

Development of Ecotourism in Forest Areas under the Community Plantation Forest Scheme in Penopa Village, Lamandau Regency

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DOI: <https://doi.org/10.52403/ijrr.20260824>

ABSTRACT

Penopa Village, Lamandau Regency, Central Kalimantan, has abundant natural resources, high biodiversity, and historical/cultural heritage with rich natural potential. Therefore, it is necessary to explore this potential and develop it into a tourist attraction. The purpose of this study is to identify tourism potential for development within the management area of the Mitra Pamaingan Community Plantation Forest, describe the socio-economic and cultural conditions of the local community, analyze community perceptions around the Community Plantation Forest permit area, and formulate an ecotourism development strategy for the Mitra Pamaingan Community Plantation Forest. The study employed a combination of quantitative and qualitative methods. Informants were selected using purposive sampling, whereby the researchers chose participants based on specific relevant criteria. Data were obtained and collected directly from respondents and informants through questionnaires, direct field observations, and semi-structured interviews. The results indicate that the Mitra Pamaingan Community Plantation Forest tourism area has strong potential for development. The social conditions of the communities surrounding the Mitra Pamaingan Community Plantation Forest in Penopa

Village show that the general level of education is still relatively low. Given these social conditions, the community strongly hopes that the development of tourism in the Mitra Pamaingan Community Plantation Forest will create new employment opportunities. The findings on community perceptions regarding tourism development in the Mitra Pamaingan Community Plantation Forest demonstrate very strong support, both from the local community and the relevant government authorities. The SWOT strategic positioning diagram for ecotourism development in the Mitra Pamaingan Community Plantation Forest management area shows that the ecotourism management plan is positioned in the axis x positive and y positive. The ecotourism development strategy for the Mitra Pamaingan Community Plantation Forest can be pursued through four approaches: following up on regional regulations related to tourism, enhancing management capacity and creative ideas, providing employment opportunities for the local community, and collaborating with the community in programs to improve welfare in order to realize a sustainable tourist destination.

Keywords: Ecotourism; Forest Area; Community Forest Plantation; Penopa Village

INTRODUCTION

Central Kalimantan is a province with abundant natural resources, high biodiversity, and rich historical and cultural heritage. To increase the income of local communities and contribute to the achievement of the Sustainable Development Goals (SDGs), ecotourism can serve as a solution to conserve forests while providing economic and social benefits for the people of Central Kalimantan.

The development of ecotourism in Central Kalimantan is supported by forestry regulations under Law Number 41 of 1999 on Forestry, which governs the utilization of forest areas for various purposes, including nature tourism. Ecotourism can be part of environmental services utilization, defined as services provided by forests that can generate economic benefits for local communities, as regulated in several articles of this law. Article 26 paragraph (2) regulates business permits for the utilization of environmental services, including ecotourism activities. In addition, Article 28 paragraph (2) also regulates business permits for the utilization of environmental services, including ecotourism activities. Article 3 explains the objectives of forest management, namely ensuring the existence of forests with sufficient area, optimizing forest functions (conservation, protection, and production), and ensuring the equitable and sustainable distribution of benefits. Article 18 regulates cooperation in the utilization of environmental services for nature tourism, including businesses providing nature tourism services in production forests and/or facilities for nature tourism in production forests.

With its abundant natural potential that can be developed into attractive nature tourism destinations, Central Kalimantan has the opportunity to create new jobs and increase local community income through activities such as tour guiding, accommodation management, and the sale of local products. Ecotourism in Central Kalimantan can promote sustainable tourism, where the environment is preserved and local

communities gain greater economic benefits. Ecotourism can also serve as a means of environmental education and raise public awareness about the importance of protecting forests and the environment. The development of ecotourism is aligned with the United Nations' Sustainable Development Goals (SDGs), implemented for the 2015–2030 period, in which the SDG framework serves as an indicator of human development success.

The development of forest ecotourism in Central Kalimantan Province has significant potential to increase local community income, conserve the environment, and contribute to the achievement of several SDGs, including SDG 1 (No Poverty) by improving local incomes and quality of life; SDG 8 (Decent Work and Economic Growth) by creating new employment opportunities and increasing income; SDG 13 (Climate Action) by preserving forests as the lungs of the Earth and supporting climate change mitigation efforts; and SDG 15 (Life on Land) by conserving biodiversity and forest ecosystems.

One of the province's promising tourism assets is the Community Plantation Forest (Hutan Tanaman Rakyat/HTR). Community empowerment through the HTR program of the Mitra Pamaingan Forest Farmer Group is carried out in Penopa Village, Lamandau District. Its management is under the Mitra Pamaingan Forest Farmer Group based on the Decree of the Minister of Environment and Forestry of the Republic of Indonesia Number SK.1013/MENLHK-PKPS/PSL.0/3/2017 concerning the granting of a Timber Forest Product Utilization Business Permit in Community Plantation Forests (IUPHHK-HTR) to the Mitra Pamaingan Forest Farmer Group for an area of approximately 741 hectares within a Permanent Production Forest in Penopa Village, Lamandau Regency, Central Kalimantan Province.

The management of the forest area is carried out based on a forest area borrow-and-use permit granted to the Mitra Pamaingan Forest Farmer Group as a community-

managed area. The management permit issued by the Sukamara Lamandau Forest Management Unit (UPT KPHP Sukamara Lamandau Unit XXIII) in Lamandau, Central Kalimantan Province, to the Mitra Pamaingan Forest Farmer Group provides an opportunity to develop this permanent production forest into a nature tourism area for communities within and around the forest. This initiative is expected to contribute to the management authority while improving the economy of communities living around the area. Currently, the HTR area managed by the Mitra Pamaingan Forest Farmer Group is still primarily used by local communities for traditional farming and gardening and has not yet made a significant contribution to improving the welfare of surrounding communities, particularly the members of the forest farmer group themselves.

Based on these considerations, the author intends to examine in greater depth the opportunities for developing forest ecotourism under the Community Plantation Forest (HTR) scheme in Penopa Village, Lamandau Regency, by the community members of the Mitra Pamaingan Forest Farmer Group. The findings are expected to serve as a reference for planning and developing the tourism sector in an integrated and sustainable manner, in accordance with the area's specific conditions.

The objectives of this study are to identify tourism potential that can be developed, describe the social, economic, and cultural conditions of the community, analyze community perceptions, and formulate an Ecotourism Development Strategy for the Mitra Pamaingan Community Plantation Forest (HTR) in Penopa Village.

MATERIALS & METHODS

1. Research Location

The research site is located in Penopa Village, Lamandau Regency, Central Kalimantan. The study area is within the Community Plantation Forest (HTR) Management Permit area of the Mitra Pamaingan Forest Farmer Group.

