school education and lived not far from the Bermanei Lake tourist attraction. The last challenge is the limitation in utilizing technology as a medium for tourism promotion. Information from one of the informants, namely a student and member of the youth organization of Pahlawan Village, said that this tourist attraction does not yet have a special social media account. Promotion through social media has only been done once so far. The promotion is in the form of a video uploaded to the youth organization's Instagram social media, a video containing an invitation to visit Lake Bermanei tourist attraction. Behind these challenges, this lake has opportunities that are certainly very beneficial for the local community. The opportunities that can support the development of this tourist attraction are having a tourist attraction, Lake Bermanei which is surrounded by Bukit Barisan has a beautiful and calm atmosphere. Then the next opportunity for this tourist attraction will be able to improve the economy of the local community. By utilizing a strategic position and not too far from the city center, this lake will be able to improve the community's economy if it experiences significant development. Because it will open up jobs and provide opportunities for small business people. Finally, Lake Bermanei has undergone some infrastructure development. The

lake is surrounded by concrete embankments and asphalted roads, then has an art stage that can be used as a venue for various events. The last update in November 2023, this lake has added several new game rides to increase its tourist attractiveness.

DISCUSSION

Village Community Challenges in the Development of Lake Bermanei Tourism Objects

1. Limitations in Fund Management

Lake Bermanei is one of the natural tourism potentials owned by the community of Pahlawan Village. This lake has several challenges in its development that are quite unfortunate, especially in terms of the comfort of visitors at this location as a tourist attraction. This is due to the lack of optimal management of the lake. If the management can be improved, it is certain that the number of visitors who come will increase. It would be even better if small lodges and play areas for children were built around this tourist attraction, as this would definitely attract many visitors. In addition, this could also create new jobs for local residents through the opening of small kiosks selling a variety of products, including food and drinks. Local residents also mentioned that this location is still considered quite vulnerable, especially at night because there are still criminal acts by a number of irresponsible individuals.

In the process of developing a tourist attraction, of course, there are various obstacles in it. From the results of an interview with one of the village governments who was just appointed in August 2023, namely Mr. LM, he said that:

"The limited management of funds owned is one of the obstacles in the development of Lake Bermanei tourist attraction. Over the past few years, village funds have never been allocated to the tourism sector, especially Lake Bermanei. The limited management of funds experienced is caused by internal factors, namely non-optimal financial management, and a lack of initiative in designing strategies for developing sources of income from the old village government. During my term of office, I initiated to allocate existing village funds for the development of Lake Bermanei tourist attraction. Through an agreement with other village governments, we have agreed and even allocated funds for this tourist attraction worth Rp111,000,000." -LM.

Funds are very useful in developing tourist attractions, especially in terms of management. Sufficient funds can improve services and construction of existing tourism facilities. Good financial management can also maximize the tourism potential in Pahlawan Village, improve the welfare of residents, and introduce the beauty of the village to other regions. Optimizing village funds for tourism not only provides a source of income for the village but also reduces poverty.

2. Lack of Knowledge and Interest in the Tourism Sector

Knowledge and skills in tourism play an important role in developing tourist attractions. According to (Dr. Abdul Majir, 2019) if human resources have the appropriate knowledge, skills, and social attitudes, then the development of the tourism sector will have a positive impact. This confirms that having highly appropriate knowledge and skills is crucial to ensure the success of tourism development. Furthermore, this knowledge and skills also help local communities seize opportunities from the tourism sector, which in turn can improve their economy and welfare. It is

therefore important to understand that knowledge and skills in tourism have a very important role in promoting tourism objects, especially to ensure the sustainability and success of the tourism sector. The results of an interview with one of the village governments, namely Mr. BM. He stated that:

“There is another thing that is quite serious, namely the lack of skills and knowledge in the field of tourism among the community and the government of Pahlawan Village. This limitation can make it difficult to design and manage tourism development programs that can have a positive impact. Just as we need knowledge to make travel plans, so do the local community and government need knowledge to plan the future of tourism for Lake Bermanei located in Pahlawan Village.” -BM.

