

Improving The Potential of Sentul Village as a Tourism Destination through Waste Management

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ABSTRACT. *Local tourism in rural areas, including Sentul Village, South Sumatra, is important in sustainable development. However, one of the challenges for the community in Sentul Village is ineffective waste management. This study examines how to handle waste effectively to support the potential of Sentul Village as a tourist destination. This research method is descriptive qualitative with a rationalistic approach. The results of the study indicate that poor waste management has affected the tourist attraction of Sentul Village. Thus, the development of tourism potential through waste management can be an example of the integration of local rural development.*

Keywords: *rural tourism, waste, local development*

ABSTRAK: Wisata lokal di perdesaan memiliki peran penting dalam pembangunan berkelanjutan, termasuk di Desa Sentul, Sumatera Selatan. Namun, salah satu tantangan masyarakat di Desa Sentul adalah pengelolaan sampah yang tidak efektif. Penelitian ini bertujuan untuk mengkaji bagaimana penanganan sampah yang efektif, sehingga dapat menunjang potensi Desa Sentul sebagai destinasi wisata. Metode penelitian ini adalah deskriptif kualitatif dengan pendekatan rasionalistik. Hasil penelitian menunjukkan bahwa pengelolaan sampah yang buruk telah mempengaruhi daya tarik wisata desa sentul. Dengan demikian, pengembangan potensi wisata melalui penanganan sampah dapat menjadi contoh integrasi pembangunan lokal perdesaan.

Kata Kunci: wisata perdesaan, sampah, pembangunan lokal

INTRODUCTION

Tourism villages combine accommodation, attractions, and supporting facilities introduced into the lives of communities that blend with the applicable rules and traditions. A village can be considered a tourism village if it has tourism potential that can be managed, a unique cultural identity and tradition, accessibility and infrastructure that supports tourism village programs, guaranteed security levels, and maintains order and cleanliness. The basis for developing tourism villages involves understanding the character and potential of elements in the village, including environmental and natural conditions, socio-cultural aspects, economic conditions of the community, geographical layout,

historical elements, cultural heritage, and local knowledge and skills possessed by the local community, such as traditional knowledge (Hilman, Yusuf A. et al., 2018).

Tourism villages are areas in great demand by visitors, both just to visit, settle down, and enjoy the destinations owned by a village. Rural tourism has characteristics such as clean air, natural resources, natural environments that are still original and preserved, and beautiful scenery to present the culture owned by tourists, which are important factors in the tourism village area (Firmansyah, R. et al., 2022). With these characteristics, a village can benefit from the benefits obtained (Sufaidah et al, 2020). The development of this village is expected

to be a hope for the community as a source of employment and stalls for MSMEs to help increase community income and regional original income (Ruwanti & S, Nurhasanah., 2020; Hermawan, H., 2016).

Rural tourism has become one of the important pillars of sustainable development in various countries (Fadlina, S., 2021), including Indonesia. Villages that combine natural beauty, local culture, and peaceful life become attractive destinations for tourists looking for a different experience (Nugraha, Y. E., 2021). In this study, Sentul Village has great potential to become a tourist destination in the form of a river with green grass, like many other rural areas (Mahyudin, R. P., 2017). Sentul Village also faces challenges and obstacles that need to be overcome so that its potential can be fully realized. Sentul Village itself is located in Ogan Ilir Regency, South Sumatra Province.

