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### Dynamics of Implementation of Kelawi Tourism Village Development and Minang Rua Beach Conservation, South Lampung Regency, Indonesia

<sup>1</sup> Meiliyana, <sup>2</sup> Rahayu Sulistiowati, <sup>3</sup> Ani Agus Puspawati, <sup>4</sup> Melsa Amrina, <sup>5</sup> Nedia Sawaya

<sup>1, 2, 3</sup> Faculty of Social and Political Sciences, University of Lampung, Indonesia

<sup>4, 5</sup> Student, Faculty of Social and Political Sciences, University of Lampung, Indonesia

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Corresponding Author: Meiliyana

#### Abstract

This study aims to analyze the implementation of the development of the Kelawi Tourism Village in South Lampung Regency, Indonesia. The research method is qualitative. Data collection was conducted through observation, interviews, and documentation. Internal and

external constraints include limited capital, infrastructure, and suboptimal government-community synergy. The development of the tourism village has resulted in improved community skills, program innovation, strengthening local institutions, and Penta Helix partnerships.

**Keywords:** Development, Tourism Village

#### 1. Introduction

Kelawi Village became the second advanced tourist village in the Indonesian Tourism Village Award (ADWI) through the Minang Rua Beach conservation program by the Ministry of Tourism and Creative Economy (Kemenparekraf) of the Republic of Indonesia (Lampung Province Tourism and Creative Economy Agency, 2023). The main attraction of this beach is the stretch of white sand that serves as a nesting ground for turtles to lay eggs, so the management created a conservation program for hatchling breeding that will be released together. Cultural and natural conservation has been proven to increase tourist attractions (Karima *et al.*, 2023) <sup>[17]</sup>. Turtles themselves are animals protected by the government based on Government Regulation Number 7 of 1999 (Chandra in Ayu *et al.*, 2024). In addition to conservation, Minang Rua Beach offers various natural tourist attractions such as Green Canyon, Underwater Park, Jamara Waterfall, Khaja Saka Waterfall, Alif Stone, Bat Cave, and Jumping Spot. Cultural attractions such as the Ngaben Ritual Ceremony and Sea Ruwat are also attractions. Supporting facilities such as homestays, MSME creative industries, and tour packages also complement the tourist experience (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2024).

The development of Minang Rua Beach as a marine tourism destination in coastal areas is crucial for improving the quality of life and well-being of local communities (Pittman *et al.*, 2019) <sup>[36]</sup>. Empowering coastal communities in marine tourism management ensures social well-being, maintains tourist attractions, and increases entrepreneurship, education, and employment for fishermen (Nurhayati *et al.*, 2023) <sup>[32]</sup>. Community empowerment means increasing capacity and participation (Utami, 2019) <sup>[51]</sup>, which are essential for successful development because communities can contribute ideas, potential, and challenges. Capacity building in community empowerment includes knowledge, skills, motivation, self-confidence, the ability to build relationships, and decision-making through dialogue (Butler, 2017) <sup>[4]</sup>. Minang Rua Beach conservation management is carried out by the Tourism Awareness Group (POKDARWIS), a local self-help community that cares about tourism development in its area (Prayudhi *et al.*, 2024) <sup>[39]</sup>. Comprehensive POKDARWIS empowerment is necessary for sustainable management. Dhamotharan (2009) <sup>[6]</sup> stated that community empowerment is a strategic step in managing and developing the conservation of Minang Rua Beach, with the active participation of community groups such as the Community Empowerment Group (POKDARWIS) and local residents. The development of tourism villages encourages community commitment to participate and empowers local communities in managing tourism activities, which benefits the economic sector (Nahar *et al.*, 2024) <sup>[30]</sup>. Community participation also plays a role in supporting accessibility development and is influenced by communication patterns, age, education level, type of employment, and length of stay (Nopenda, 2022) <sup>[31]</sup>.