Studies show that a lack of expertise among actors in the tourism sector, together with a lack of effective spatial management of tourism, can provide serious obstacles to the development process of a tourist destination. In this context, lack of education can refer to a lack of knowledge, skills and understanding required by stakeholders in managing and developing tourism attractions. The inability to meet the competency standards required in the tourism industry can be a major obstacle (Yogatama, 2022).

The local community's interest and mindset in understanding tourism is also a challenge in the development of Lake Bermanei tourist attraction. In many cases, it can be observed that the mindset of local communities related to tourism has not fully met the desired expectations, especially in the context of tourism destination development. There is still a gap between the perception and understanding of local communities towards the positive potential that the tourism sector can bring. One of the obstacles is the lack of in-depth understanding of the economic, social, cultural impacts that can be generated by the growth of the tourism sector.

From the results of interviews with informants, namely residents of Pahlawan Village, namely Mrs. NLS, she thought that:

“The arrival of tourists to Lake Bermanei does not have a positive impact, instead it has a negative impact on the area around the lake including around our house. For example, littering and not maintaining cleanliness” -NLS.

Community perceptions of the environmental and social impacts of the tourism industry can also play an important role in shaping their mindset. One type of social action in Max Weber's theory of action, namely Value-Oriented Rational Action (Wertrational) is an action that is guided by a belief in certain values, without considering the end result. In the development of Lake Bermanei, this action can be seen in environmental conservation and preservation efforts that can be carried out by people who appreciate cultural and ecological values. In this case, the community may carry out lake cleaning activities or prohibit activities that damage the lake ecosystem, even though these actions may not necessarily provide direct economic benefits. These decisions are based on the values embraced by the community, such as environmental sustainability and cultural heritage.

However, it is regrettable that the community only sees the aspect of tourist visits without realizing the potential for increased income, job creation, and various other positive impacts. A factor influencing this mindset is the lack of active participation and community involvement in tourism-related planning and decision-making. This can be seen from the results of an interview with informant NGW, he said that:

"We have never been included in any decision-making or planning in the development of this lake tourist attraction. I personally don't know how the development process has gone so far. What I see from year to year is that this lake is only abandoned, even though there have been major developments. But there is no significant progress. There are not many tourists, only a handful of people who come to this lake". -NGW.

Communities feel insufficiently involved in tourism-related planning and decision-making processes, creating uncertainty and dissatisfaction with their role in the development of the Lake Bermanei tourist attraction destination. This is also a result of the community's ignorance about tourism. The lack of coordination and communication between the village government and the community regarding tourism is minimal. So that the community does not have knowledge and interest in tourism, which has opportunities that can certainly benefit the community and the local village government.

Information from one informant, there is no POKDARWIS (Tourism Awareness Group) in this village. This can prove that the community's contribution to tourism opportunities is really very minimal. POKDARWIS is a community group that plays an important role in tourism development in an area. The existence of POKDARWIS in tourist destinations must be supported and fostered by the community, government, academics, and investors. The purpose of this support is so that POKDARWIS can play a more effective role in mobilizing community participation, thus creating an environment and atmosphere conducive to the growth and development of tourism activities in the destination (Andiani and Widyastini, 2017).

Weber defines social action as the actions of individuals who consider the behavior of others and are oriented towards their actions. In the context of Lake Bermanei development, the social action of the villagers can be analyzed from how they interact with each other and with external parties (e.g., government, NGOs, or investors) to achieve development goals. These social actions are based on two aspects: motivational actions and social interactions. Villagers have various motivations to support or reject lake development, including economic benefits, environmental preservation, and cultural heritage. While the second aspect is Social Interaction: The way villagers communicate and cooperate in this development project reflects their social actions. For example, gotong royong or village meetings are forms of collective social action that can play an important role in this project.