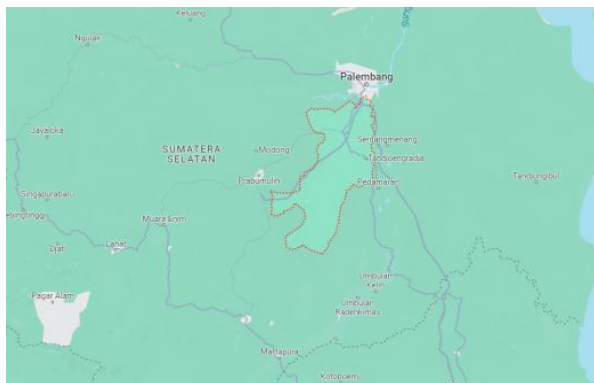


Figure 1. Map of South Sumatra
Source: Google Maps, 2023

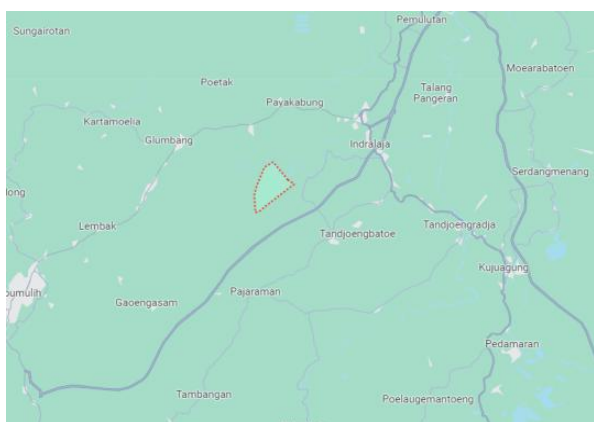


Figure 2. Map of Ogan Ilir Regency
Source: Google Maps, 2023



Figure 3. Sentul Village
Source: Google Earth, 2023

One of the most critical challenges Sentul Village faces is the problem of waste management. Community participation in managing waste to support the realization of tourism villages is very important. There are several factors that can influence the implementation of local community participation in waste management; (1) Internal factors, including community awareness of the concept of waste management, and community behavior patterns; (2) External factors, consisting of the role of village stakeholder as a reinforcement of the implementation of waste management, and the availability of waste management infrastructure (Kalpikawati & Pinaria, 2023). However, these things are not in line with the real conditions in the observed village. Scattered waste, lack of adequate waste management infrastructure, and awareness of the importance of maintaining a clean environment have become major obstacles to developing tourism in this village. The lack of public awareness of the importance of disposing of waste in its place and poor handling of waste have become serious threats to the tourism appeal of Sentul Village. Furthermore, if it is realized properly, good waste management in tourism villages can increase several values, including: economic value, derived from the results of recycling waste that sold to tourists; social value, due to the changes of community behavior patterns in managing waste; as well as environmental value, that has a positive impact on the image of the village and public health (Mariam et al., 2021; Sutrisni & Mahendra, 2024).

Therefore, this study aims to examine how effective waste management can contribute to increasing the potential of Sentul Village as a tourist destination. This study explores the negative impacts of the waste problem (Exposto, A. L. et al., 2015) on the tourism potential of Sentul Village, as well as evaluate various solutions and best practices in sustainable waste management. Moreover, it aims to provide valuable insights into how proper waste management can provide dual benefits (Panyawungan, J., 2019), namely maintaining the natural environment of Sentul Village while strengthening its attractiveness as a tourist destination. Thus, Sentul Village can be a successful example of sustainable rural tourism development by considering environmental aspects and the welfare of local communities (Aminah, N. Z., & Muliawati, A., 2021).

RESEARCH PROBLEMS

The formulation of the problem in this study is as follows:

1. How is the waste management system in Sentul Village related to development as a tourist area?
2. What are the efforts to prevent waste accumulation in Sentul Village related to development as a tourist area?
3. How does waste affect the potential of Sentul Village in terms of development as a tourist area?

RESEARCH OBJECTIVES

The objectives of this research are as follows:

1. Waste management system in Sentul Village towards development as a tourist area.
2. Efforts to prevent waste accumulation in Sentul Village towards development as a tourist area.
3. The influence of waste on the potential of Sentul Village towards development as a tourist area.

RESEARCH METHODS

This research used a rationalistic research approach with a qualitative descriptive research type. This study will describe indicators based on the synthesis of village tourism theory.

Data Collection Techniques

Primary and secondary survey methods were used to collect data. The primary survey aims to obtain information on potential problems in the study area through interviews with local village heads and field observations. In addition, secondary data was obtained from literature related to the research study, including theoretical reviews that include theories from experts on village tourism as well as information related to waste management in regional tourism development related to the research village.

Data Analysis Techniques

The first step in analyzing data is identifying potential problems in Sentul Village. This identification is carried out using the content analysis method, which involves in-depth interviews with Village Heads who have influence and interest in the development of Sentul Village. This content analysis will use letter codes to identify responses from key respondents.

RESULT AND DISCUSSION

Sentul Village also has nature that can be utilized for tourism, namely on the riverbank. However, the garbage scattered on the riverbank can affect the comfort of tourists who want to enjoy the beauty of the river. Therefore, education about good waste management for local residents is the initial key to overcoming this waste. It would be a big mistake not to utilize the potential of the river that offers beautiful views; the village head wants to make the river a fishing spot, which can attract interested tourists.

Sentul Village is not only limited to natural potential and infrastructure. The village head also has an interesting vision to introduce a historical performance (Sukmadewi, N. P. R. et al., 2019)

related to the founder of Sentul Village and other stories that discuss the village's history. In this show, tourists will have a rare opportunity to learn about old stories that shape the identity of Sentul Village. In addition, typical food can also be one of the attractions of Sentul Village. Dried fish, unique taste and distinctive processing tradition, can be an attractive souvenir for tourists. Of course, local food provides an impressive culinary experience and supports the local economy, so it is not only focused on the rubber industry.

