

Analysis of Mount Jae Tourism Management in Efforts to Increase Village Revenue (Case Study: Sedau Village, Narmada District, West Lombok Regency, 2024)

Desni Rienendra Sari¹, Hailuddin², Sujadi³

¹⁻³University of Mataram

Article Info

Article history:

Received Feb, 2026

Revised Feb, 2026

Accepted Feb, 2026

Keywords:

Management

Tourism Object

Village Income and Economy

Sedau Village

Narmada District

West Lombok Regency

ABSTRACT

The purpose of this study is to describe how to analyze the management of the Mount Jae tourist attraction in an effort to increase village original income in Sedau Village, Narmada District, West Lombok Regency. The method used in this study is a qualitative approach. This research was conducted in Sedau Village, Narmada District, West Lombok Regency. The informants in this study were the Village Head, the Head of the Tourism Awareness Group (Pokdarwis), vendors selling at stalls provided at the Mount Jae natural tourist attraction, the local community, and tourism operators visiting the tourist attraction. The data sources used in this study were primary data, namely interviews, and secondary data, namely supporting documents from previous research. The data collection methods used in this study were observation, interviews, and documentation. The results of this study demonstrate the impact of the management of the Mount Jae Nature Tourism Object on increasing village income and improving the community's economy in Sedau Village, Narmada District, West Lombok Regency. This has had a significant impact, especially for unemployed local residents. This impact is achieved through the provision of stalls selling instant food, firewood, and rentals of other tourist facilities such as tents, fishing rods, grills, and boats. Furthermore, the Mount Jae Nature Tourism Object is fully managed by the Tourism Awareness Group (Pokdarwis). Therefore, the Village Government, along with Pokdarwis, encourages unemployed residents to contribute to the development of the Mount Jae Nature Tourism Object. The establishment of this tourist attraction has had a positive impact on increasing community income, enabling them to meet their daily needs and increasing the village's original income to help build village infrastructure and facilities, including the Mount Jae tourist attraction.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Name: Desni Rienendra Sari

Institution: University of Mataram

E-mail: rienendrasaridesni@gmail.com

1. INTRODUCTION

Tourism is a potential sector for regional development due to its positive

impact on the local economy. The tourism sector plays a role in driving economic growth and prosperity and can be developed as a

source of Village Original Income (PADes). Village tourism is gaining popularity due to its natural beauty and direct interaction with local communities. Therefore, the existence of tourist villages indirectly impacts both community and village income.

In the context of tourism development, the government strives to plan and implement various policies that support the sector's progress, one of which is by exploring and enhancing tourist attractions as a source of village income [1]. Tourism villages are seen as rural assets with unique qualities and charms that can be developed as tourism products to attract tourists [2].

Based on Law Number 6 of 2014 concerning Villages, villages have the right and authority to regulate and manage the interests of local communities and explore village potential to increase Village Original Income. One potential that can be developed by villages in Indonesia is the tourism sector [3]. Village income is all cash receipts through village accounts within a fiscal year that do not need to be repaid, including proceeds from the management of village-scale tourism areas.

Tourism in Indonesia has demonstrated a significant contribution to the economic, social, and cultural life of communities. Tourist attractions can attract tourists and play a significant role in boosting regional economic growth. The implementation of regional autonomy has encouraged local governments to explore tourism's potential as a source of revenue through taxes and tourist spending.

Narmada District, West Lombok Regency, has several villages being developed as tourist villages. Based on West Lombok Regent Regulation No. 17 of 2020 concerning Tourist Villages, Sedau Village was designated as one of the tourist villages. The development of Mount Jae Tourism began with training and discussions with the West Lombok Tourism Office, which then led to the establishment of a tourism management team led by Village-Owned Enterprises (BUMDes) and Tourism Awareness Groups (Pokdarwis).

Sedau Village boasts natural tourism potential in the form of Mount Jae, with its

lake as its main attraction. Located approximately 22 km from Mataram City, the Mount Jae tourist attraction offers various facilities, including restrooms, a prayer room, sales stalls, gazebos, lake boats, a parking area, and photo spots. Some of the facilities, such as boat rentals and business stalls, are funded by community participation, which has positively impacted the local economy.

The presence of the Mount Jae Nature Tourism Site has opened up job opportunities for previously unemployed residents. The Village-Owned Enterprise (BUMDes) provides business stalls managed by representatives from each hamlet, enabling the community to earn additional income, significantly improving their income compared to before the tourist attraction. The tourism management also promotes the area through social media as a tourist attraction strategy, which has proven to increase tourist visits year after year.