Tourism villages are a way for the government to explore the potential of rural tourism by involving local communities (Liu, *et al.*, 2020) <sup>[24]</sup>. The concept of tourism villages refers to rural communities that preserve local culture to offer as a unique attraction (Gautama *et al.*, 2020; Ubaedillah *et al.*, 2024) <sup>[13, 48]</sup>. The development of Minang Rua Beach conservation needs to

improve the quality of potential tourism attractions based on four main components: attractions, accessibility, amenities, and supporting facilities (Khalishah & Akiriningsih in Karima *et al.*, 2023<sup>[17]</sup>). Improving the quality of tourism villages is carried out by exploring potential based on these components, integrating stakeholder collaboration, and supported by qualified human resources (Karima *et al.*, 2023) <sup>[17]</sup>.

The development of marine tourism in the Minang Rua Beach conservation area is stated in the Regional Tourism Development Master Plan (RIPPDA) for 2022-2025 of South Lampung Regency, article 13, which follows up on article 12 regarding the scope of RIPPDA in tourism development policies and strategies. The implementation of this tourism development pays attention to the environmental quality of tourism destinations, including *healthy, safety, environmental, and security* components to create integrated and sustainable tourism. Indonesia has great potential in developing marine tourism objects with 17,001 islands and a long coastline (Directorate of Social Resilience Statistics, 2023). Development is a strategy to advance, improve, and increase the attractiveness of tourist objects (Sunaryo in Robinson *et al.*, 2019) <sup>[44]</sup>. Regional Regulation Number 08 of 2014 concerning the Coastal Area and Small Islands Zoning Plan (RZWP3K) of South Lampung Regency, article 2 letter e, encourages the utilization of marine natural resources by developing marine tourism as a regional identity.

The government is currently focusing on sustainable tourism development, in accordance with Law Number 10 of 2009. The Ministry of Tourism and Creative Economy/Baparekraf has four main focuses in developing sustainable tourism: business management, socio-economic, cultural, and environmental (Ezizwita *et al.*, 2024) <sup>[11]</sup>. The tourism sector contributes to national income and Regional Original Income (PAD). The Ministry of Tourism and Creative Economy creates the Indonesian Tourism Village Award (ADWI) program annually to explore local sustainable tourism potential with priorities: Attraction, Amenities, Digital, Institutional & Human Resource Empowerment, and Resilience (Kemenparekraf RI, 2024) <sup>[18]</sup>. Although the conservation of Minang Rua Beach has been recognized as a leading tourist destination, there are issues related to the involvement of the Kelawi Village community who have not fully supported tourism management. Management is carried out by representatives of nine hamlets that are members of the POKDARWIS, but only eight hamlets participate due to community human resources who do not agree and resistance to change. In addition, the number of POKDARWIS members decreased because the purpose of POKDARWIS was only as a social activity.

**Table 1:** Data on Tourist Visits to Minang Rua Beach in 2024

| Month    | Number of Tourist Visits |
|----------|--------------------------|
| January  | 4,683                    |
| February | 3,428                    |
| March    | 2,138                    |
| April    | 5,742                    |
| May      | 2,302                    |
| June     | 1,556                    |
| July     | 556                      |

**Source:** South Lampung Regency Tourism and Culture Office, 2025

Based on Table 1, there was a decline in the number of tourist visits to Minang Rua Beach from January to July 2024. This decline was caused by competition from other tourist destinations, the *megathrust disaster issue*, and tourist interest in new destinations in South Lampung Regency. The decline in visitor interest was also influenced by tourism facilities and *viral marketing* (Ramayanti & Saodin, 2024) <sup>[43]</sup>. This study focuses on efforts to develop the Kelawi Tourism Village.

## 2. Methodology

This research used a qualitative approach with descriptive methods. Qualitative methods aim to deeply understand phenomena in a natural context, with the researcher as the primary instrument (Sugiyono, 2022; Prastowo, 2020) <sup>[45, 38]</sup>. The research location was Kelawi Tourism Village, Bakauheni District, South Lampung Regency, with a focus on the conservation of Minang Rua Beach.

