



Storytelling as Supporting Tourist Attractions in Bilebante Green Tourism Village, Pringgarata District, Central Lombok Regency

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ABSTRACT

Bilebante Green Tourism Village is a tourist village with an ecotourism concept, with natural panoramas and the sensation of a beautiful countryside. There are also various tourism attractions offered to tourists with storytelling as a support for ecotourism attractions. The purpose of this study was to determine tourism activities and analyze storytelling as a support for tourism attractions in Bilebante Green Tourism Village, Pringgarata District, Central Lombok Regency.

This study uses qualitative and quantitative data types. Sources of data used are primary and secondary data. Data collection techniques used in this study were observation, interviews, and documentation. The informant determination technique used was purposive sampling, and the data analysis technique used was descriptive, qualitative.

The results of this study are the Bilebante Green Tourism Village currently has various tourism activities supported by unique and interesting storytelling for tourists to try and know. Because with a unique and interesting story, it will certainly add value to a tourist attraction. Supporting this, the manager of the Bilebante Green Tourism Village maximizes storytelling as a support for ecotourism attractions by holding trainings for local communities as local tour guides. The influence of storytelling as a support for tourism attractions both for the Bilebante Green Tourism Village, local communities and tourists.

Keywords: Bilebante Green Tourism Village, Storytelling, support

1. Introduction

This research focuses on storytelling as a support for tourist attractions, where Indonesia's tourism potential is an important economic sector that plays a role in contributing to the country's foreign exchange, and can increase employment opportunities for the community. So that in its development a tourism potential must be managed as well as possible. In order for the development of a tourism potential to be sustainable, the tourism manager must be able to create a unique or distinctive characteristic of the tourism potential to be developed, both from how to utilize and maintain local uniqueness, natural potential that is still maintained and then from packaging unique and attractive tour packages. and so on. Because the progress of tourism in Indonesia, of course, cannot be separated from the various potentials it has, both natural, cultural and artificial.

Central Lombok Regency is one of the regencies in West Nusa Tenggara Province that develops the tourism sector as a catalyst for regional economic development. The wealth of natural and cultural potential in Central Lombok Regency is marked by the presence of a row of white sandy beaches facing the Indonesian ocean. In addition, there are tourist villages that rely on their natural potential and still maintain ancestral traditions that describe the Sasak ethnic living in the early days of their civilization. There are also tourist villages that rely on handicrafts as tourist attractions, such as: weaving tourism village in Sukarara, pottery tourism village in Penujak, and terracotta craft tourism village in Beleka. These tourist villages also present unique traditional ceremonies and not a few of which still spread magical power and are still practiced by ethnic heirs.

When viewed from the topography of Central Lombok Regency, the northern region is a highland with beautiful landscapes. The areas in question include: Districts of Batukliang, North Batukliang, Kopang, Pringgarata. Rainfall in the area is relatively high which deserves to be developed as an ecotourism area. Then in the Central part which includes: Praya District, Central Praya, West Praya, Southwest Praya, East Praya, Janapria, and parts of Jonggat District are lowlands which have rice and secondary agricultural land supported by a wide expanse of rice fields with facilities. adequate irrigation.

In the southern region is a hilly area which also borders the Indonesian Ocean. The southern part includes: Pujut District, part of West Praya District, Southwest Praya, and East Praya. This area harbors tourism potential in the form of beautiful beaches with fantastic waves. In addition to having a wealth

of diverse potential, now there is awareness from the community about the benefits of tourism development, so that there is a movement from the community to participate in developing and succeeding tourism in their respective regions.