2. Research Procedure

a. Respondent Samples

This study used a respondent sample equal to 100% of the members of the Mitra Pamaingan people's plantation group, who are also residents of Penopa Village.

b. Informant Samples

Informants were selected using purposive sampling, in which the researcher chose informants based on specific criteria, namely the village head, staff from the Department of Culture and Tourism, forestry extension officers, the head of the farmer group, and community leaders.

c. Types and Sources of Data

Based on their sources, the data were divided into two categories: primary data and secondary data. Primary data were obtained and collected directly from respondents and informants through semi-structured interviews with community members and relevant stakeholders. During these interviews, participants were asked to share their opinions and ideas. The researcher carefully recorded all information provided by the informants. Primary data were also collected in the field through observation, monitoring, and note-taking. Secondary data were obtained from relevant institutions and consisted of existing documents, including government regulations, reports, permits, and other documents relevant to the objectives of the study. The types and sources of data are further described in Table 1.

Table 1. Types and sources of data from the research

No.	Objective to be Achieved	Data Collection Method	Data Analysis	Output
1.	Tourism potential to be developed within the HTR Mitra Pamaingan	Attraction scoring and field survey	Scoring method	Tourist attraction objects with potential in the HTR Mitra Pamaingan area in Penopa Village

	management area in Penopa Village			
2.	The social, economic, and cultural conditions of the communities surrounding the HTR Mitra Pamaingan area in Penopa Village	Primary data	Qualitative descriptive analysis	An overview of the social, cultural, and economic conditions of the communities surrounding the HTR Mitra Pamaingan area in Penopa Village
3.	Community perceptions of the area surrounding the HTR Mitra Pamaingan permit area in Penopa Village	Community perceptions and preferences	Qualitative descriptive analysis	Community perceptions of the development of ecotourism in HTR Mitra Pamaingan
4.	Formulate an ecotourism development strategy for HTR Mitra Pamaingan in Penopa Village	Interviews and field observations	Qualitative descriptive analysis and SWOT analysis	Development strategy for HTR Mitra Pamaingan in Penopa Village

3. Data Collection Techniques

a. Observation

Observation is the direct observation conducted in the field to identify issues and problems surrounding the research object, including both facts and phenomena. The variables observed include the socio-economic and cultural conditions of the community. The type of observation used in this study is open observation, in which the researcher does not conceal the data to be collected from the respondents. Thus, the respondents are aware of the research process from beginning to end and can participate in it (Moleong, 2007).

b. Interviews

Interviews were conducted using a questionnaire guide, targeting communities located in the areas closest to the planned tourism site. Data on the socio-economic and cultural conditions of the local community were collected through interviews and questionnaire distribution. The questionnaire included questions regarding gender, age, education, occupation, village of origin, characteristics, perceptions, and participation. In addition, interviews and questionnaires were also administered to stakeholders involved in this research.

c. Questionnaire

Questionnaire distribution serves as a tool for collecting primary data and field information. The information obtained complements the data gathered from

interviews and strengthens the overall dataset, enabling the formulation of ecotourism development strategies for HTR Mitra Pamaingan. The questionnaires used in this study covered aspects related to community characteristics, perceptions, participation, and aspirations.

4. Data Processing Techniques

Data processing in qualitative research is conducted throughout the entire research process, from the preliminary study, the initial stage of data collection, to the formulation of strategies or the final stage of the research. Data validation is continuously refined until the end of the study. The data processing techniques used in this research are as follows:

a. Identification of the potential tourism destinations in the HTR Mitra Pamaingan Management Area using the scoring method

Natural tourism attractions include springs, vegetation, rivers, hills, or other surrounding potential. The identification of tourism destination potential in HTR Mitra Pamaingan, Penopa Village, was carried out using Fandeli's theory (2002), in which all information regarding attractions at the research site was collected and then evaluated individually. The assessment was conducted using a rating or scoring system. The score range can be determined by the researcher. The scores are then used to evaluate attractions at the natural tourism

site. According to Fandeli (2002), there are five criteria that should be considered in ecotourism scoring, namely:

1) Number of attractions

After conducting field identification, information on the number of attractions at the tourism site is obtained. Based on this number, the attractions can be classified. Attractions with a small number are given a score of one (1), a moderate number a score of two (2), and a large number a score of three (3). The ranges defining few, moderate, and many attractions are also determined.

2) Variety of attractions

The variety of attractions may consist of different levels within the same type of attraction or various types of attractions that differ from one another. An attraction with limited variety is assigned a score of one (1), moderate variety a score of two (2), and high variety a score of three (3).

3) Whether the attraction is well known

This refers to the extent to which an attraction is recognized at the local, regional, national, or international level. Based on the scope of its recognition, the scores are assigned as follows: local = one (1), regional = two (2), and nationally recognized = three (3).

4) Accessibility

Accessibility, or the ease with which an attraction can be reached, is a very important variable in tourism development. Poor accessibility is given a score of one (1), good accessibility a score of two (2), and very good accessibility a score of three (3).

5) Possesses unique value

Unique value is the selling point of a tourism destination. The more unique values a destination has, the greater its potential. The classification is as follows: few unique values receive a score of one (1), many receive a score of two (2), and very many receive a score of three (3) (Fandeli, 2002).

b. Description of the social, economic, and cultural conditions of the

communities surrounding HTR Mitra Pamaingan, conducted through surveys and direct observation

Direct observation includes the stages of inventorying and reviewing existing documents, maps, and other supporting secondary data to understand the social, economic, and cultural conditions of the communities surrounding HTR Mitra Pamaingan. Data verification and interviews with field officers are also conducted, with the survey criteria based on the interview guidelines.

Analysis of community perceptions in the area surrounding the HTR Mitra Pamaingan permit area in Penopa Village, conducted using descriptive qualitative analysis.

Data on community perceptions were collected using interview instruments and questionnaires and then analyzed using descriptive qualitative analysis. Descriptive analysis was used to describe the perceptions of the community and stakeholders regarding tourism development in the HTR Mitra Pamaingan Management Area, Penopa Village. In qualitative analysis, several stages are followed to obtain valid information. First, the researcher reduces the collected data until only the necessary information remains. Next, the data are presented, and finally, conclusions are drawn or the data are verified (Miles and Huberman, 1992, as cited in Sugiyono, 2014).

c. Formulation of the Ecotourism

Development Strategy for KTH Mitra Pamaingan using SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)

The identification of issues in the development of the area was carried out using descriptive qualitative SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. SWOT analysis is the systematic identification of various factors to formulate organizational strategies. This analysis is based on logic that seeks to maximize strengths and opportunities while

simultaneously minimizing weaknesses and threats (Rangkuti, 2006). Furthermore, Rangkuti (2006) states that the ecotourism development strategy planning process consists of three stages: the data collection stage, the analysis stage, and the decision-making stage. During the data collection stage, data are divided into two categories: external and internal data. External data are obtained from the external environment, while internal data are obtained from within the organization. The models used for data collection are the Internal Strategic Factor Analysis Summary (IFAS) matrix and the External Strategic Factor Analysis Summary (EFAS) matrix.