Data sources are POKDARWIS Minang Rua Bahari, Coordinator of tapis and tuping embroidery training in Kayu Tabu Hamlet, Head of Karang Taruna Kayu Tabu Hamlet, Traders at Minang Rua Beach, Secretary of the Tourism and Culture Office of South Lampung Regency, Head of Destination and Industry Division of the Tourism and Culture Office of South Lampung Regency, Junior Expert in Tourism Marketing of the Tourism and Culture Office of South Lampung Regency, Secretary of Kelawi Village and related documents. Data collection techniques using interviews, participatory observation and documents.

## 3. Results and Discussion

### 3.1 Challenge

Some internal challenges in the management of Minang Rua Beach are the lack of community participation after the formation of POKDARWIS, differences in community perspectives regarding financial management and tourism potential; limited tourism knowledge; limited budget for beach management and tapis embroidery training; limited mapping of POKDARWIS skills empowerment; technical, as well as technical and motivational problems of POKDARWIS members. External challenges include the absence of a policy of full community participation in the management of tourist villages; conflicts between POKDARWIS and investors; limited government role in resolving conflicts in the management of Minang Rua Beach; lack of support for the sustainability of tapis embroidery training; and management of coastal marine tourism with other potentials of Kelawi Tourism Village.

Community resistance reflects gaps in perception, differing interests, and value conflicts, influenced by external factors (investors) who ignore the rights of local communities (Conde, 2017) <sup>[5]</sup>. The decline in participation of POKDARWIS members is due to the lack of attractive and proportional incentives, as well as a gap in perception between tourism actors and the community. This demonstrates the importance of a more holistic empowerment approach, oriented towards economic results, strengthening local institutional capacity, mediating value conflicts, and building consensus (Khalid, *et al*, 2019) <sup>[20]</sup>.

### 3.2 Resource

The actor who involved in development Village Tour Kelawi, And Conservation Beach Minangrua that is:

a. Tourism Awareness Group (POKDARWIS)

Group Aware Tour Beach Minang Rua, Which is institutional at level public village Which manage And develop object tour Beach Minang Rua. POKDARWIS in Beach Minang Rua is Wrong One actor main in development tour and conservation in area the. They has active in manage And develop object tour Beach Minang Rua, as well as contribute in help development beach the. POKDARWIS Beach Minang Rua Also has organize various activity And festival in effort development tour in area the. They Also involved in preparation garden tour education avocado in hamlet near beach And invite public local For prepare homestay For traveler.

b. Government Area

Government Area Which involved in management Beach Minang Rua is Service Tourist And Culture Regency Lampung South. Several things Which carried out by the Government Area local that is:

1. Support development tourist in Village Kelawi And Beach Minang Rua
2. Provide training to public in Village Tour And Conservation Beach Minang Rua about method utilise material local food creatively and innovative
3. Increase facility supporters beach, like means information, accommodation, transportation, and number of accommodations
4. Give directions to public For guard cleanliness beach And reduce rubbish Which thrown away to the river
5. Push participation public local in management tour, like through group aware tour (POKDARWIS) Which managing tourism Beach Minang Rua

c. Ministry Tourism and Economy Creative Republic Indonesia

Minister Tourist and Economy Creative do visit to Village Kelawi And Conservation Beach Minangrua For support tourist Indonesia. Visit the Also attended by a number of officials related, like Head Service Tourist Province Lampung, Secretary Area Regency Lampung South, And Head Device Area in environment District Government Lampung South. All over effort This aim For develop potential tourist Beach Minang Rua And increase welfare local community.

d. Managers and the community local

The manager And public local in Village Kelawi, including hamlet Minang Rua, participate play a role in guard And develop object tour in area the. They active in guard cleanliness environment, nurse object tour, as well as participate in various activity Which support development tourist, like planting awareness will importance development tourist, development infrastructure, And promotion through media social. Through participation active from for manager And public local, effort guard and develop object tour in Village Kelawi Keep going pushed For increasing tourism potential and community welfare local.