Ecotourism is one of the tours that prioritizes concern for the environment, socio-cultural empowerment, and the economy of local communities. According to the International Ecotourism Society or TIES (The International Ecotourism Society), ecotourism is defined as a responsible nature tourism trip by conserving the environment and improving the welfare of local communities. Furthermore, according to Fennel (1999: 43) ecotourism is a sustainable nature-based tourism with a focus on experience and education about nature, managed with a certain management system and has the lowest negative impact on the environment, is not consumptive and oriented locally (in terms of control, benefits, etc.) that can be taken from business activities). From the above definition, of course, in developing ecotourism-based tourism, one must really pay attention to the management and utilization of the environment and culture or local wisdom which will affect the sustainability of tourism itself. Currently, many tourist villages have begun to develop that utilize the diversity of their natural, cultural and artificial potential, with the hope that apart from being able to develop tourism in the region, it can also improve the welfare of local communities. One of them is Bilebante Green Tourism Village, which is one of the villages in Central Lombok Regency. The concept of ecotourism, which prioritizes the preservation of nature and culture or local wisdom. When tourists come to visit, they will definitely be treated to beautiful natural panoramas with various plants and trees that grow beautifully there and tourists can still feel the sensation of the countryside which is still beautiful, there are also various ecotourism attractions offered to tourists such as bike tour packages around the village, tours herbal gardens, fishing park tours, cooking classes on the edge of the rice fields and so on.

In addition, the management of the Bilebante Green Tourism Village also involves the movement of the local community to participate in the management of the Bilebante Green Tourism Village. Where in this case the participation or participation of local communities such as being a guide for tourists when enjoying tourist attractions in the village, renting out their houses to be used as homestays, participating in building supporting facilities and infrastructure in the village and others.

Bilebante Green Tourism Village has a variety of ecotourism-based attractions that are supported by storytelling as a support for the tourist attractions offered, namely from the ecotourism attractions offered, tourists will not only enjoy tourist attractions. However, it will be guided directly by the manager or the local community by providing storytelling to tourists regarding the tourist attractions they are currently enjoying. This will give tourists a different impression and experience. Because storytelling is an important step for tourists to find out the background, unique and interesting values, goals and what benefits can be generated from the tourist attractions they enjoy.

An interesting story or storytelling will certainly make a tourist attraction not just a place. But also, it can be a more lively space to find various unique and interesting information. Indirectly, the experience of traveling with this storytelling will bring its own meaning to every tourist attraction, especially in the Bilebante Green Tourism Village. Through storytelling, tourism managers can introduce products or works based on the philosophical values contained therein. It is hoped that this will create an emotional positive impression between a product and its tourists or buyers. So that later it can help in influencing the allure of tourists to come and try storytelling of the ecotourism attractions offered, and it is also hoped that this can make the Bilebante Green Tourism Village, Pringgarata District, Central Lombok Regency a tourist village that can be better known with its characteristics. which he has. Based on this description, the researcher is interested in conducting a research entitled "STORYTELLING AS A SUPPORT OF TOURISM ATTRACTIONS IN BILEBANTE GREEN TOURISM VILLAGE, PRINGGARATA DISTRICT, CENTRAL LOMBOK REGENCY".

2. Methodology

Qualitative data analysis techniques are generally used to understand a process and facts, but not just to explain these facts. The purpose of data analysis is to describe the data so that it is easy to understand and later conclusions can be drawn from the results of the study. In this study, the data analysis technique used was a qualitative descriptive data analysis technique according to Bungin (2007). According to Bungin (2007), there are six stages of qualitative data analysis, including the following:

1. Observing social phenomena, and the identification stage
2. Categorize the data obtained,
3. Tracing and explaining these categorizations,
4. Develop or explain the concepts and theories used related to research,
5. Explain categorization relationships, and
6. Draw general conclusions.

In this case, the stages of data analysis in research can be described as follows:

1. Observing the phenomenon, namely making direct identification observations. This study conducted identification observations in Bilebante Green Tourism Village, Pringgarata District, Central Lombok Regency. Where this identification observation is carried out to find out related to ecotourism activities and how storytelling is to support tourist attractions in Bilebante Green Tourism Village, Pringgarata District, Central Lombok Regency.
2. Categorizing the information obtained by dividing or differentiating data in the form of information as a result of research in the field by adjusting the data to the formulation of the problem raised. The data from the information obtained in this study are categorized into eight parts, namely the tourist attractions in the Bilebante Green Tourism Village which include herbal garden tours, fishing market tours, garden valley tours, bike tours around the village and cooking class in Bilebante Green Tourism Village. Then from the background and form of storytelling as supporting tourist attractions, the role of village managers in maximizing storytelling as supporting tourist attractions and the influence of storytelling as supporting tourist attractions in Bilebante Green Tourism Village, Pringgarata District, Central Lombok Regency.
3. Tracing and explaining the categorization, the data from this research are then described in sequence following the problem formulation in the form of a description or story which is then accompanied by pictures taken during field observations.