RESULT and DISCUSSION

1. Identification of Potential HTR Objects of Mitra Pamaingan, Penopa Village



Figure 1. Forest in the HTR Management Area of Mitra Pamaingan.

Administratively, the Community Plantation Forest (HTR) permit of the Mitra Pamaingan Forest Farmer Group (KTH) is located within Penopa Village, Lamandau District, Lamandau Regency, Central Kalimantan Province. The general description of this research area uses both secondary and primary data. Data were collected through observation and interviews. Based on the data collection, several potential objects were identified, namely:

a. Forest

Based on field observations, the HTR management area of Mitra Pamaingan still has a well-preserved forest, making it sufficiently healthy as a habitat for wild animals. It also still contains many medicinal plant species, as shown in Figure 1.



b. Springs

The springs in the HTR Management Area of Mitra Pamaingan originate from the surrounding hills, where the water is very

clear and flows into the rivers around Penopa Village (Figure 2). These springs have the potential to be managed as an environmental service.



Figure 2. Spring within the HTR Mitra Pamaingan management area.

c. Hills

The HTR Mitra Pamaingan Management Area is predominantly a hilly region (Figure 3), where the lush green hills offer scenic beauty. From the higher elevations, visitors can enjoy panoramic views of the

surrounding landscape, while the cool, refreshing air creates a pleasant atmosphere. These features constitute a unique attraction with strong potential for ecotourism development.



Figure 3. Hills in the HTR Mitra Pamaingan.

d. Community Agriculture

In the HTR Mitra Pamaingan management area, there are lands managed by local community members who are also members of the group, where they cultivate rice over a fairly extensive area (Figure 4). The vast

golden rice fields create a beautiful landscape that captivates everyone who sees it. This serves as a unique attraction and represents one form of the local wisdom of the surrounding community.



Figure 4. Planting at the HTR Mitra Pamaingan site.

e. Fruit Orchards

In the HTR Mitra Pamaingan management area, it can also be seen that each member of the farmer group utilizes the land by planting fruit trees such as mangoes, coffee, and jengkol (Figure 5). This will certainly

become very attractive once the fruit trees they have planted mature and begin to bear fruit. In addition to improving their economic well-being, the harvest could also be developed into a fruit-picking tourist attraction.



Figure 5. Fruit tree planting at the Mitra Pamaingan HTR site.

f. River

The Mentawa River is located in Penopa Village and is one of the attractions with great potential for development, where the water flows rapidly and the river is filled with large rocks that further enhance its beauty (Figure 6). Reaching this location is not too difficult because it is accessible by both two-wheeled and four-wheeled vehicles, and it is located on the edge of

Penopa Village. Based on interviews with 67 respondents who were group members as well as local community members in the field, information was obtained that there are several attractions divided into two categories: five natural attractions—forest, hills, river, spring, and valley. There are also three man-made attractions—agricultural land, plantations, and livestock farming—which can be seen in Table 2.



Figure 6. Image of the river located in Penopa Village.

Table 2. Potential Tourism Destination Data for HTR Mitra Pamaingan, 2024

Type of Ecotourism Poter	Ecotourism Potential Data Source – Research Results, 2024
Natural Ecotourism	1. Forest 2. Hills 3. River 4. Spring 5. Valley
Man-made Ecotourism	1. Agricultural Land 2. Garden 3. Livestock

Source: Processed primary and secondary data, 2024.

Based on the score assessment from the inventory of HTR Mitra Pamaingan objects

in Penopa Village, referring to the five criteria that need to be considered in the ecotourism of natural attractions as presented in Tables 3, 4, 5, 6, and 7. Meanwhile, the score assessment from the

inventory of HTR Mitra Pamaingan objects in Penopa Village, referring to the five criteria that need to be considered in the ecotourism of man-made attractions, is presented in Tables 8, 9, 10, 11, and 12.

Table 3. Inventory of natural attractions based on the number of attractions

No.	Land Natural Attraction	Rating			Number	Average	Description
		1	2	3			
1	Forest	0	23	44	178	3	Few (1) Moderate (2) Many (3)
2	Hills	3	26	38	169	3	
3	River	32	35	0	102	2	
4	Spring	17	45	5	122	2	
5	Valley	2	33	32	164	2	

Source: Processing of primary data and secondary data, 2024.

From Table 3, it can be concluded that the Forest and Hills objects are classified as having a "high" rating, while the River,

Spring, and Valley objects are classified as having a "moderate" rating.

Table 4. Inventory of natural attractions based on attraction variety

No.	Land Natural Attraction	Rating			Number	Average	Description
		1	2	3			
1	Forest	2	20	46	180	3	Few (1) Moderate (2) Many (3)
2	Hills	5	23	39	168	3	
3	River	7	35	25	152	2	
4	Spring	44	20	3	93	1	
5	Valley	8	25	32	154	2	

Source: Processing of primary data and secondary data, 2024.

Table 4 explains that the Forest and Hills classified with a "moderate" rating, and the objects are classified with a "high" rating, Spring object has a "low" rating, while the River and Valley objects are

Table 5. Inventory of natural attractions based on known or unknown

No.	Land Natural Attraction	Rating			Number	Average	Description
		1	2	3			
1	Forest	47	20	0	87	1	Local (1) Regional (2) National (3)
2	Hills	47	20	0	87	1	
3	River	47	20	0	87	1	
4	Spring	47	20	0	87	1	
5	Valley	47	20	0	87	1	

Source: Processing of primary data and secondary data, 2024.

Table 5 indicates that the forest, hills, river, spring, and valley features are classified as "local" based on their rating values.

Table 6. Inventory of natural attractions based on accessibility potential

No.	Land Natural Attraction	Rating			Number	Average	Description
		1	2	3			
1	Forest	19	48	0	115	2	Poor accessibility (1) Good (2) Very Good (3)
2	Hills	10	55	2	126	2	
3	River	0	20	47	181	3	
4	Spring	49	18	0	85	1	
5	Valley	10	55	2	126	2	

Source: Processing of primary data and secondary data, 2024.

Based on Table 6, it can be concluded that the "river" object is classified as "very good" based on its rating value, while the forest, hills, and valley objects have a rating of "good," and the spring object has a rating of "poor."

Table 7. Inventory of natural attractions based on having unique values

No	Land Natural Attraction	Rating			Number	Average	Description
		1	2	3			
1	Forest	0	21	46	180	3	Few (1)
2	Hills	5	39	23	152	2	Many (2)
3	River	9	38	20	145	2	So many (3)
4	Spring	51	16	0	83	1	
5	Valley	12	51	4	126	2	

Source: Processing of primary data and secondary data, 2024.