3. Limitations in the Utilization of Technology as a Tourism Promotion Media

Minimal promotion is also an obstacle in the development of Lake Bermanei tourist attraction. In recent years, technological advancements have brought major changes to the tourism industry. These changes include the way tourists organize, enjoy,

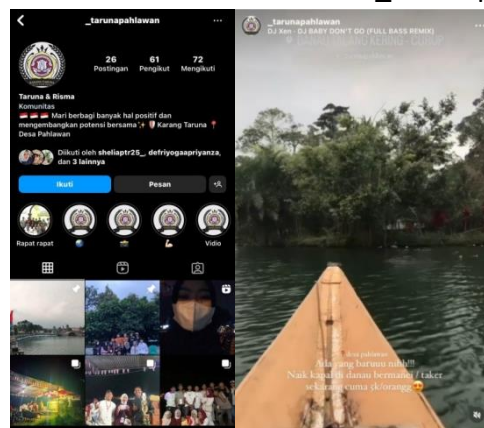
and share their travel experiences (Prasetyo et al., 2024). Correspondingly, promotion is becoming increasingly important in the process of developing tourist attractions, because with technology, promotion can be done more effectively to inform potential visitors about the products or services offered. Without promotion, tourist attractions may not be recognized by potential visitors so that promotion is considered a link between tourist destinations and consumers. Promotion also has a positive impact in terms of creating jobs, improving economic conditions, and increasing foreign exchange earnings from the tourism sector. In addition, promotion influences the choice of tourist destinations which in turn can increase the number of tourist visits to an area (Dr. Abdul Majir, 2019). In the development of tourist attractions, the role of promotion is very important in introducing tourist attractions to the public, increasing the number of tourists, and influencing their decision to visit (Sari, 2009).

The promotion carried out is there but very minimal, from the results of an interview with one of the members of the Pahlawan Village youth organization, namely brother SPK, he said that:

"The promotion we have done is by posting a video that has the element of inviting tourists to visit Lake Bermanei, posting the video we have only done once. We posted the video on the Instagram account of the Pahlawan Village youth group"- SPK.

It is unfortunate that the promotion related to Lake Bermanei tourist attraction has only been carried out once and it can be said that it has not had a good impact on the development of Lake Bermanei tourist attraction. Even so far, Lake Bermanei tourist attraction does not have a special social media account. This is very unfortunate considering that social media has a very fast impact regarding the dissemination of information. In the context of developing tourism objects, the use of social media and information technology has become a very valuable instrument for conveying information and increasing public awareness regarding these tourism objects (Mutaqin and Zaenal, 2017).

The following is a picture of the social media Instagram account of the youth organization of Pahlawan Village, which has been used as a medium for promoting the Lake Bermanei tourist attraction with the username @_tarunapahlawan.



Source: https://www.instagram.com/_tarunapahlawan?igsh=dTBrM2U2NmJobGF6

Figure 2. Promotions that have been done

Opportunities for Village Communities in the Development of Lake Bermanei Tourism Objects

1. Has a Tourist Attraction

Tourist attraction is an element that is able to lure someone to visit a destination, becoming the main reason for individuals to travel. For a place to be categorized as a tourist attraction, there are three main requirements that must be met. First, the destination must have something interesting to see, such as beautiful natural scenery, historical buildings, or works of art. Second, there must be activities that visitors can do, such as recreational, adventure, or cultural activities. Thirdly, the destination must provide something to buy, be it distinctive souvenirs, local products, or unique food and drink. These three elements together create a rich and interesting tourism experience, which is able to attract and satisfy visitors (Rif'an, 2018).

Lake Bermanei offers a beautiful view of the Bukit Barisan that is clearly visible, with clear and calm lake water combined with the greenery of Bukit Barisan. Before turning into a tourist destination, Lake Bermanei was only used by locals to fish and look for large lobsters. In addition, this lake has always been a place for people to gather while enjoying its beauty.