Despite the development of tourism research, obstacles such as limited human resources in managing tourist attractions remain. This situation can impact the sustainability of tourist attractions and the competitiveness of destinations. Based on interviews with the managers of the Mount Jae tourist attraction, sustainable and innovative management is key to maintaining tourist interest. Therefore, this study was conducted to analyze "Management of the Mount Jae tourist attraction in an effort to increase the original income of Sedau Village, Narmada District, West Lombok Regency in 2024."

2. LITERATURE REVIEW

2.1 *Concept of Management*

According to the Online Big Indonesian Dictionary, management is a process involving the oversight of all aspects of policy implementation and goal achievement. Management is defined as the collective effort of a group of individuals to perform various tasks to achieve specific goals.

Essentially, management is a set of activities carried out by a team, including planning, organizing, implementing, and controlling, all aimed at achieving predetermined goals [4].

2.2 Concept of Tourism

Tourism is an activity carried out by people to travel for entertainment or recreation purposes. According to the World Tourism Organization (WTO), tourism is the activity of a person who travels to or stays in a place outside his environment, usually for no more than one year continuously for pleasure, business, or other purposes [4]. In essence, tourism includes: (1) all activities related to tourist travel, (2) Untouched natural businesses: natural beauty, mountains, volcanoes, lakes, beaches (3) Tourism service and facility businesses, namely: tourism service businesses (travel agents, guides, conventions, travel incentives exhibitions, impresarios, tourism consultants, and tourism information), tourism facility businesses consisting of accommodation, restaurants, bars, and tourist transportation [5].

2.3 Village Original Income Concept

Revenue is all sources of money a company can earn or

receive from selling goods and providing services to others. Genuine, on the other hand, can be defined as something that is pure, original, and free from any mixture or doubt about its origin. Therefore, the term "genuine" means something that is untainted by other elements, authentic, pure, good, and of unquestionable origin.

2.4 Community empowerment

Empowerment is basically a series of activities to strengthen and/or optimize the power of a target group, namely the less empowered community (Soleh, 2014). Meanwhile, according to Ibe (1995), empowerment is preparing the community in the form of resources, opportunities, knowledge, and skills to increase the community's capacity in determining their future, and being able to participate and influence life in the community's communication itself.

2.5 Conceptual Framework

A conceptual framework is the most fundamental part of any research. It must be created to facilitate the researcher's research and to facilitate the reader's understanding of the research concepts. A conceptual framework is something that is closely related to or connected to the problem being studied.

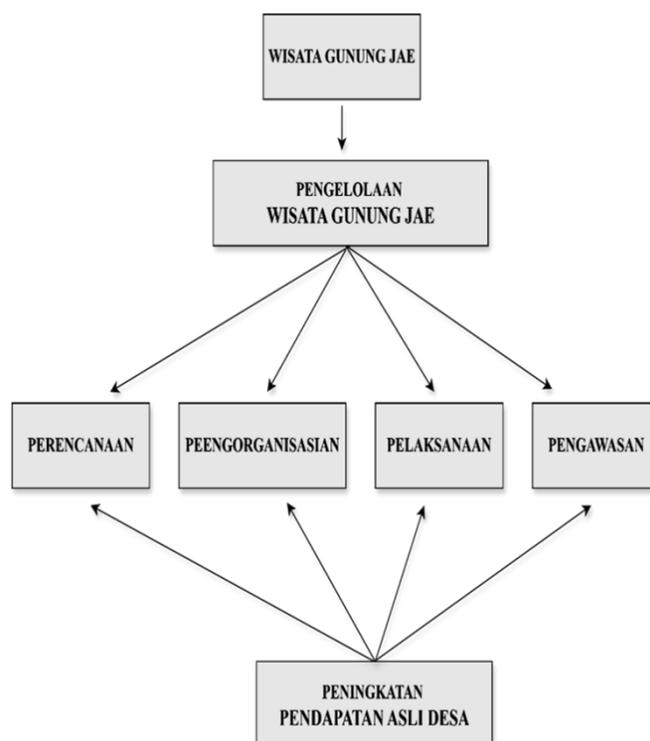


Figure 1. Conceptual Framework

3. METHODS

3.1 Research Approach

The approach used in this study is a qualitative method, meaning the research was conducted using analytical procedures without the use of statistical analysis or other quantification methods. This study aims to describe the management of the Mount Jae tourist attraction in an effort to increase the Original Income of Sedau Village, Narmada District, West Lombok Regency.

This research is descriptive research aimed at describing existing phenomena, both natural and man-made. The research method used is a case study, considering that this study only discusses the management of the Mount Jae tourist attraction in an effort to increase village revenue (PADes).

3.2 Research Location

This research was conducted in Sedau Village, Narmada District, West Lombok Regency, West Nusa Tenggara Province. Sedau Village has significant natural potential, particularly in the tourism sector.

