

Strengthening Management of Local Human Resources to Create A Sustainable Green Tourism Destination at Lantan

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ABSTRAK

There are still various challenges to develop sustainable tourism villages especially on human resources such as limited technical guiding skills in conveying information about local tourism attractions based on the green economy, limited effective interaction, minimal understanding of local communities regarding digital marketing strategies and the lack of adequate technology to produce more efficient production in terms of time and costs so they have other alternatives to generate income. This community service aims to improve the local human resource capacity in Lantan Village, Central Lombok, to develop a sustainable green tourism through doing a guide and tourism vocabulary training, strengthening the branding of coffee as the village's flagship product, mentoring in developing partnership proposals, and empowering in managing coffee product as competitive advantages. The methods included interactive lectures, conversation simulations, small group discussions, pronunciation drills, pre and post-tests. The results of the activity showed a significant increase in participants' understanding of how to guide tours, build branding, improve basic English communication skills, and coffee product management particularly in the process of peeling coffee beans from the skin and faster in roasting coffee. This activity significantly contributed to increasing Lantan Village's readiness to develop itself as a sustainable green tourism destination.

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1. BACKGROUND

The tourism sector plays a crucial role in a country's economy [1]. In the current era of Industry 4.0, the government is promoting the national economy, particularly in rural tourism. The Ministry of Tourism and Creative Economy is no longer focused solely on boosting tourist arrivals to Indonesia, but rather on promoting sustainable tourism *in* Indonesia [2]. The main challenge in developing a sustainable tourism sector is how to not only provide economic benefits but also preserve cultural heritage and maintain environmental balance. Sustainable tourism based on a green economy is one approach that can provide economic benefits while preserving the environment and local culture [3]. The active role of the community can encourage a sustainable tourism development model [4]. The *green* economy concept is one of the economic transformation strategies established by Bappenas to achieve Indonesia's 2045 vision and is applied in various sectors, including the tourism industry [5].

One of the tourist villages that deserves government attention is Lantan Tourism Village, located in Central Lombok Regency, West Nusa Tenggara [6]. This village boasts natural beauty geographically leading to Mount Rinjani National Park and boasts local culture, as well as a variety of superior products [6]. The concept of ecotourism and homestays is a strength of Lantan Tourism Village, managed by Pokdarwis, so visitors

experience village life that is different from today's urban life (Figure 1). Lantan Tourism Village also has great potential to develop as a coffee-based and environmental tourism destination. However, the socio-economic conditions of the community, especially Pokdarwis members, indicate that targeted interventions are still needed to increase their empowerment and economic independence.



Figure 1. Lantan Tourism Village Tourist Attractions and Local Community Involvement

Most of Pokdarwis members come from farming families and work as freelancers, help their parents in the rice fields, or are still students. They do not have permanent jobs or adequate income from the tourism sector with income from tourism activities: \pm Rp700,000/project which is not every month and from main jobs (farming, odd jobs): \pm Rp500,000/month. This means that the total average income of Pokdarwis members is still below Rp1,000,000/month, which is still below the minimum wage in Central Lombok Regency.

Based on interviews, currently Pokdarwis members are facing Management problems. The main cause is limited technical skills in guiding, information delivery, and in-depth understanding of local tourist attractions, especially those related to the green economy. Pokdarwis members lack the ability to understand what a green economy is and how it relates to the sustainability of village life. Furthermore, they lack the ability to explain what programs they have initiated related to the green economy. Tour guides have a crucial role in providing the best experience for tourists, both in conveying historical, cultural, and ecotourism information [7]. The second cause is limited mastery of international languages. Mastery of international languages is known to be able to introduce local wisdom, culture and local values, and can promote typical village or regional products [8]. Research states that international languages have an important role, namely as a *communicative role*, *integrative role*, *lingua-franca role*, *relationship-fostering role*, *business/economic role*, and *functional role* [9]. The third cause is the low level of marketing strategy. Developing marketing strategies from the planning, implementation, to evaluation so that tourists can know the existence of tourist villages and have a desire to visit [10]. Combining various promotional techniques, branding, and collaboration between the government and the private sector, tourism marketing can optimize the tourism potential of a region [11]. Another cause is the lack of maximizing local typical products as an alternative source of income. Tourism products, including *something-to-buy*, become tourist attractions and serve as regional icons, making them suitable for souvenirs or for sale to a wider market [12]. Local Economic Development (PEL) can increase income and employment through the use of local resources, such as Lantan Village Coffee (Figure 2) [13]. However, during the post-harvest process of roasting coffee, the women's farming group adheres to a traditional method, where the coffee is roasted using pans and firewood, producing copious amounts of smoke. This is clearly at odds with the concept of a green economy. The resulting pollution from business operations and the extensive use of wood