One of the informants who is part of the village government, Mr. LM, confirmed that they have completed several tourist facilities which certainly aim to increase the attractiveness of the Bermanei Lake tourist attraction. The tourist facilities in question are 2 ketek boats, 2 duck-type water bikes, 3 mini cars, 6 umbrellas, and 28 chairs, including toilet facilities and electricity. Mr. LM explained that:

"The procurement of these facilities and infrastructure was financed by village funds in 2023, however, there is still a lack of supporting facilities. Therefore, we from the village administration plan to submit a proposal to obtain additional assistance, such as 5 kettles, 3 duck-type water bikes, 20 units of floating stalls, and 10 electric bikes" -LM.

2. Improving the Economy of Local Communities

Tourism development aims to improve the progress and quality of facilities and infrastructure, facilitate accessibility, make the location a desirable destination, and provide economic benefits for the surrounding community (Santosa et al., 2015). The tourism sector has a major impact on the world economy as it is recognized as one of the main contributors in increasing employment and economic development in various countries (Satriana & Faridah, 2018). Tourism has great potential to improve the standard of living of people living in tourist areas through the economic benefits it generates. By developing supporting facilities such as accommodation, restaurants, and transportation, as well as providing adequate recreational facilities, tourism can provide benefits not only for tourists, but also for local residents. Tourists have a pleasant experience, while local residents enjoy economic improvement and employment opportunities. In addition, the development of tourist areas should consider and reflect the rich culture, history, and economic conditions of the destination, so that tourism can contribute to the preservation of local culture and enhance appreciation of historical heritage. With the right approach, tourism can be an effective tool for sustainable development and improving the welfare of local communities (Mabrurin and Latifah, 2021).

By utilizing the potential of Lake Bermanei tourist attraction, the economy of the local community can experience a significant increase. Tourism development not only opens up new opportunities for employment, such as in the hospitality sector, restaurants, tour guides, and souvenir craftsmen, but also reduces unemployment in rural areas. This positive impact can be felt directly by local communities who get stable jobs and better incomes. Local businesses, such as grocery stores, traditional markets, and transportation services, will also benefit from the increased flow of tourists.

In addition to the economic impact, tourism also contributes to the improvement of community skills and education through training in hospitality, tourism management, and foreign languages, which makes the local workforce more competitive. Previously unemployed youth can find new opportunities in the tourism sector, reducing migration to big cities in search of jobs. This shows that coordinated tourism development can bring significant and sustainable changes to rural communities.

In this context, Max Weber's theory of Instrumental Rational Action (Zweckrational) is relevant to explain how communities can take rational and measured decisions in planning tourism development in Lake Bermanei. Communities, together with local governments and investors, can design effective strategies for building supporting infrastructure, such as road access, lodging facilities, and tourism promotion, based on careful cost-benefit analysis. These decisions are not only intended to maximize economic returns, but also to improve the overall well-being of the community, making tourism a key driver of sustainable social and economic change in the area.

3. Infrastructure Development

Development is the most vital element for a country that aims to create a prosperous society, including in Indonesia (Mardhiah, 2017). In an effort to develop tourism, adequate infrastructure development is needed to attract more tourists to tourist destinations (Salahudin Saiman, 2022). The lake has undergone various changes, in 2009 there was the construction of a concrete embankment surrounding its waters. Next to the lake, there is an art performance park that makes it a favorite place for tourists to gather in the afternoon. Tourists consider this lake suitable as a gathering place because of its very strategic position, close to the cross road, and only about 2 km from the city center.

From the results of interviews with one of the village governments who was just appointed in August 2023, namely Mr. LM, he stated that:

"The village government has channeled village funds of Rp.111,000,000 to support the tourism sector in Pahlawan Village, especially around Lake Bermanei. I have planned the formation of a tourism awareness group that will be responsible for managing this Lake Bermanei tourist attraction. In the meantime, I believe that the right group to manage and develop this Lake attraction is the youth group of Pahlawan Village, which will work together with local residents who are unemployed and have the desire to play a role in the development of the Lake Bermanei attraction. The inauguration of this lake is scheduled to be held on Wednesday, November 29, 2023, precisely at Lake Bermanei in Pahlawan Village. I

invite the entire community of Pahlawan Village to participate in the implementation of this activity.” -LM



Source: <https://vt.tiktok.com/ZSYTKUcwQ/>

Figure 3. Series of Inauguration Events

One of the informants, Mrs. LSA, who is one of the people who lives not far from the Lake Bermanei tourist attraction, said that:

“In the last few months, the development of Lake Bermanei tourism infrastructure has been seen, by seeing the boats that tourists can ride every day, then there is already a children's electric car rental place, which also adds to the attractiveness of tourists who want to visit” -LSA.