Table 7 concludes that the forest object has a rating of "so many," while the hill, river, and valley objects have a rating of "many" and the spring object has a rating of "so many".

Table 8. Inventory of man-made attractions based on the number of attractions

No	Land Natural Attraction	Rating			Number	Average	Description
		1	2	3			
1	Agricultural Land	2	42	23	155	2	Few (1)
2	Garden	3	25	39	170	3	Moderate (2)
3	Livestock	14	35	18	138	2	Many (3)

Source: Processing of primary data and secondary data, 2024.

Table 8 shows that the garden object is classified as "high" based on its rating value, while the agricultural land and livestock objects have a "moderate" rating value.

Table 9. Inventory of man-made attractions based on attraction variety

No.	Land Natural Attraction	Rating			Number	Average	Description
		1	2	3			
1	Agricultural Land	15	32	20	139	2	Few (1)
2	Garden	5	23	39	168	3	Moderate (2)
3	Livestock	7	35	25	152	2	Many (3)

Source: Processing of primary data and secondary data, 2024.

Table 9 shows that the plantation object falls under the "high" rating category, while the agricultural land and livestock farming objects have a "moderate" rating.

Table 10. Inventory of artificial attractions based on attraction recognition

No	Land Natural Attraction	Rating			Number	Average	Description
		1	2	3			
1	Agricultural Land	47	20	0	87	1	Local (1)
2	Garden	47	20	0	87	1	Regional (2)
3	Livestock	47	20	0	87	1	National (3)

Source: Processing of primary data and secondary data, 2024.

Table 10 indicates that the agricultural land, plantation, and livestock farming objects are classified as "local" based on their rating values.

Table 11. Inventory of artificial attractions based on their accessibility

No	Land Natural Attraction	Rating			Number	Average	Description
		1	2	3			
1	Agricultural Land	19	48	0	115	2	Accessibility Poor (1)
2	Garden	10	55	2	126	2	Good (2)
3	Livestock	9	25	33	158	2	Very Good (3)

Source: Processing of primary data and secondary data, 2024.

Table 11 shows that the agricultural land, gardens and livestock objects are classified as “good” based on the rating value.

Table 12. Inventory of artificial attractions based on unique values

No	Land Natural Attraction	Rating			Number	Average	Description
		1	2	3			
1	Agricultural Land	0	40	27	161	2	Few (1)
2	Garden	5	39	23	152	2	Many (2)
3	Livestock	9	38	20	145	2	So many (3)

Table 12 concludes that for agricultural land, gardens and livestock objects, the rating value includes "many". According to Yoeti (2008), a tourist attraction must have unique appeal, accessibility, and supporting facilities to attract tourists. Based on observations, there are five potential natural attractions and three potential man-made attractions, resulting in eight potential attractions within the Mitra Pamaingan Forest Management Area (HTR) group in Penopa Village. It can be concluded that the Mitra Pamaingan Forest Management Area (HTR) in Penopa Village is suitable for development due to its unique characteristics. From a tourism market perspective, the Mitra Pamaingan Forest Management Area (HTR) in Penopa Village can serve as a recreational area for the local community, workers at private companies in Lamandau District, and generate income for the village government and local government.

The Mitra Pamaingan Forest Management Area (HTR) in Penopa Village is a forest area granted permission by the government to be managed by the community for forestry development and utilization to improve the standard of living of both the surrounding and internal communities. The Mitra Pamaingan Forest Management Area (HTR) in Penopa Village also aims to preserve the area and maintain local wisdom.

The development of 8 potential tourist attractions owned by HTR Mitra Pamaingan Penopa Village should adhere to the Edu-ecotourism concept, namely tourism activities that carry environmental insight by always prioritizing aspects of nature conservation, also carrying aspects of socio-

cultural economic empowerment of local communities as well as learning and education, so that it is in line with the mandate of Law No. 41 of 1999 without changing the function of the area in question, namely education and training.

2. Community Perceptions of the Development Plan for the Mitra Pamaingan HTR Management Area in Penopa Village as an Ecotourism Development

Community perceptions regarding the development of tourist destinations in the Mitra Pamaingan HTR management area can be determined from their views and understanding, approval of the development of the Mitra Pamaingan HTR management area as a tourist destination, and community desires and involvement in the future development of tourist destinations in the Mitra Pamaingan HTR management area. Conclusions regarding community perceptions and preferences regarding the development of tourist destinations in the Mitra Pamaingan HTR management area are as follows:

a. Respondent Characteristics

The respondents in this study were members of a group who were also villagers living near the research location, namely the Penopa Village community. The number of respondents in this study was 67. Based on the number of questionnaires distributed, the identities of the respondents who completed the questionnaires were identified. Respondent characteristics in this study can be seen based on gender, age, education level, occupation, and region of origin.

1) Gender

There were 67 respondents in this study, consisting of 63 males and 44 females. Therefore, there were more male respondents than female respondents.

2) Respondent Age

The ages of the respondents in this study varied, ranging from 21 to 51 years. Of the 67 respondents, 21 were between 21 and 30 years old, representing 31%; 33 were between 31 and 40 years old, representing 49%; 10 were between 40 and 50 years old, representing 15%; and 3 were over 51 years old, representing 4%. Therefore, the 31-40 age group predominated.

3) Respondent Education

Of the 67 respondents, the majority of respondents had a high school education (SMA), with 44 respondents (66%). The remaining 16 respondents had a junior high school education (SMP), representing 24%; and 7 respondents (10%) had a bachelor's degree. Therefore, there were more respondents with a high school education than with a junior high school or bachelor's degree.

4) Respondents' Occupation

Of the 67 respondents, 54 (81%) were farmers. This is because the majority of Penopa Village residents are farmers. The remaining 11 respondents, 16% from the private sector, and 2 (3%) from civil servants (PNS).

5) Respondents' Regions of Origin

63 respondents, 94% from the native population, accounted for their origin, while 4 respondents, 94% from immigrant communities.

b. Knowledge, Perceptions, Attitudes, Suggestions, Opinions, and Expectations of the Community Around the Mitra Pamaingan HTR:

1) Community Knowledge of the Benefits of the Mitra Pamaingan HTR

Of the 67 respondents, knowledge of the benefits of the Mitra Pamaingan HTR Management Area can be said to be quite good, although this knowledge is

still limited to its function as a management area. 68% stated they knew and 32% did not know.

2) Knowledge of the benefits of becoming a tourist destination for the Mitra Pamaingan HTR

Of the 67 respondents, knowledge of the benefits of becoming a tourist destination included: (60%) creating jobs, (20%) making the Mitra Pamaingan HTR well-known, and (20%) maintaining the function of the Mitra Pamaingan HTR as a forest area.