The relationship between the community and stakeholders in the development of Minang Rua Beach was built gradually. It began with the Village Government and the Regional Government with the establishment of the Community Empowerment Group (POKDARWIS) in 2013 through village deliberations and the issuance of Village Decrees and Regent Decrees. Although POKDARWIS was formed in 2013, beach management only became active in 2015 after the merger of POKDARWIS institutions, where

community engagement was carried out individually. Community confidence in initiating beach management increased after attending a tourism awareness socialization event from the South Lampung Regency Tourism and Culture Office, attended by various community elements. Closer relationships in joint management grew through mutual cooperation in the development of beach facilities and transparent financial management of incoming cash, communicated through deliberations. The relationship with the Tourism Office developed through communication of training needs, with the office acting as a facilitator and the community as active participants (Eyisi, Lee and Trees, 2021) <sup>[10]</sup>.

The South Lampung Regency Tourism and Culture Office (Disparbud) supports the establishment of this relationship by issuing a Regent's Decree on POKDARWIS and a Decree on Tourism Villages, as well as conducting tourism awareness and Sapta Pesona outreach to the community (Topowijono & Supriono, 2018) <sup>[47]</sup>. This aligns with the opinion (Wibowo *et al.*, 2024) <sup>[52]</sup> that trust grows when people get to know each other. However, developing relationships faces obstacles in the form of pro-contra conflicts regarding the implementation of portals and levies, differing orientations between tourism actors, the community, and the government, a low level of tourism awareness, a lack of multi-sectoral involvement (Penta Helix), and a two-year hiatus following the formation of POKDARWIS due to a lack of local tourism activists. Yasir *et al.* (2021) <sup>[54]</sup> state that negative community perspectives can reduce support and create tension. To overcome obstacles, an interactive approach has proven effective (Macnaghten *et al.*, 2019) <sup>[25]</sup>. The closeness between POKDARWIS and the community is built through an interpersonal approach and participation in tourism awareness socialization, which is a manifestation of the government's strategy (Lin & Simmons, (2017) <sup>[23]</sup>. Government support increases community trust, marked by mutual cooperation in improving the beach, building gazebos, and forming management institutions. Internal community relations improve, forming a sense of family and togetherness, supported by financial transparency (Thomas and Omojunikanbi, 2023) <sup>[46]</sup>.

Community-government relations also develop through dialogue. The Department of Tourism and Culture (Disparbud) enhances these relationships by communicating the needs of community groups through tourism awareness programs and Sapta Pesona outreach. (Lepar and Sari, 2024) <sup>[22]</sup> state that communication is crucial in building relationships between roles, and (Wiyono and Fitriyah, 2025) <sup>[53]</sup> emphasize that institutional relationships accelerate the development of tourism villages.

### 3.3 Public Support

Research results show that the management of Minang Rua Beach began with the community's hope to develop the village's potential as a business opportunity and a means of empowerment. Idrus *et al.* (2022) <sup>[15]</sup> and Ohe (2020) <sup>[33]</sup> define community empowerment as an effort to improve the conditions and role of the community in managing local resources. In the management of Minang Rua Beach, various collective hopes have emerged from the community. The Community Empowerment Group (POKDARWIS) hopes for alignment of goals across the community, maintaining group commitment and motivation, and

enabling Kelawi Tourism Village to develop into an independent tourism village through regulations that position POKDARWIS as the *leading sector*. (Budiartha, *et al*, 2022) <sup>[2]</sup> and provide incentives.

These hopes were conveyed through a discussion forum facilitated by the South Lampung Regency Tourism and Culture Office, acting as the mentor and advisor to POKDARWIS. This aligns with Dhamotharan's (2009) <sup>[6]</sup> principle, which emphasizes community participation in decision-making through dialogue. The deliberations resulted in a collective community vision to develop Kelawi Tourism Village into an independent tourism village, a shared dream of community members and the government through the active role of Penta Helix. This approach aligns with Scheyvens' (Rachmawati, 2021) <sup>[41]</sup> emphasis on the importance of local community involvement.