One of the destinations being developed is the Mount Jae tourist attraction, managed by the Sedau Village Government and the Tourism Awareness Group (Pokdarwis).

The selection of the research location was based on the potential and challenges that exist in managing the Mount Jae tourist attraction as an effort to increase Village Original Income.

3.3 Data Types and Sources

3.3.1 Data Types

The data used in this research is qualitative data, which is obtained through systematic, analytical and logical explanations regarding the problems being researched.

3.3.2 Data Source

The primary data for this study are collected through observation and interviews. Secondary data are documents related to the management of the Mount Jae tourist attraction in an effort to increase Village

Original Income (PADes) in Sedau Village, Narmada District, West Lombok Regency.

3.4 Research Instruments

In qualitative research, the researcher acts as a tool or instrument. For this study, the researcher uses themselves as the research instrument, along with various materials such as books, pens, cell phones, cameras, and recording devices. According to [6], [7], qualitative research requires humans as the primary research instrument due to the uncertain and unclear nature of the research.

In qualitative research, the researcher acts as the research instrument. They use themselves as the primary instrument, assisted by supporting materials such as books, pens, a cell phone, a camera, and a recording device. Researchers conduct self-validation to ensure their understanding of qualitative research methods, mastery of the research object, and readiness to enter the field.

3.5 Data Collection Technique

In this study, data collection techniques include observation, interviews, and documentation. According to [8], data collection techniques can be carried out through observation, interviews, and documentation. Observation refers to systematically observing and recording the elements that exist in a symptom or symptoms in research [9].

Data collection techniques in this study included observation, interviews, and documentation. Non-participatory observation was used, involving direct observation of the management of the Mount Jae tourist attraction. Interviews were conducted semi-structured using an

interview guide with research informants. Documentation was conducted by collecting data in the form of photographs, audio recordings, and other supporting documents.

3.6 Data Analysis

Data analysis was conducted in three stages: data reduction, data presentation, and conclusion drawing. Data reduction involved selecting and simplifying data obtained from the field. Data presentation was carried out in a systematically structured narrative format. Conclusions were drawn after the data was deemed accurate in describing the management of the Mount Jae tourist attraction in an effort to increase Village Original Income.

4. RESULTS AND DISCUSSION

4.1 Overview of Research Location

Sedau Village is a village in Narmada District, West Lombok Regency, West Nusa Tenggara Province, with significant natural potential, particularly in the tourism sector. The Sedau Village area comprises plantations, hills, and rice fields, and is divided into six hamlets. The Mount Jae tourist attraction is one of the village's leading attractions, being developed to support increased Village Original Income.

4.1.1 Demographic Conditions of Sedau Village

The population of Sedau Village is spread across six hamlets, with the majority being Muslim. Educationally, most residents have completed primary to secondary education, while the majority work as farmers, traders, and laborers.

Table 1. Population Based on Occupation

Gender	civil servant	Farmer	Trader	Laborer
Man	19	1,000	100	300
Woman	5	100	18	50

Source: Sedau Village Profile

4.2 Research result

4.2.1 Development and Management of Mount Jae Tourism Object

The main attraction of Mount Jae Nature Tourism is a natural lake nestled in a hilly area with a cool and beautiful atmosphere. If managed properly, this attraction has the potential to generate significant benefits for the surrounding community and become a leading tourist attraction in Narmada District, West Lombok Regency.

The development of the Mount Jae tourist attraction takes into account attractions, facilities, and accessibility. Facilities include restrooms, a prayer room, a registration counter, a gazebo, sales stalls, a jogging track, a boat ramp, a parking area, photo spots, and a flower garden. These components play a crucial role in supporting visitor comfort and the sustainability of tourism activities.

4.2.2 Tourist Attractions as a Source of Original Village Income

The Mount Jae tourist attraction has been developed as a source of village revenue through entrance fees, levies, rental of tourist facilities, and the sale of local products. This tourism provides new economic opportunities for a community previously dependent on agriculture and other informal employment.

Revenue generated from the Mount Jae tourist attraction is managed by the Village-Owned Enterprise (BUMDes) and the Tourism Awareness Group (Pokdarwis). Part of the revenue is allocated to operational and management costs, while the remainder is channeled back to the village to support development and community economic activities.

4.2.3 The Impact of Mount Jae Tourism on the Community Economy

The presence of the Mount Jae tourist attraction has significantly impacted the economy of the Sedau Village community. Local residents gain employment

opportunities through sales stalls, tent, boat, and fishing equipment rentals, and the sale of local products such as palm sugar, sweet palm wine, and firewood.

Local incomes have increased following the introduction of Mount Jae tourism. Some vendors are able to earn weekly incomes of up to one million rupiah, especially on weekends. This demonstrates that Mount Jae tourism serves not only as a recreational destination but also as a driver of the local economy and a creator of new jobs.