3) Community Perception of the Mitra Pamaingan HTR

Of the 67 respondents, 100% had a positive perception of the management of the area through the Mitra Pamaingan HTR permit. This is due to its benefits in maintaining the forest, which is very useful, especially as a habitat for animals, a source of medicinal ingredients, a source of water absorption, and in keeping with ancestral heritage in maintaining the ecosystem.

4) Community Attitudes to the Plan to Develop the Area as a Tourist Destination

All 67 respondents expressed their agreement (100%) with the development of the Mitra Pamaingan HTR as a tourist destination. This indicates that the surrounding community strongly supports the development of the area as a tourist destination. This attitude of agreement and support is due to the positive perception from the community if it is made a tourist destination area with a sustainable tourism concept, the concept of sustainable tourism regulates tourism to be caring and wise towards the environment and also by becoming a tourist destination area, it will attract visitors to come to the location and this will be a blessing for the community around the area as a new job opportunity to improve the community's economy. Cooper et al. (2008) stated that the attractiveness of a destination is a

primary factor influencing tourists' decisions to visit. Increased tourist visits will encourage economic growth in the community through business development, job creation, and increased income. Furthermore, Goeldner and Ritchie (2012) explained that tourist destinations with quality attractions can increase the number of tourist visits, which ultimately has a positive impact on the local economy.

- 5) Attitudes about the Threat to the Area if it is Developed as a Tourist Destination
Of the 67 respondents regarding the threat to the area if it is Developed as a Tourist Destination, 58 respondents (87%) responded that there would be no perceived threat if the area were to be developed as a tourist destination. They believe that it is their ancestral duty to protect the area, and therefore, there is no need to fear any threats. Meanwhile, 9 respondents (13%) expressed fear about threats to water quality and unmanaged waste that could damage the area. This also requires future attention. However, the community's commitment has had a positive impact; implementation on the ground through strict monitoring and responsible management will prevent or mitigate these impacts. This aligns with Damanik & Weber (2006), who explain that the success of a tourist destination's development is influenced by its attractiveness, accessibility, supporting facilities, and community involvement in its management.
- 6) Suggestions for relevant parties that should be involved in tourism development in the HTR Mitra Pamaingan management area
Regarding the need for stakeholder involvement in tourism destination development, 67 respondents stated that the key parties involved are the surrounding community (30 people, or 45%), the local government (26 people, or 39%), and the Tourism Office (11 people, or 16%). Although sustainable

tourism activities emphasize dominant community participation, this does not mean that the community will run the business alone. The implementation of tourism development must be viewed as part of integrated development planning within a region. Therefore, the involvement of relevant stakeholders, from the community, public, and government levels, is expected to build networks and implement effective partnerships in accordance with their respective roles and authorities.

- 7) Opinions on the obstacles facing groups and communities in developing the HTR Mitra Pamaingan nature tourism areas
Of the 67 respondents, 41 (61%) believed the main obstacle to nature tourism development was limited capital, while 26 (39%) believed it was limited skills and knowledge. Capital issues often present a barrier to tourism development. Collaboration between various parties is essential to ensure that capital is not a major issue in tourism development, thereby addressing community issues. Inskeep (1991) stated that successful tourism development depends heavily on integrated planning, investment availability, and collaboration between the government, the private sector, and the community. Therefore, limited capital can be overcome through partnerships involving various stakeholders.
- 8) Community Hopes for the Future with the Tourism Development Plan in the Mitra Pamaingan HTR Management Areas
Of the 67 respondents who expressed hopes for the tourism destination development plan in the Mitra Pamaingan HTR Management Area, 44 respondents expressed the greatest hope for improved community welfare and empowerment (66%), and 23 respondents expressed the hope for the creation of new job opportunities (34%). Proper and effective management is expected to positively impact the well-

being of the surrounding community and create new jobs.

3. Mitra Pamaingan's HTR Ecotourism Development Strategy Using SWOT Analysis

a. Identification of SWOT Analysis

The next stage is formulating a tourism destination development strategy managed using a SWOT analysis approach. According to Rangkuti (2006), a SWOT analysis is the systematic identification of various factors to formulate a tourism destination development strategy. This analysis is based on logic that maximizes strengths and opportunities while simultaneously minimizing weaknesses and threats. A SWOT analysis compares external factors (opportunities and threats) with internal factors (strengths and weaknesses) to form strategic decisions for the company. The tourism destination development plan was analyzed for direct impacts, categorized into external factors (opportunities and threats). Meanwhile,

indirect impacts were categorized into internal factors (strengths and weaknesses). Both factors have positive impacts stemming from opportunities and strengths, and negative impacts stemming from threats and weaknesses. Using internal and external matrices, predetermined parameters can be weighted and rated, resulting in a score. This value will provide guidance on the future prospects of the planned development of the tourism destination.

Based on field observations and interviews with the community, village heads, and other stakeholders, internal and external factors were identified as contributing to the planned development of the tourism destination. Internal factors include strengths and weaknesses, and external factors include opportunities and threats that hinder the development of the Mitra Pamaingan HTR management plan as a tourism destination. The results of the internal and external factor identification are presented in Table 13.

Table 13. Internal and External Factors

Internal Factor			
No	Strength	No	Weakness
1	Holds a valid permit from the Minister of Environment and Forestry	1	Lack of on-site infrastructure
2	Has a large area	2	Limited capital for ecotourism development
3	Has tourist attractions (natural or artificial)	3	Lack of knowledge among the surrounding community regarding tourism development and management
4	Adequate and easily accessible access		
5	High community support for tourism development	4	Lack of government assistance regarding the potential and management of the Mitra Pamaingan Forest Park's attractions
6	The average age of the local community is productive	5	Ecotourism development concept is not yet detailed
7	Part of the Mitra Pamaingan HTR area has been managed for agriculture and fruit plantations	6	The Mitra Pamaingan Forest Park management and the community have not yet been able to determine clear targets
8	Pristine landscape and resources (especially natural resources)		
External Factors			
No	Opportunity	No	Threat
1	The existence of a regional regulation related to tourism to support regional tourism development activities.	1	Lack of public understanding of sustainable tourism
2	The community has a high demand for recreational areas.	2	The existence of similar tourism activities and better management of the surrounding area
3	Employment and business opportunities are open	3	The Mitra Pamaingan HTR ecotourism can

	to the community.		have negative impacts on the socio-cultural life of the community, such as immoral acts that conflict with religion, and the dress and behavior brought by tourists.
4	The village head and related agencies support the Mitra Pamaingan HTR ecotourism activities.		
5	The Mitra Pamaingan HTR ecotourism can become a new tourist attraction that can be further developed.	4	Lack of public understanding of sustainable tourism.

b. Formulation of Internal Factors

Based on the results of document, literature, questionnaire, and socio-cultural and

economic conditions of the community in the research area, the internal factors were obtained as presented in Table 14.