This growing tourism not only contributes to the improvement of the local economy, but also has the potential to improve the quality of infrastructure in rural areas, such as road repairs, improved health and education facilities, and expanded access to technology and the internet. However, the changes taking place around Lake Bermanei have also elicited various emotional responses from the local community. In the context of Max Weber's social action theory, these responses can be categorized as affective action, where emotions and feelings influence how people respond to development projects. Love or dissatisfaction with the lake can encourage people to show support or opposition to the changes taking place, which in turn affects their participation in various development activities, such as demonstrations, campaigns, or volunteering in related programs.

The Deputy Regent of Rejang Lebong inaugurated the natural tourist attraction of Lake Bermanei in Pahlawan Village, North Curup, at 10.30 am, Wednesday, November 29, 2023. The inauguration ceremony, which was marked by the cutting of the ribbon at the dock door by the Deputy Regent together with the Deputy Chairman I of the DPRD, was attended by various figures, including the Head of North Curup Sub-District, the Head of Pahlawan Village and his staff, and the people of Pahlawan Village. (Bisri, 2023). This inauguration is not only an important moment for regional tourism development, but is also closely linked to Max Weber's concept of Traditional Action, where people's actions are often driven by long-established habits or customs. In the context of Lake Bermanei, local communities are likely to preserve traditions and customs that have been passed down for generations, such as organizing annual festivals involving special rituals related to the lake. Such activities not only serve to maintain the community's cultural identity

and history, but also play an important role in strengthening social ties among community members.

The tariffs for enjoying lake water tourism in each facility are quite affordable, such as parking a motorcycle Rp5,000, 4-wheeled vehicles Rp10,000, riding a duck-type water bike Rp30,000 per bicycle, and ketek tariffs Rp10,000 per person. One informant also revealed the availability of K5 stalls with a variety of fresh food and drinks as economic support for residents, so that visitors can enjoy tourism comfortably. The following is documentation of the inauguration of Lake Bermanei Pahlawan Village on Wednesday, November 29, 2023.

D. CONCLUSION

Based on the results of research conducted through interviews and observations, it can be concluded that there are several challenges and opportunities for the village community in developing Lake Bermanei tourism. Lake Bermanei, located in Pahlawan Village, North Curup Sub-district, has great potential as a tourist attraction, although access to the lake is easy, its popularity is still low. The main challenges faced are limited fund management, lack of knowledge and public interest in tourism, and limited utilization of technology as a medium for tourism promotion. As for the opportunities owned by the village community in developing Lake Bermanei tourism objects are having a beautiful tourist attraction with beautiful scenery, the availability of facilities and infrastructure, and the hope of being able to improve the economy of the village community. In development efforts, the village government has allocated funds to improve facilities and promotion. In addition, the use of technology and the involvement of local communities are needed to optimize tourism potential and improve the welfare of local communities. With the right approach, Lake Bermanei can become an attractive and sustainable tourist destination.

Through the village government, it is hoped that the village government and the people of Pahlawan Village can form a POKDARWIS community (Tourism Awareness Group). The formation of the POKDARWIS community will be very useful for optimizing the management of Lake Bermanei as a tourist attraction. With this community, the local community can play an active role in promoting and preserving the environment around the lake. In addition, POKDARWIS can conduct training and education related to tourism, thus increasing the knowledge and skills of the community in managing and utilizing existing tourism potential. The existence of this community can also encourage community participation in planning and decision-making related to tourism development, which will ultimately improve the economic and social welfare of the people of Pahlawan Village.

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