inevitably lead to the need for felling many trees.



Figure 2. Coffee Potential in Lantan Tourism Village

The solution implemented to address these partner issues is strengthening management and human resources through several trainings, including: First, tour guide training with mastery of modules and information boards related to sustainable tourism branding or based on a green economy. Second, improving English skills with a focus on mastering vocabulary related to the green economy and the tour packages offered. Third, strengthening digital marketing by building Sustainable Tourism Branding or Based on a Green Economy on social media and partnerships. And fourth, mentoring to increase coffee production and business legality as a typical product of Lantan Village based on a sustainable green economy.

The purpose of this service is to strengthens management and human resources by achieving an increase in the level of partner empowerment. This is evidenced by the increased ability to organize steps and aspects that need to be explained in the guide based on the provided modules, improved *speaking skills* and vocabulary mastery related to the green economy, building Sustainable Tourism Branding or Based on the Green Economy on various social media platforms and partnerships, and increasing the production capacity of Lantan Village Coffee.

2. METHODS

This Community Service Program (PKM) activity aims to address management and human resource issues in Lantan Tourism Village. The following methods were used to address these issues and achieve the targeted outcomes. In general, this Community Service Program (PKM) activity is implemented in three stages. Each stage consists of several sub-stages, ensuring that the implementation of the PkM activities is planned and the results are measurable. The following is a detailed explanation of the PkM activity stages, as shown in Figure 3:

1) Stage Preparation Community Service Program

1. Initial Survey: an initial visit to a partner's location to analyze the initial conditions of the target partner and gain more detailed information about the issues they face. The proposal team prepares an initial questionnaire as a basis for developing the community service activity concept.
2. Preparation of Initial Concept: holding a joint meeting and involving key parties from partners and students to prepare a concept for implementing PkM based on the results of the questionnaire that has been conducted, which is stated in the PkM proposal and poster.
3. Preparation of PkM Needs: prepare all PkM needs starting from material files, tour guide modules, English vocabulary modules in the field of green economy-based tourism, and a variety of socialization tools, palces and locations.
4. PkM Socialization: detailed information is provided regarding what PkM activities will be carried out,

indicators, and targets that will be achieved in this PkM activity.

2) *PkM Implementation Stage*

1. Training

Tour Guide Training: the target of the PkM implementation is to provide modules that help to increase the capacity of the community as environmentally friendly and globally aware tour guides, starting from how to guide to environmental conservation and get flexible learning access, without limitations of space and time.

The implementation stages are as follows:

- a. Provisions regarding sustainable green tourism and correct tour guide techniques.
- b. Strengthening new tour package programs related to the green economy, such as educational tours on the application of the green economy in coffee processing.
- c. Module usage training
- d. Field practice and trial tour guiding

English Vocabulary Training for Tourism: the target is given material related to English vocabulary specifically for its application in sustainable tourism, the target is given a module that can be used as a guide for tours and various relevant activities in English that support tour packages.