4. Develop or explain concepts and theories related to research, which in this research will develop or explain concepts and theories, namely sustainable tourism, storytelling, support, green tourism villages and cultural tourism as analysis material.
5. Explaining the categorization relationships, in this study the data in the form of research results information that has been categorized or divided based on the suitability of the existing problem formulation to then explain the relationship or relationship between each data, namely the relationship between tourist attractions in the Green Tourism Village Bilebante with the interrelationships between backgrounds and the form of storytelling as supporting tourist attractions, the role of managers in maximizing storytelling as supporting ecotourism attractions and the influence of storytelling as supporting tourist attractions in Bilebante Green Tourism Village, Pringgarata District, Central Lombok Regency.
6. Draw general conclusions, in this study after the data are categorized sequentially based on the formulation of the problem and develop or explain according to the concepts and theories used in the research, which are then described or explained in the form of a description, then linked between categories, then drawn general conclusions based on the results of the study.

3. Result

The name Bilebante Village is a term or abbreviation of 2 (two) words, namely "Bile" which means maja fruit and "Bante" means shrubs. So Bilebante means a bile tree that is overgrown or wrapped with shrubs until it dies and eventually the name Bilebante Village is formed, while the word "Green" means describing nature, because on the map of Bilebante Green Tourism Village, almost 70% of the village area is green as if it has a wide expanse of rice fields. 226 hectares, 85 hectares of plantation area and the rest are residential areas. In the past, Bilebante Village was known as a village full of dust because it was a location or sand excavation area, but now Bilebante Village has been transformed into a green nature tourism village which is currently known as Bilebante Green Tourism Village.

The beginning of Bilebante Village as a tourist village, namely in late 2014 there was a "Pijar" program (cow, corn, and seaweed) which at that time raised the local potential that existed in NTB (West Nusa Tenggara). The government of NTB (West Nusa Tenggara) in collaboration with Mal-Indo (Malaysia-Indonesia), Malindo was then invited to NTB (West Nusa Tenggara) by presenting 300 MSME participants who were then trained in Bilebante Village. Then from the many participants who took part in the "Incandescent" program (beef, corn, seaweed) the products created by participants from Bilebante Village, namely Mrs. Hj. Zaenab is developing the "tortillas" product by utilizing the raw materials available in Bilebante Village such as corn, sweet potatoes and others. After the program was deemed successful, many began to conduct comparative studies in Bilebante Village, such as people from Jakarta, Java and others. Then from this came the idea of Mr. Pahrul Azim, who is currently the head of the tourism awareness group (pokdarwis) of Bilebante Green Tourism Village to make the people who did the comparative study stay longer in Bilebante Village, with the thought that by staying overnight, of course people will stay longer. the person conducting the comparative study will buy something, such as at least buying food and drinks at MSMEs or traders in Bilebante Village. So, start providing homestays by utilizing local people's houses in Bilebante Village, and it turned out to be successful, where people who did comparative studies started staying in Bilebante Village from staying 3 days to 10 days. Even though at that time the people in Bilebante Village did not know what a tourist village was.

In 2015, the head of the Bilebante Village pokdarwis and the selected participants in the "Pijar" program, namely Mrs. Hj. Zaenab participated in socialization activities about tourist villages which were attended by mayors and heads of tourism offices throughout Indonesia. In the socialization activity, we talked about tourist villages, where the daily lives of people who lack free time such as people from the city come to the village to want to feel how to be a villager or how to live in a village, and the activities that are sold are the daily activities of village people. So at that time the head of the Bilebante Village Pokdarwis asked for guidance from GIZ (Gesellschaft fur International Zusammenarbeit) which is an international institution belonging to the German federal government in collaboration with the State of Indonesia so that Bilebante Village can become a tourist village, remembering that in NTB (West Nusa Tenggara) a tourist village not very well known.