Minang Rua Beach management is oriented towards a self-managed process. At the beginning of management in 2015, the beach was poorly managed due to limited public knowledge about tourism. Support for Sapta Pesona and Awareness Tourism outreach from the South Lampung Regency Tourism and Culture Office (Disparbud) underpinned this empowerment process. Maulana & Pratama (2022) <sup>[27]</sup> emphasized that empowerment can address limited community knowledge.

Community involvement is beginning to be seen in the independent development of beach facilities, such as gazebos. Kelawi Village boasts abundant marine natural resources. The government and community have mapped Minang Rua Beach's tourism potential, including *the green canyon*, waterfalls, and underwater attractions. This mapping aligns with Regional Regulation No. 08 of 2014 of South Lampung Regency. Asset mapping was conducted in the form of a report submitted to a district-level meeting, allowing the Department of Tourism and Culture (Disparbud) to identify potential natural resources and human resources in the field. The limited capacity of POKDARWIS (Regional Working Group) in managing the beach, particularly the lack of financial capital, resulted in a decline in member activity. This indicated the need to re-identify human resource capacity, which was then carried out by Disparbud by identifying specific local community skills such as swimming and rescue. This phenomenon aligns with Dhamotharan's (2009) <sup>[6]</sup> theory, which emphasizes empowerment to facilitate productive community development.

After identifying the conditions, the potential for marine natural tourism began to be developed through a development priority scale, such as *green canyons*, waterfalls, and underwater areas, while striving for natural authenticity without damaging the environment. Ferdinandus (2024) <sup>[12]</sup> and Marzowan & Murianto (2023) <sup>[26]</sup> emphasized community participation in deliberations and budget efficiency. Submitting development priorities to village deliberations strengthens community participation in decision-making (Nopenda, 2022) <sup>[31]</sup> and Dhamotharan's theory (2009) <sup>[6]</sup> emphasizes space for dialogue and consensus.

### 3.4 Strategic Directions in the Development of Kelawi Tourism Village

The Minang Rua Bahari Tourism Village Development Group (PKDARWIS) has designed several comprehensive strategic programs for the development of a tourism village.

The first program focuses on creating new tourist attractions in Kayu Tabu Hamlet:

1. **Cultural Tourism:** Tapis embroidery training.
2. **Educational Tourism:** Kelawi Sipit avocado agrotourism activities involving the village government and empowerment experts.
3. **Forest Tourism:** A destination for meditation and nature *tracking*.
4. **Paragliding Tourism:** The flight path is from the Batu Alif embankment in Kayu Tabu Hamlet with a landing location at Minang Rua Beach.
5. **Camping Activities.**

The second development program is the conservation of Minang Rua Beach, designed with environmental sustainability and market segmentation in mind. POKDARWIS also designed a promotional *platform* and tour packages that integrate various tourist attractions in Kelawi Village with *camping activities*. Bugis *et al.* (2024) <sup>[3]</sup> argue that the creation of tour packages can develop the village's potential.

This strategic plan was developed through coordination between the Community Empowerment Group (POKDARWIS) and the government. Wibowo *et al.* (2024) <sup>[52]</sup> emphasized the role of stakeholders in providing a forum for dialogue. This discussion aimed to align perceptions in designing appropriate skills development and coaching. POKDARWIS's direct involvement emphasized its role as an accelerator (Rahu & Suprayitno, 2021) <sup>[42]</sup>.

Each plan involves empowering the local community and supporting Penta Helix to realize Kelawi Tourism Village as an independent tourism village. This is consistent with Pusparani & Rianto (2022) <sup>[40]</sup> and Dhamotharan's (2009) <sup>[6]</sup> theory, which ensures information transparency and consensus-based decision-making. This action plan forms a logical framework linking the community empowerment process with increasing their active participation in the development of Kelawi Tourism Village toward independent tourism village status.