Implementation stage:

- a. English city-word module usage training
- b. Practice speaking with the method applied in Kampung Inggris, Pare, East Java, namely Fun English and Games so that the target can master English more easily.
- c. Trial practice of guiding tours in English

2. Mentoring

Mentoring for Creating Sustainable Tourism Branding and Partnership Proposals: providing material on the importance of building a primary image, namely a Sustainable Green Tourism Destination using Professional Branding Videos (Production of village profile videos, thematic videos (environment, culture, education), and tourist testimonials) and high-quality Editing (use of drones, cinematography, and motion graphics)) so that the visibility of Lantan Tourism Village and tourist visits from students, university students, and environmental organizations increase and increase the educational value of the village, especially in environmental issues and sustainable tourism.

Village Coffee Production Management Assistance: assisting partners to produce coffee with Huller (Dry Skin Peeling) to replace the manual peeling process so that it is faster, cleaner, and maintains the quality of coffee beans and roasts coffee beans with controlled temperature and time so that it produces a more stable coffee aroma and taste and meets consumer standards. It is expected that production time will be reduced by 30%, production capacity will increase from 5 kg each day to 20-30 kg each day.

The implementation stages start from:

- a. training in the use of huller and Roasting machines for women coffee processors,
- b. machine installation on site,
- c. Trial production and machine adjustment,
- d. Production operations and evaluation of results.

3. Empowering

At this stage the proposing team provides material related to the stages of HKI management and helps prepare the requirements for HKI for the “Kopi Bubuk Elong Tune” Coffee product, especially to the Department of Law and Human Rights.

- a. Technical implementation:
- b. Training on the use of the DJKI Kemenkumham Website - dgip.go.id

- c. Account creation and assistance with business data input
- d. Registration of product brands and logos through DJKI
- e. Supporting document management and online process monitoring
- f. Printing of legal documents (HKI Certificate)

3) *Final Stage of PkM*

Evaluation of PkM Activity Results: controlling the results of PkM activities on the increase of skill and capability of Pokdarwis members and women from the KWT in Lantan Village. It used pre-test and post-test in examining the understanding of materials that have delivered by the team of community services.

3. RESULTS AND DISCUSSIONS

The implementation of the Community services (PkM) held in Lantan Village, Kelurahan North Batukliang, Central Lombok. Kagitan Community Service Program started from the beginning of the survey on March and did socialization and intensive training start from August to October 2025. These activities involving not only lecturer team, but also students, youth and The Women's Farmers Group (KWT) in Lantan Village. This PkM activity was attended by 25 people and 15 women from the KWT in Lantan Village.

The target of this Community Service Program is the Pokdarwis Solah in Lantan Village. The Pokdarwis's presence has significantly contributed to tourism development in the village. To maximize results and address any remaining weaknesses, this Community Service Program provides human resource development support for tourism and businesses in Lantan Village.

The implementation of PkM in 2025 will be carried out in several stages, including:

1) *PkM Preparation Stage*

1. Initial Survey: Collecting information and data obtained from both secondary sources (websites, articles) and primary sources (interviews). The results showed that Lantan Village's potential lies not only in natural tourism, but also in the local community, which provides experiences of rural life and coffee plantations that are used as business fields. However, the obstacles include a lack of marketing, guiding skills, language, and traditional coffee business management which limits the quantity of coffee that can be produced.
2. Initial Concept Development: Developing the Community Service Program (PKM) implementation activities based on the information obtained. This is structured into three core activities: Training, Mentoring, and Production. This includes each identified problem to be addressed through this PkM.
3. Preparation of PkM Needs: PkM needs have been prepared starting from material files, tour guide modules, English vocabulary modules in the field of green economy-based tourism, and a variety of socialization tools, training that supports indoor and outdoor activities.
4. PkM Socialization: socialization activities were carried out to Pokdarwis and also Village Heads to provide a big picture of the implementation of PkM, which was carried out on September 19th, 2025 (Figure 3).