On April 5, 2015 a party from GIZ (Gesellschaft fur International Zusammenarbeit) came to Bilebante Village to make observations. After seeing the uniqueness and local wisdom, especially the hospitality of the people of Bilebante Village, the GIZ (Gesellschaft fur International Zusammenarbeit) felt that Bilebante Village was suitable to be a tourist village. Finally, three villages were developed, namely Sembalun Village, Sesaot Village and Bilebante Village. Then start being trained for digital marketing, financial management, tour package management carried out by Allianz (a multinational financial services company).

In 2016, after 2 years of preparation, finally Bilebante Village decided to start opening Bilebante Village into a tourist village. However, prior to launching, regulations regarding tourist villages were made first and proposed by Mr. Pahrul Azim as chairman of the tourism awareness group (pokdarwis) of Bilebante Green Tourism Village which was approved by village officials and the community in Bilebante Green Tourism Village, with the aim that if Bilebante Village progressed become a tourism village in the future so that there is no debate between one resident and another, where anyone who talks about a tourist village already has a clear grip, and in a tourist village of course it will not only have an economic impact but also a social impact. So that visiting guests also have a visiting ethic. Finally, village regulation number 3 of 2016 was born regarding tourism village regulations.

On September 1, 2016, Bilebante Village was finally officially opened as a tourist village, and in 2017 the end of the fishing market was opened, in 2019 in collaboration with Martha Tilaar Group opened a wellness center and also collaborated with Javara in opening culinary tourism, in collaboration with Allianz, panoramic travel and other.

The achievements that have been achieved by the Bilebante Green Tourism Village are that in 2017 it received an award from the Ministry of Villages as the best tourist village, in 2018 it was included in the list of 7 digital destinations in Indonesia, in 2020 it received an award or certification as a sustainable tourism village, in 2021 was selected as the 2nd national winner in the 2021 BCA DesaWisata Award competition for the nature category and 1st place in NTB (West Nusa Tenggara). In addition, Bilebante Green Tourism Village has also received CHSE (Clean, Health, Safety and Environment) certification. The CHSE (Clean, Health, Safety and Environment) certification is a health protocol certification from the Ministry of Tourism and Creative Economy which indicates that a tourist attraction has implemented standard health protocols.

Bilebante Green Tourism Village is located in Pringgarata District, Central Lombok Regency, West Nusa Tenggara Province. The location of the village when referring to the city of Mataram, it is estimated that the distance is about 45 minutes or is about 16 km from the city of Mataram. Bilebante Green Tourism Village has an area of 2.8365 km², Bilebante Village which is known as a green village has 226 hectares of rice fields and 85 hectares of plantation areas. When viewed in terms of typology, the people of Bilebante Village are an agrarian society whose majority of the population depends on agriculture for their livelihood. A technical irrigation system that covers all agricultural areas allows Bilebante Village to produce various commodities such as rice, corn, chili, secondary crops, and so on. Apart from being farmers, the people of Bilebante Village also work as traders, entrepreneurs, drivers/transportation services and also as civil servants (PNS). Judging from the economic condition of the community, Bilebante Village is quite prosperous with a level of inequality that is not too far away and the number of poverty rates is quite small.

The incessant development of tourism in Indonesia, especially in Central Lombok Regency, where currently many tourist villages have been developed which of course have some similarities with each other, such as the presence of rice fields, local wisdom and existing traditions. The tourist villages in Central Lombok Regency such as Setanggor Tourism Village, Bonjeruk Tourism Village, Mertak Tourism Village, Sade Tourism Village, and others. Seeing this, the village manager, namely the chairman of the pokdarwis "JariSolah" Bilebante Green Tourism Village wants to give a different impression from other tourist villages to tourists when they come to travel to Bilebante Green Tourism Village, namely by packaging ecotourism attractions in Bilebante Green Tourism Village with provide storytelling or storytelling so that apart from tourists being able to enjoy or perform the attractions offered, they will also get other benefits such as being able to find out stories or stories from the Bilebante Green Tourism Village in the form of village history, unique and interesting values from the ecotourism attractions offered. So that indirectly tourists will feel a more different experience from other tourist villages.