From the results of direct observations and interviews conducted, there are results in the form of data, which are then grouped in the form of coding, as shown in the following table.

Table 1. Research Indicators and Variables

Indicators	Variables
Tourism Attraction	Natural
	Man-made
Village Waste Problems	Waste Separation
	Waste Process
	Waste Bank
Benefits for Local	Tourism Village
	Clean and Healthy Environment
	Income

Source: Author, 2023

Table 2. Distribution of Data Source Codes in Analysis

Code	Explanation
Kd	The head of Sentul village who is a local native
PI	Environmental observations carried out directly by the author

Source: Author, 2023

Based on the interview results with the head of Sentul village, there are several data related to factors that hinder Sentul village as a tourist destination, one of which is less than optimal waste management. It is shown in every 3 houses that only have one main disposal site, which quickly continues to pile up with routine disposal carried out only 1 time/week until the villagers are accustomed to throwing garbage in green areas. However, behind the obstacles that exist, various interesting potentials can support Sentul Village to become a regional destination with the characteristics of the village itself.



Figure 4. Waste Area at Sentul Village

Source: Google Earth, 2023

Besides, the existing waste is not only household waste that is meant, but waste from cow dung from local residents. Cow dung scattered on the streets or open areas is a common problem in many villages, including Sentul Village. This is not only an aesthetic problem but also hurts the environment, public health, and tourist attractions.



Figure 5. Green Land with Waste at Sentul Village

Source: Author, 2023

Table 3. Coding Results of Identification of Potential and Problems of Sentul Village Regarding Development Towards a Tourism Village

Data	Code	Code's Indication
Tourism Attraction is depending on the river with green land around it	Kd	Natural resource in the form of river with its green land
The river along the village with its green land	PI	
Man-made attraction is in the forms of local culinary, and some of rituals	Kd	Man-made attraction of local culinary
Man-made attraction is local culinary with its special characteristics and inherited since many generations	PI	
Local people feel hesitate to separate the waste	Kd	Waste management form collection, separation and reusable is important case
Local People is uneducated about waste management	PI	
Waste final station is located far from the village, thus the high cost for accessibility to its location	Kd	Sentul Village does not have the waste bank
No waste bank, thus it's difficult to manage the waste	PI	
River area is in dirty environment	Kd	The absence of waste management impacted to the dirty environment
Clean environment is one of the wish lists for local	PI	
Main income for local is manily depending on cattle and agriculture	Kd	Unstable income for local and would be promoted by the local tourism
The dependence income on both cattle and agriculture influence to the unstable economic for local	PI	

Source: Author, 2023

Based on the data, the initial step that can be taken to realize the form of a tourist village in Sentul Village is to manage waste properly and cow dung waste. This management has a significant impact on the continuation of the development of the tourist village. Effective waste management is an important step in maintaining the cleanliness and sustainability of the Sentul Village environment. By involving the community, education, and investment in the right infrastructure, Sentul Village can effectively address the waste problem, increase

tourist attractions, and create a healthier and cleaner environment.

1. Community Education and Awareness

Socialize the importance of waste sorting, reducing plastic waste, and proper disposal to the Sentul Village community by creating an education campaign involving schools, community groups, and village heads to raise awareness. Organize training on good waste management, such as using organic waste as fertilizer and safely managing hazardous waste.

2. Regular Waste Collection and Sorting

Having a regular waste collection schedule throughout the village area is important to avoid waste accumulation in public places and reduce the risk of environmental pollution. Encouraging Sentul Village residents to sort waste at the source in their homes can involve separating organic, non-organic, and hazardous waste such as batteries or chemicals. This sorting will facilitate the subsequent processing process.

3. Community-Based Waste Management

Involve the community in waste management. This could involve forming a volunteer waste management group responsible for collection and sorting. Ensure that each area in the village has adequate waste bins with clear labels for the appropriate type of waste.

4. Sustainable Waste Management

Consider improving modern and environmentally friendly waste processing facilities, such as recycling or composting facilities. One environmentally friendly solution is to use a biodigester to convert organic waste into biogas or liquid fertilizer that can be reused.

The limited waste management in Sentul Village has resulted in more and more scattered waste in the green areas around the river, threatening the ecosystem and damaging its potential natural beauty. Public awareness is needed to be able to restore the authenticity of the surrounding

environment (Yuliani, W., Husin, A., & Saputra, A., 2023), which can provide potential as the main reason why Sentul Village can become a regional destination that visitors can enjoy. One of the things we can propose is 3R waste processing (Reduce, reuse, recycle).