Figure 3. PkM Socialization

2) Stage Implementation Community Service Program

1. Training

- a. Training Guide Tour : Figure 4 shows that our activity attended by Pokdarwis as many as 25 people were given material related guide tourism. The material delivered directly and used interactive method so that the delivery of material can easily accepted. Based on material presented obtained, there was a significant increase in the participants' abilities after attending the training, where the Pre-test results (before training) shows the average correct answer was 7.22 and the wrong answer was 3.83. While the Post-test results (after training) resulted the average correct answer was 9.30 and the wrong answer was only 1.70. These results indicated a real improvement in several main aspects such us the participants increasingly understand the definition of a tour guide, the types of guides (local guide, escort guide, specialist guide), as well as the roles and responsibilities that must be carried out. Second, participants are more familiar with technical terms such as transfer in, transfer out, and tour program which were previously still confusing. Third, participants began to realize the importance of two-way communication, the use of appropriate intonation, body language, and storytelling skills in providing an interesting tourist experience.

Although the results were quite positive, several obstacles still emerged, including some participants had very low initial scores, requiring more time to catch up. Second, the difficulties in understanding foreign language technical terms such as escort guide, transfer in/out, and tour program were still not well mastered, so further in-depth material was needed. Third, some participants tended to be stiff during the simulation practice, especially in terms of intonation, storytelling, and audience control.

The role-play method used to deliver the material demonstrated successful improvement in participants' practical skills, particularly in areas such as local value alignment, material mastery, and communication. While, the challenges remain including coherent storytelling, bold use of lighthearted humor, and consistent audience interaction. With continued practice and regular evaluation, these skills have the potential to develop more optimally.



Figure 4. Training Guide Tour

- b. English Vocabulary Training for Tourism: The target is given material related to English vocabulary specifically for its application in sustainable tourism which shown in Figure 5. After the training activities were carried out using interactive delivery methods, it showed that there was an increase in English language skills, seen from the questionnaire results from the average correct answers being 16.17 to 18.17, this indicates that the training results showed an increase in understanding the concept of using subject pronouns which was proven by the participants' ability to understand the use of subject pronouns I, You, They, We, He, She, It in a sentence. Second, the ability to memorize and remember vocabulary (Tourism Vocabulary) where participants were able to remember several vocabulary (Tourism vocabulary) as provisions in communicating with visitors. Third, the participants' communication skills were demonstrated by the ability to communicate in two directions by paying attention to accents and body language in providing information to visitors.

The training program demonstrated an increase in understanding, but an important note are the guides often only master general vocabulary, and sometimes forget the vocabularies making it difficult to explain specific terms related to local culture, traditional traditions, or agricultural/plantation terms that are tourist attractions in Lantan Village. This can make explanations feel limited or less informative for tourists. Second, although participants have shown an increase in understanding of tourism vocabulary, pronunciation remains a major challenge. Many participants are still carried away by regional accents so that pronunciation does not fully meet international standards. Third, the differences in the level of understanding of participants because the training was also attended by Women Farmers Groups who are quite 'old'. During the implementation of tourism vocabulary training in the Tourism Village, differences in the level of understanding of participants were seen. This was influenced by the diversity of ages and backgrounds of participants, including the involvement of Women Farmers Groups (KWT), most of whom are more mature or "older".



Figure 5. English Vocabulary Training for Tourism

2. Mentoring

- a. Mentoring Tourism Branding Creation Sustainable and Partnership Proposal: In figure 6 it can be seen that the branding assistance was implemented succeed to increase knowledge of participant in a way evenly. The original level of understanding was "very low" increase to category "Enough" until "understand with good". The majority the beginning participants (around 70%) were in the "very dissatisfied" category who know and understand the concept of tourism branding sustainable. Only 2 participants really understand concept, whereas part big participant other difficulty explain benefits and elements of branding. After mentoring happened improvement significant, where almost all over participant capable to understand or at least understand enough how to create basic draft, benefits, and elements of branding. Participants who initially "did not know" become "Enough understand" even there is an increase become category "knowing and understanding ". Meanwhile, in the mentoring partnership proposal creation proven increase understanding participant from part big participants

(more of 60%) is at a very poor level know objectives, structure, and the benefits of a partnership proposal which are only a handful participants who demonstrate understanding adequate. After the mentoring program, there was real improvement. Participants were able to write down simple collaboration ideas in Figure 6 below.