Supporting this, of course requires a local tour guide (local guide) who knows the ins and outs of Bilebante Green Tourism Village and remembers that in Bilebante Green Tourism Village the enthusiasm of the community is very high in participating in developing Bilebante Green Tourism Village so that it is utilized by village managers, namely the head of the pokdarwis "JariSolah" Bilebante Green Tourism Village to make the village community as a local tour guide (local guide). So it is hoped that the participation of the local community can have a positive impact on the Bilebante Green Tourism Village because it directly involves local communities in supporting tourism development and can also provide side jobs for the people who are involved in it.

Storytelling is given or done to tourists, namely when tourists have started to try the tourist attractions in the Bilebante Green Tourism Village, but beforehand the guide will tell what tourist attractions are in the Bilebante Green Tourism Village. The form of storytelling as a support for tourist attractions in Bilebante Green Tourism Village consists of stories about the history of the village, myths that exist in the village, traditional culinary philosophy and others.

In maximizing storytelling as a support for tourist attractions in Bilebante Green Tourism Village, village managers in this case start by increasing human resources (HR), namely by holding trainings provided to local communities in Bilebante Green Tourism Village.

1. Training as a Local Guide

In the Bilebante Green Tourism Village, which incidentally the local community is still unfamiliar with tourism, but has enthusiasm and really wants to participate in developing tourism in Bilebante Green Tourism Village, so that training as a local tour guide (local guide) is held in the hope that after receiving the training it will be ready in welcoming or providing the best service to tourists who come to Bilebante Green Tourism Village. This training is in collaboration with the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf) both in assisting in funding and resource persons for guide training, as well as for this tour guide training involving all hamlets in the Bilebante Green Tourism Village with a total number of participants participating in the tour guide training. The dominant 160 people were followed by the village youths.

This tour guide training is held four to five days every month for almost six months of training until it is considered capable of being a local tour guide for tourists, as well as for the place where the training itself is held in hotels in Lombok, especially in hotels located in Central Lombok such as at Dmax Hotel and Convention Lombok. In the tour guide training, the participants are guided in practicing public speaking properly and correctly so that it is not too rigid, trained or taught basic photography and video editing, then how to provide and prioritize hospitality to tourists. Furthermore, general materials are given such as general knowledge about the Bilebante Green Tourism Village, both from village history, ecotourism activities and other activities in the village, philosophy or meaning and myths that can be used as a story or story to be given or conveyed to tourists as provision to be a tour guide. So that later all the stories conveyed to tourists are appropriate and the same as each other or there is no difference in the information provided from one guide to another.

2. English Training

In addition to training as a local tour guide, village managers also provide English language training to the people of Bilebante Green Tourism Village, as a support for being a tour guide. For the English language training, the village youths were very enthusiastic. English language training is held three times a week for approximately two months in Bilebante Green Tourism Village. From the training in a fairly short period of time, the participants who took part in the training were able to speak English quite well. And there were also some participants who were already fluent in English and even mastered several other foreign languages such as German, Arabic and Portuguese. With this, of course, it can be a more mature provision when guiding tourists, remembering that the tourists themselves do not only come from domestic tourists, but also many foreign tourists who come to visit the Bilebante Green Tourism Village.

With storytelling as a support for tourist attractions in Bilebante Green Tourism Village, it has several good influences on Bilebante Green Tourism Village, local communities, and tourists.

1. Influence on Bilebante Green Tourism Village

a. Building a positive image of Bilebante Green Tourism Village

The influence of storytelling as a support for ecotourism attractions to the Bilebante Green Tourism Village is that it can build or provide a positive image so that it can attract tourist visits to come back for a tour of the Bilebante Green Tourism Village. With storytelling as a support for tourist attractions, it can be a means of providing information related to tourist attractions in the Bilebante Green Tourism Village as well as being a means of direct promotion from local tour guides to tourists so that Bilebante Green Tourism Village is better known for its tourist attractions and saves stories that interesting for tourists to know and try.

b. There is an increase in the number of tourist visits

According to the head of the Bilebante Green Tourism Village Pokdarwis, storytelling as a support for this tourist attraction has been around since the end of 2018 and since the existence of storytelling as a support for tourist attractions, it is very helpful in attracting tourist visits.

c. There are innovations in tourist attractions in the Bilebante Green Tourism Village