The 3R waste management paradigm can be described as Reduce, an effort to reduce or limit the use of plastic waste that can be replaced with tote bags or handbags that can be used for a long time. Reuse is the use of waste with different functions. Recycle, recycling waste so that it can be used again. Changing waste into a product that can be used and reused, this solution can also help people increase their income if they have more awareness of the environment and have an impact on the community's economy. So, this creative idea created the potential to produce unique recycled products. In addition to reducing the pile of waste to maintain its sustainability, it is balanced with the empowerment of the community to improve the economy easily and cheaply.

The realization of solving the problem of waste processing is by creating village-owned private waste disposal and providing garbage boxes at several points on the river coast so that it is hoped that there will be no more scattered garbage.



Figure 6. Waste Collection Area at Sentul Village
Source: Author, 2023



Figure 7. Waste Bank at Sentul Village
Source: Author, 2023

Waste processing is divided into 2, namely organic and inorganic waste processing. The waste is first sorted at a predetermined location.



Figure 8. Recommendation of Recycle Area at Sentul Village
Source: Author, 2023

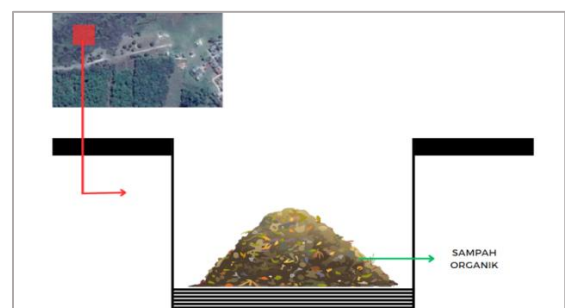


Figure 9. Recommendation of Organic Waste Collection at Sentul Village
Source: Author, 2023

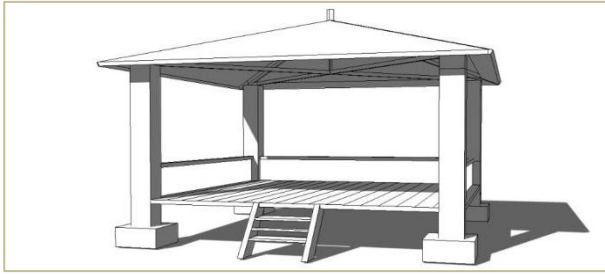


Figure 10. Sketch of Recommendation of Inorganic Waste Accommodation at Sentul Village
Source: Author, 2023

This recycling of organic waste is intended to reduce inorganic impacts and give it a selling value that is expected to increase the income of the surrounding community. The solutions that can be applied to overcome the problem of cow dung waste are:

1. **Collection and Management of Cow Manure:** Village heads can work with local farmers to organize the regular collection of cow dung. This can be a scheduled activity where farmers or responsible parties collect cow dung from predetermined locations. One effective way to process cow dung is to use it as an organic fertilizer. Cow dung contains good nutrients for plants, and with proper processing, it can be turned into fertilizer that is useful for local agriculture.
2. **Farmer Education: Training on Cow Manure Management** is an important aspect of training farmers on good cow dung management. They can be taught how to collect, store, and manage cow dung safely and efficiently. Farmers need to be aware of the negative impacts of scattered cow dung, such as water pollution and the spread of disease. This awareness can encourage them to participate in better management solutions. Village heads can work with village governments to develop regulations related to cow dung management. These regulations can include the obligation for farmers to collect their cow dung regularly. It is important to have effective law enforcement against violations of regulations related to cow dung management. This can include sanctions or fines for farmers who do not comply with the rules.

Local residents need education to increase awareness of the importance of protecting the environment and the benefits that will be obtained from the environment. Given their desire to become a tourist village, this is also a factor in their declining economy (Widiastuti, A., & Nurhayati, A. S., 2019). The existence of a tourist village is expected to ease their economic needs. Their economic needs will gradually improve with the existence of this tourist area.

CONCLUSION

Sentul village is a village that has natural wealth that can be utilized to create a tourist village. However, there are several inhibiting factors for this development, namely incorrect waste management and the presence of livestock waste from residents' cows that pollute the environment. The first effort to overcome this is to educate local residents about how to process waste properly and deal with livestock waste from cows.

With this being done, it will greatly help increase the economy of residents because of the realization of the tourist village. The tourist village will be the main destination for local residents in developing the potential of the existing village. This tourist village will refer to the natural wealth that is on the river coast. With a clean environment, it will have an impact on the crowds of tourists who come and enliven the place.

Hopefully, this research can help with existing problems so Sentul Village can become a tourist village according to what was previously desired. It is also hoped that this research can increase the understanding and awareness of local residents to maintain the existing natural environment so that it can be further utilized to support the development of Sentul Village.

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