Figure 6. Mentoring Tourism Branding Creation Sustainable and Partnership Proposal

- b. Village Coffee Production Management Assistance: In figure 7 it can be seen that the coffee management assistance activities begin with providing material on how coffee can attract tourists, especially in the development of post-harvest coffee educational tourism packages. It explains how to prepare the materials that need to be delivered and how to guide tourists to understand the post-harvest handling process. In addition, in this first coffee management, partners are given assistance on how to use technology, namely the Huller Machine for separating coffee skins. Initially, compared to the traditional method of separating coffee skins from coffee beans, which still has to go through two stages: pounding and threshing. This takes quite a long time, on average it takes one day to separate 5 kg of coffee beans from their skins. After the application of the technology, the separation results are obtained much faster, and it was directly conveyed by the target that the separation potential can be achieved up to 30 kg per day. Another machine is a coffee roaster. Previously, women coffee producers roasted coffee traditionally using a frying pan and firewood, which could produce 5 kg of coffee in 4 hours. However, with the coffee roaster, women coffee producers can now roast 5 kg of coffee in just one hour.





Figure 7. Village Coffee Production Management Assistance

3. Empowerment

At the stage, this team proposer give material about how to develop business through completeness legality business. Legality is a basic document that must be owned when establishing a business [14]. It started to empower the society in introducing business legality from HAKI. In figure 8 it can be seen that implementation of mentoring about HAKI creation was implemented on August 24, 2025 that has given improvement outlook to importance legality, average participant said that they are enough know what just types of HAKI and how HAKI is capable to protect their programs. It started by registration of HAKI and making HAKI as their superiority product. Thus, publication of HAKI certificate on the logo of one of the typical coffees of the Tourism Village Lantan namely “Elong Tune” Ground Coffee with number certificate EC002025137155, September 22, 2025. However, a number of obstacles that still exist faced namely not enough capable to mastery of online registration if without mentoring and awareness of a number of participant about how HAKI becomes capable to give their business bigger.



Figure 8. Legality of Business and HAKI Certifications of “Kopi Bubuk Elong Tune”

In general, enhancing the skills of tourism guides has led to improvements in communication and guiding methods for tourists, both in Indonesian and English. This has also impacted the growth of post-harvest coffee instruction, which more closely aligns with sustainable economic tenets. A significant impact has been had on producing coffee faster and more efficiently in terms of time and energy by improving human resource capacity in the roasting and separation processes of coffee beans.

4. CONCLUSION

The Community Service Program (PKM) held in August and September 2025 has had a positive impact on the community and partners. The tour guide training has generally proven effective in improving participants' basic knowledge, technical understanding, communication skills, and practical field skills in terms of green tourism. This is in line with the strengthening of green economy branding which is always being enhanced.

The English city-word training successfully improved participants' understanding of tourism vocabulary. Meanwhile, the application of technology and innovation in hulling and roasting machines has resulted in time-savings in separating coffee beans from the husk and roasting the coffee and also developed a “Post-Harvest Coffee Processing Education Package”.

In the implementation of this PkM, several obstacles were still encountered, so that in the future, in the field of tour guide training, further strategies are needed in the form of modular training, more intensive field practice, strengthening soft skills, ongoing mentoring, and utilization of provided training literacy (tour guide modules). In English vocabulary training, the preparation of a thematic glossary, pronunciation and listening exercises, conversation simulations, inclusive learning methods, regular mentoring, and short, flexible modules are needed. In the field of technology application, gradual practice is needed in mastering the use of machines and the implementation of post-harvest coffee eduwista packages as a higher selling point.

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