4.2.4 The Role of Institutions in Managing Mount Jae Tourism

The management of Mount Jae Tourism involves synergy between the Village Government, the Village-Owned Enterprise (BUMDes), and the Tourism Awareness Group (Pokdarwis). Initially, management was entirely handled by Pokdarwis, but this was later transferred to the BUMDes with a more structured management system. Pokdarwis continues to play a role as field manager and operational implementer.

Revenue from Mount Jae tourism is used to pay management salaries, cover operational costs, and support community economic programs. The village government also plays an active role in facilitating collaboration with external parties, such as the tourism office, for tourism promotion and development activities.

4.3 Discussion

The research results show that managing the Mount Jae tourist attraction has increased village revenue and the economy of the Sedau Village community. Tourism development based on natural resources, support from village institutions, and active community participation are key factors in the success of this tourism management.

These findings reinforce the view that village tourism can be an effective strategy for promoting local economic development if managed in a participatory, planned, and sustainable manner. Mount Jae Tourism serves as an example of how village-based tourism management can simultaneously

create economic, social, and institutional benefits.

5. CONCLUSION

Based on the results of the research conducted, the following conclusions can be drawn:

a. The Mount Jae tourism development model is one way to attract tourists and increase visitor numbers. One approach is to utilize nature conservation techniques or concepts. This can be achieved through:

- 1) Creating things that can attract tourists' attention with new innovations so that Mount Jae tourism looks more alive.
- 2) Preserving and maintaining the authenticity and richness of the Mount Jae tourist area.
- 3) Providing understanding to the local community so that they can contribute to maintaining and preserving Mount Jae tourism.
- 4) Inviting the village government to cooperate in developing Mount Jae tourism.
- 5) Collaborate with tourism agencies to improve the quality and quantity of tourism on Mount Jae.

b. Supporting factors

- 1) The Activity of Sedau Tourism Awareness Group

The active role of Pokdarwis is very important in developing and advancing tourism on Mount Jae. The active role of Pokdarwis can create creativity and solutions in

developing and advancing tourism on Mount Jae.

- 2) Division of tasks according to expertise

The productivity of tourism awareness group members is shaped by the placement of expertise within their respective fields. Creativity is derived from the potential of each member, therefore, careful attention is paid to placement, often referred to in management terms as "the right man in the right place."

SUGGESTION

Based on the research results that have been concluded above, the research suggests that:

- 1) It is hoped that the village government will use a rotation system in appointing Pokdarwis management to create professional and proportional management in managing tourist attractions.
- 2) For Pokdarwis, improving services to tourists and holding tourist attraction activities, such as arts and cultural activities to introduce the Gunung Jae tourist village and can use technological developments in promoting tourism both locally and internationally.
- 3) All existing academics should be more astute in getting involved in providing ideas and concepts in order to provide solutions so that the development of natural, cultural and environmental potential in tourist villages is better in line with current developments and can evolve to be more creative.

REFERENCES

- [1] I. Asriandy, "Strategi Pengembangan Obyek Wisata Air Terjun Bissapu di Kabupaten Bantaeng," *Skripsi (Tidak Diterbitkan)*. Makassar: UNHAS, 2016.
- [2] S. S. Hadiwijoyo, *Perencanaan pariwisata pedesaan berbasis masyarakat: Sebuah pendekatan konsep*. Graha Ilmu, 2012.
- [3] A. S. J. Zainul, Megawati Asrul Tawulo, "UPAYA PEMERINTAH DESA DALAM MENINGKATKAN PENDAPATAN ASLI DESA MELALUI PENGEMBANGAN DESTINASI WISATA TENGGORAK LA BOLONTIO," *J. Ilmu Kesejaht. Sos.*, vol. 5, no. 2, pp. 19–28, 2024.
- [4] Y. Pahala *et al.*, "The effects of service operation engineering and green marketing on consumer buying interest," *Uncertain Supply Chain Manag.*, vol. 9, no. 3, pp. 603–608, 2021.
- [5] N. Wiendu, "Concept, Perspective and Challenges," *Lap. Konf. Int. Pariwisata Budaya. Yogyakarta Gadjah Mada Univ. Press. Hal*, pp. 2–3, 1993.
- [6] S. Nasution, "Metodologi penelitian kualitatif," *Bandung: Tarsito*, 1988.
- [7] Sugiyono, "Metode Penelitian," *Sugiyono*, 2016.
- [8] Sugiyono, *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta, 2015.
- [9] A. Saebani and B. Ahmad, "Metodologi penelitian kualitatif," *Bandung: Pustaka Setia*, 2009.