Table 14. Data Hasil Kuesioner dan pemberian rating dari Faktor Internal

No.	Strength	Rating			
		1	2	3	4
1	Having a valid permit from the Minister of Environment and Forestry	0	0	0	67
2	Has a large area	0	0	0	67
3	Has tourist attractions (natural or artificial)	0	0	11	56
4	Adequate and easily accessible access	0	2	6	59
5	High community support for tourism development	0	0	0	67
6	The local community is generally of productive age	1	2	6	58
7	Part of the Mitra Pamaingan HTR area has been managed for agriculture and fruit plantations	1	2	4	60
8	The landscape and resources (especially natural resources) are still pristine	0	0	7	60
No.	Weaknesses	Rating			
1	Lack of on-site infrastructure	5	8	21	33
2	Limited capital for ecotourism development	0	2	6	59
3	Lack of knowledge among the local community regarding tourism development and management	0	3	7	57
4	Lack of government assistance regarding the potential and management of the Mitra Pamaingan HTR attractions	0	2	11	54
5	The ecotourism development concept is not yet detailed	0	3	10	54
6	The Mitra Pamaingan HTR management and the community have not yet been able to determine clear targets	2	2	10	53

Source: Primary data processing, 2024.

Table 14 calculates the number of respondents who completed the rating scale for each statement. For example, statement No. 1, "Has a valid permit from the Minister of Environment and Forestry," had 0 respondents completing the rating scale, 0 respondents completing the rating scale, 0 respondents completing the rating scale, 0 respondents completing the rating scale, and

67 respondents completing the rating scale.

c. Formulation of External Factors

The determination of external factors for the Mitra Pamaingan HTR ecotourism was based on a review of documents, literature, questionnaires, and direct community observations. The results are presented in Table 15.

Table 15. Questionnaire Result Data and Ratings for External Factors

No.	Opportunity	Rating			
		1	2	3	4
1	The existence of a regional regulation related to tourism to support regional tourism development activities	0	2	14	51
2	The community has a high demand for recreational areas	0	3	10	57
3	Employment and business opportunities are available for the community	3	3	6	9
4	The village head and relevant agencies support the Mitra Pamaingan HTR ecotourism activities	1	2	15	49
5	The Mitra Pamaingan HTR ecotourism can become a new tourist attraction that can be further developed	0	2	17	49
No.	Threats	Rating			
		1	2	3	4
1	Lack of public understanding of sustainable tourism	0	7	26	34
2	The existence of similar tourism activities and better management of the surrounding area	0	3	23	41
3	The Mitra Pamaingan HTR ecotourism can have negative impacts on the community's socio-cultural life, such as immoral acts that conflict with religion, and the dress and behavior brought by tourists.	12	25	28	2
4	The Mitra Pamaingan HTR Ecotourism can have a negative impact on the environment due to visits such as noise and waste.	23	21	15	8

Source: Primary data processing, 2024.

d. Strategy Formulation

Internal and external factors form the basis for developing a business development strategy. This strategy is formulated by combining strengths and opportunities to create an S-O strategy, combining strengths and threats to create an S-T strategy, combining weaknesses and opportunities to create a W-O strategy, and combining weaknesses and threats to create a W-T strategy. The strategy is formulated using an internal factor analysis (IFAS) for tourism development at the Mitra Pamaingan HTR ecotourism site. Details of this strategy are shown in Tables 16 and 17.

Table 16 shows that the strength factor with the highest score of 0.32 is that the Mitra Pamaingan HTR has a valid permit from

the Minister of Environment and Forestry, a large area, and high community support for tourism development. The lowest score, at 0.28, is that the Mitra Pamaingan HTR has natural and man-made tourist attractions, easy access, a population of predominantly productive age, some of the area has been managed for agriculture and plantations, and the landscape and natural resources are still pristine. The weaknesses factor showed the highest score was limited capital for the Mitra Pamaingan HTR ecotourism development, which is still insufficient. The lowest score was community knowledge regarding tourism development and management, with a score of 0.28. The lowest weakness factor was the lack of on-site infrastructure, with a score of 0.18.

Table 16. Internal Strategic Factor Analysis Summary (IFAS)

<i>Internal Strategic Factor Analysis Summary (IFAS)</i>				
No	STRENGTH	Weight ¹⁾	Rating ²⁾	Score
1	Holds a valid permit from the Minister of Environment and Forestry	0,08	4	0,32
2	Has a large area	0,08	4	0,32
3	Has tourist attractions (natural or artificial)	0,07	4	0,28
4	Adequate and easily accessible access	0,07	4	0,28
5	High community support for tourism development	0,08	4	0,32
6	The average age of the local community is productive	0,07	4	0,28

7	Part of the Mitra Pamaingan HTR area has been managed for agriculture and fruit plantations	0,07	4	0,28
8	Pristine landscape and resources (especially natural resources)	0,07	4	0,28
Total Strength (S)		0,59		2,36
No	Weakness	Weight	Rating	Score
1	Lack of on-site infrastructure	0,06	3	0,18
2	Limited capital for ecotourism development	0,07	4	0,28
3	Lack of knowledge among the surrounding community regarding tourism development and management	0,07	4	0,28
4	Lack of government assistance regarding the potential and management of the Mitra Pamaingan Forest Park's attractions	0,07	4	0,28
5	Ecotourism development concept is not yet detailed	0,07	4	0,28
6	The Mitra Pamaingan Forest Park management and the community have not yet been able to determine clear targets	0,07	4	0,28
Total Weakness (W)		0,41		1,58
Total Internal Factors (IFAS)		1,00		3,94

Source: Primary data processing, 2024.

Description:

- 1) The weighting scale ranges from 1.0 (most important) to 0.0 (least important), with all weights summing to a total score of 1.00. Weighting is based on the influence of these factors on the development strategy.
- 2) The rating scale ranges from 4 (outstanding) to 1 (poor). Ratings are based on the influence of these factors on the situation.

The Internal Strategic Factor Analysis Summary (IFAS) is meaningless without an External Factor Analysis (EFAS). Therefore, the External Factor Analysis (EFAS) for tourism development is presented in Table 17.

Table 17. External Strategic Factor Analysis Summary (EFAS)

External Strategic Factor Analysis Summary (EFAS)				
No	Opportunity	Weight	Rating	Score
1	The existence of a regional regulation related to tourism to support regional tourism development activities.	0,12	4	0,48
2	The community has a high demand for recreational areas.	0,13	4	0,52
3	Employment and business opportunities are open to the community.	0,13	4	0,52
4	The village head and related agencies support the Mitra Pamaingan HTR ecotourism activities.	0,12	4	0,48
5	The Mitra Pamaingan HTR ecotourism can become a new tourist attraction that can be further developed.	0,12	4	0,48
Total Opportunity (O)		0,62		2,48
No	Threat	Weight	Rating	Score
1	Lack of public understanding of sustainable tourism	0,11	3	0,33
2	The existence of similar tourism activities and better management of the surrounding area	0,12	4	0,48
3	The Mitra Pamaingan HTR ecotourism can have negative impacts on the socio-cultural life of the community, such as immoral acts that conflict with religion, and the dress and behavior brought by tourists.	0,08	2	0,16
4	Lack of public understanding of sustainable tourism	0,07	2	0,14
Total Threat (T)		0,38		1,11
Total External Factor		1,00		3,59

Source: Primary data processing, 2024.