Storytelling as a support for tourist attractions to the Bilebante Green Tourism Village also affects the development of tourist attractions. The management of the Bilebante Green Tourism Village has begun to innovate ecotourism attractions by utilizing local potential and utilizing natural potential without destroying it and of course it will be packaged with interesting storytelling to support these tourist attractions. As currently the manager of the Bilebante Green Tourism Village is preparing a new tourist attraction from local community activities, namely "palekansapi" which of course will be packaged or supported by storytelling because this activity is an activity that is always held by local people every harvest season arrives which is carried out in gratitude for the good harvest of the community.

d. Supporting tourism sustainability in Bilebante Green Tourism Village

In addition, storytelling as a support for tourist attractions in the Bilebante Green Tourism Village can support the sustainability of tourism in the Bilebante Green Tourism Village.

2. Influence on the Local Community of Bilebante Green Tourism Village

a. Providing job opportunities for the local community of Bilebante Green Tourism Village

Storytelling as a support for tourist attractions also has an influence on the local community of Bilebante Green Tourism Village, with an increase in tourist visits to Bilebante Green Tourism Village, of course it can open opportunities for the local community of Bilebante Green Tourism Village, especially for local guides, because of the large number of tourists. Of course, local guides who come will get income or income. For one local guide get Rp. 300,000 to Rp. 500,000 per day. In addition to local guides (local guides), other local communities such as traders who sell around tourist attraction locations also benefit from the selling behavior they sell to tourists, because on average the food and drinks they sell are typical community food and drinks. Lombok with a unique presentation form typical of the local community so that tourists become interested in buying it like using clay pottery equipment.

With this, the support and participation of the local community in developing the Bilebante Green Tourism Village is increasing.

b. There is an increased awareness of nature and local conservation

In addition, storytelling as a support for tourist attractions can increase local community awareness of nature and local conservation, this is due to the simple things found in Bilebante Green Tourism Village, if they can be used properly, they will become something that has value. As with the stories or stories that are conveyed as a support in introducing attractions to tourists, it turns out that it can have a positive impact on the local community, both from the opinion of local guides and local people who have businesses in Bilebante Green Tourism Village such as traders or those who have culinary businesses.

3. Influence on Tourists

The existence of storytelling as a support for ecotourism attractions in Bilebante Green Tourism Village certainly has an influence on tourists who come to visit Bilebante Green Tourism Village. Where with the existence of storytelling as a support for ecotourism attractions, tourists besides being able to experience the existing attractions directly, they can also find out the stories contained or in the attractions they are enjoying at that time or after listening to storytelling delivered by local guides, tourists become very curious and interested in trying the attractions that have been told or in other words with storytelling as a support for tourist attractions can arouse feelings or tourist interest in tourist attractions. When they enjoy the ecotourism attractions offered at Bilebante Green Tourism Village, they hear through stories or stories from local guides, which of course can provide new experiences, can add knowledge or insight (educational value) for tourists and can strengthen memories about ecotourism attractions that they enjoy or do with the uniqueness contained in it, so that later they can share or tell back to their friends or colleagues so they can feel or try tourist attractions in Bilebante Green Tourism Village and many tourists also share their experiences through personal social media by posting or sharing photos or videos when they visit Bilebante Green Tourism Village which can indirectly help introduce or promote Bilebante Green Tourism Village. In addition, the presence of a very friendly local guide can provide comfort and safety for tourists. So that it can also make tourists want to come back for a tour even by inviting other colleagues or friends to come for a tour to the Bilebante Green Tourism Village.

With storytelling as a support for tourist attractions in Bilebante Green Tourism Village, it can have a positive influence on the development of Bilebante Green Tourism Village such as Bilebante Green Tourism Village, which can be better known by tourists with its uniqueness which can build a positive image of Bilebante Green Tourism Village. innovation on tourist attractions and can have an influence on the sustainability of tourism in the Bilebante Green Tourism Village. In addition, it can improve the quality of human resources with training for local communities in maximizing storytelling as a support for tourist attractions and of course also being able to increase income for local communities and for tourists to add new experiences in traveling because apart from enjoying tourist attractions, tourists will also be guided by given a unique and interesting storytelling of tourist attractions that are being carried out by tourists.

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