Table 17 shows that the highest-scoring opportunity factor is the community's high demand for recreation. The availability of job and business opportunities for the community (scored 0.52) and the existence of a Regional Regulation related to tourism to support regional tourism development activities, as well as the support of the village head and relevant agencies for the Mitra Pamaingan HTR ecotourism activity, mean that the Mitra Pamaingan HTR ecotourism could become a new tourist attraction that could be further developed (scored 0.48). The highest-scoring threat factor is the existence of similar tourism activities and better management in the surrounding area (scored 0.48). The lowest-scoring threat factor is the potential for negative impacts on the community's socio-cultural life, such as immoral acts contrary to religion, and the dress and behavior of

tourists (scored 0.16).

The results of the IFAS and EFAS calculations above were then used to determine the next strategy. The sum of strengths and opportunities ($S+O$) = $2.36 + 2.48 = 4.84$; The sum of weaknesses and opportunities ($W + O$) = $1.58 + 2.48 = 4.06$; the sum of strengths and threats ($S + T$) = $2.36 + 1.11 = 3.47$; the sum of weaknesses and threats ($W + T$) = $1.58 + 1.11 = 2.69$. The calculation results show that the sum of strengths and opportunities produces the largest value, namely 4.84, so that the selected strategy is the SO strategy. The SO strategy utilizes all strengths to obtain the greatest opportunities. The strategy position diagram is depicted (Figure 7) through the following formation: determination of the Y axis of external factors = $O - T = 2.48 - 1.11 = 1.37$. The X axis of internal factors = $S - W = 2.36 - 1.58 = 0.78$.

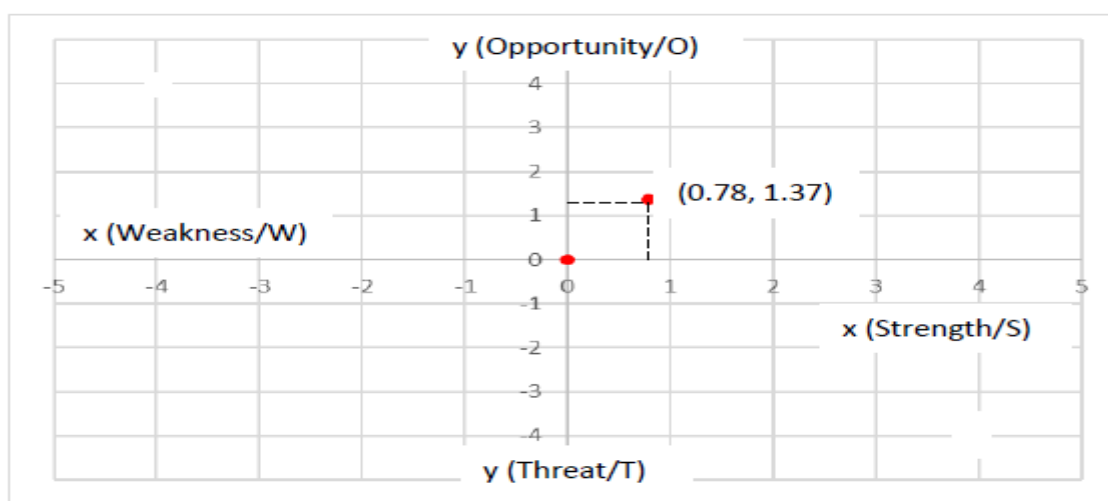


Figure 7. Diagram of the Position of Ecotourism Development Strategy in the Mitra Pamaingan HTR Areas.

The HTR Mitra Pamaingan ecotourism strategy falls into quadrant I (positive, positive), namely the SO strategy. The diagram shows that, using existing strengths, it can maximize opportunities while addressing identified weaknesses. The SO strategy is outlined in the SWOT analysis matrix in Table 18. Table 18 serves as the basis for determining the strategy to be used based on the SWOT analysis. HTR

Mitra Pamaingan ecotourism has divided its tourism development strategy into four categories, while still using the Aggressive Strategy as a reference. An explanation of each strategy is as follows.

1. SO Strategy (Maximizing Strengths to Take Advantage of Opportunities). The steps taken to implement the SO strategy are as follows:

ecotourism can become a new tourist attraction that can be further developed.	a priority for tourism development. • The community collaborates with the Mitra Pamaingan Forest Management Area (HTR) in forest management. • Optimize and preserve natural tourist attractions. • Improve road access to the Mitra Pamaingan Forest Management Area (HTR). • Empower the community to provide tourist transportation services.	
THREAT (T) • Lack of public understanding of sustainable tourism • Similar tourism activities and better management of the surrounding area • Mitra Pamaingan HTR ecotourism can have negative impacts on the socio-cultural life of the community, such as immoral acts that conflict with religion, and the dress and behavior of tourists. • Mitra Pamaingan HTR ecotourism can have negative impacts on the environment due to visits, such as noise and dust.	• Educate the public about sustainable tourism through outreach. • Improve management skills and creative ideas through training and technical guidance on tourism. • Utilize land/areas by empowering communities as business opportunities to improve their welfare while still considering environmental aspects. • Establish regulations for tourists to minimize the negative impacts of tourist activities. • Reduce private transportation by increasing the use of public transportation and establishing designated entry points for the area.	• Increase synergy between the Mitra Pamaingan HTR management and the community and related parties. • Provide understanding, education, and outreach to the community about the negative impacts of tourism development so they can be prevented. • Collaborate with the community on welfare improvement programs to increase community participation and trust in realizing tourism destinations in the Mitra Pamaingan HTR management area.

2. ST Strategy (Maximizing Strengths to Reduce Threats). The steps taken to implement the SO strategy are as follows:
 - a. Providing public understanding of sustainable tourism through outreach
 - b. Improving management skills and creative ideas through training and technical guidance on tourism
 - c. Utilizing land/areas by empowering communities as business opportunities for improving their welfare while still considering environmental aspects
 - d. Establishing regulations for tourists to minimize the negative impacts of tourist activities.
 - e. Reducing private transportation by increasing the use of mass transportation

and establishing specific entry points for the area.

3. WO Strategy (Maximizing Opportunities to Reduce Weaknesses). The steps taken to implement the SO strategy are as follows:

- a. Empowering communities to prevent and secure the managed area from unauthorized parties in the surrounding area. Local wisdom must be preserved and maintained for environmental sustainability.
- b. Enhancing community empowerment through training and development
- c. Placing the community in management (labor, promotion, distribution) to increase synergy.
- d. Providing employment opportunities for the community to improve the local economy.
- e. Planting trees and flowers on arid land, using plant species suited to the soil conditions.

4. WT Strategy (Minimizing Weaknesses to Avoid Threats). The steps taken to

implement the SO strategy are as follows. The steps taken to implement the SO strategy are as follows:

- a. Increasing synergy between the Mitra Pamaingan HTR management, the community, and related parties.
- b. Conducting outreach and outreach to the community about the negative impacts of tourism development to prevent them.
- c. Collaborating with the community on welfare improvement programs to increase community participation and trust in developing tourism destinations within the Mitra Pamaingan HTR management area.

The next stage of the SWOT analysis is to determine the key factors for achieving the success of this strategy through strategic actions to transform the Mitra Pamaingan HTR area into an ecotourism destination. To determine the key success factors of the strategy, the four keys with the highest scores will be selected from the four strategies, which are the highest rankings of SO, ST, WO, and WT. These key success factors can be seen in Table 19.

Table 19. Determination of Key Factors for the Success of the Ecotourism Development Plan Strategy for HTR Mitra Pamaingan

HTR Mitra Pamaingan					
No.	Strategy	Relationship with			Total Score
		Rationality	Maximization	Success Orientation	
Strategy SO					
1	Following up on regional regulations related to tourism to support regional tourism activities	5	5	4	14
2	Capitalizing on the high demand for recreational areas by developing tourism in the Mitra Pamaingan Forest Management Area (HTR) through community empowerment to improve the local economy while preserving nature	3	4	4	11
3	Socializing the management of ecotourism in the Mitra Pamaingan Forest Management Area through outreach	3	3	4	10
4	Coordinating with relevant agencies to propose the Mitra Pamaingan Forest Management Area as a priority for tourism development	4	4	3	11
5	The community collaborates with the Mitra Pamaingan Forest Management Area (HTR) in forest management	4	4	3	11
6	Natural tourism attractions are optimally utilized and preserved	5	4	5	14

7	Improving road access to the Mitra Pamaingan Forest Management Area	3	4	4	11
8	Empowering the community to provide tourist transportation services	4	3	4	11
Strategy ST					
1	Providing public understanding of sustainable tourism through outreach.	4	4	3	11
2	Improving management skills and creative ideas through training and technical guidance on tourism.	4	5	5	14
3	Utilizing land/areas by empowering communities as business opportunities for improving their welfare while still considering environmental aspects.	4	4	4	12
4	Creating regulations for tourists to minimize the negative impacts of tourist activities.	3	3	4	10
5	Reducing private transportation by increasing the use of public transportation and establishing specific entry points for the area.	4	3	3	10
Strategy WO					
1	Community empowerment to prevent and secure managed areas from unauthorized parties in the surrounding area. Local wisdom must be protected and maintained for environmental sustainability.	4	4	3	11
2	Community empowerment, enhanced through training and development.	3	3	4	10
3	Placing community members in management (labor, promotion, distribution) to increase synergy.	3	4	4	11
4	Providing employment opportunities for the community to improve the local economy. Planting trees and flowers on arid land, with plant species suited to the soil conditions.	5	5	4	14
5	Planting trees and flowers on dry land, with plant species that are suited to the soil conditions.	4	4	4	12
Strategy WT					
1	Strengthen synergy between the Mitra Pamaingan HTR management and the community and related parties.	4	4	4	12
2	Conduct outreach and outreach to the community about the negative impacts of tourism development to prevent them.	3	3	4	10
3	Collaborate with the community on welfare improvement programs to increase community participation and trust in developing tourism destinations within the Mitra Pamaingan HTR management area.	5	5	4	14

Based on the ranking of scores in the table above, from highest to lowest, the four strategies with the highest scores are key factors in the plan to develop the Mitra Pamaingan HTR into an ecotourism area:

1. Following up on regional regulations related to tourism to support regional tourism activities.
2. Improving management capabilities and creative ideas through training and technical guidance on tourism.
3. Providing employment opportunities for the community to boost the local economy.
4. Collaborating with the community in welfare improvement programs to

increase public participation and trust in developing tourism destinations within the Mitra Pamaingan HTR management area.

CONCLUSIONS

Eight tourism potentials have been identified for development in the Mitra Pamaingan HTR management area in Penopa Village: forests, hills, rivers, springs, valleys, agricultural land, gardens, and livestock. The community strongly desires that the development of the Mitra Pamaingan HTR tourism will create new jobs, improve community welfare, and enhance human resources around the area. The description of community perceptions of the development of the Mitra Pamaingan HTR tourism shows very strong support from both the community itself and related officials. Management of the tourist attraction has not been optimal due to limited capital, resulting in a mediocre impression, while the community's perception of tourism development offers great potential. The SWOT Strategy Position Diagram for Ecotourism Development in the Mitra Pamaingan HTR Area shows that the position of the ecotourism management plan in the Mitra Pamaingan HTR is in quadrant I (positive, positive), which means it is in a very advantageous position. One strategy that must be implemented is collaboration with the community and other parties. The Mitra Pamaingan HTR ecotourism development strategy can be pursued through four (4) strategies: following up on regional regulations related to tourism to support regional tourism development activities; improving management skills and creative ideas through training and technical guidance on tourism and preserving nature; providing employment opportunities for the community to improve the local economy; collaborating with the community on welfare improvement programs; and increasing public participation and trust in developing tourist destinations within the Mitra Pamaingan HTR management area.

The Mitra Pamaingan HTR management should immediately develop a sound plan as a basis for coordinating with relevant agencies and stakeholders to support the improvement and development of tourist destinations within the Mitra Pamaingan HTR management area. In managing the area, particularly in realizing ecotourism, Mitra Pamaingan HTR management should be more innovative in leveraging this potential by involving all parties, including the community, business actors, communities, the media, and government support. The Mitra Pamaingan HTR management should improve coordination with relevant authorities in developing the Mitra Pamaingan HTR ecotourism to support government programs to improve regional tourism. The identified tourism potential should be utilized as well as possible by always upholding the principle of sustainability in planning decisions because it is an added value that is the main attraction of Penopa Village.

Declaration by Authors

Acknowledgement: None

Source of Funding: None

Conflict of Interest: No conflicts of interest declared.

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How to cite this article: Yerifetrik, Hafizianor, Eko Rini Indrayatie. Development of ecotourism in forest areas under the community plantation forest scheme in Penopa Village, Lamandau Regency. *International Journal of Research and Review*. 2026; 13(8): 234-257. DOI: <https://doi.org/10.52403/ijrr.20260824>