The strategic action plan for developing tourist attractions in Kelawi Tourism Village is implemented in the form of participatory program management activities:

- a. **Participatory cultural tourism program:** Tapis and tuping embroidery training, involving women and youth members of Kayu Tabu Hamlet. Supported by equipment assistance and regular orders from Mitra Bentala.
- b. **Participatory educational tourism program:** A trial trip of the Kelawi Sipit avocado agrotourism project by a team from Gunadarma University, involving the community and with support from the village government. This included *tracking* and practical seed grafting.
- c. **Participatory forest tourism program:** Meditation tourism managed by POKDARWIS Minang Rua Bahari, including forest *tracking* and meditation sessions.
- d. **Participatory paragliding tourism program:** Flight trials from the top of the Batu Alif embankment in Kayu Tabu Hamlet with a landing area at Minang Rua Beach, initiated and managed by POKDARWIS.
- e. **Participatory program for the development of Minang Rua Beach conservation:** Establishment of seven strategic zones (turtle conservation, culinary, *homestay*, post one, *undersea*, coral reef planting,

*snorkeling*), a waste bank program, and development of a tourism product zone. Supported by the Department of Tourism and Culture, Kelawi Mandiri Village-Owned Enterprises (BUMDes), Gunadarma University, and BRI Bank.

f. **homestay management program:** Utilizing residents' homes as tourist accommodation, involving the Minang Rua Hamlet community and POKDARWIS, supported by Disparbud.

g. **Participatory tourism package development program:** Integrating new tourist attractions in Kayu Tabu Hamlet with marine tourism at Minang Rua Beach and *camping activities*. Collaborating with island destinations.

h. **marketing website development program:** The dewikelawi.com website, which provides comprehensive information, was developed by POKDARWIS with private partners in Jakarta and continued by local muli mekhanai.

i. **Diving Training Program:** Improving the skills of *underwater guides* and the quality of tourism services. Participated by *underwater guide coordinators*, with support from the Ministry of Maritime Affairs and Fisheries (KKP) and the Ministry of Tourism.

The implementation of this activity program shows that tapis embroidery training is effective in increasing community participation and preserving local culture (Marzowan and Murianto, 2023) [26]. The Kelawi Sipit avocado agrotourism program successfully increased community participation and Penta Helix collaboration (Rahu and Suprayitno, 2021) [42]. The implementation of the forest tourism program is in accordance with Law Number 32 of 2009. The creation of effective tour packages increases the attractiveness of destinations (Hidayati *et al.*, 2024; Komaini *et al.*, 2025) [14, 21]. The coral reef planting program reflects efforts to preserve the ecosystem (Prastha *et al.*, 2024) [37]. *Homestay management* improves the community's economy (Darsana *et al.*, 2025). *Website* development involves the role of private partners (Rahu and Suprayitno, 2021 [42]; Syah *et al.*, 2023). *Diving* training reflects the government's role as a facilitator (Pangestu *et al.*, 2024) [34]. The MoU collaboration between the assisted villages serves as the basis for implementing various participatory programs (Indrayani *et al.*, 2024) [16]. The Kelawi Mandiri Village-Owned Enterprise (BUMDes) plays a crucial role as a tool rental provider (Minatullah *et al.*, 2024) [29].

### 3.5 Documenting Outputs, Outcomes, and Learning

Strategic planning activities produced various *outputs*, including: six tapis embroidery products along with embroidery tools; Kelawi avocado shoot cuttings that are suitable for harvest; meditation tourism; paragliding activities as an alternative tourist attraction; an integrated tourism package that collaborates Minang Rua Beach, surrounding islands, mountain tourism, and culture in Kayu Tabu Hamlet; mapping of seven development zones, classification of product zones according to market segmentation, waste bank program, and the availability of 20 *homestays* from the development of fostered villages in Minang Rua Beach; and management of BUMDes village tourism businesses by POKDARWIS.

The solutions developed include: first, the implementation of community empowerment through facilitation of

socialization and guidance by the government; second, MoU collaboration between the fostered villages of Kelawi Village in Minang Rua Beach and Kayu Tabu Hamlet. Through this approach, the management of Minang Rua Beach has succeeded in producing *outputs* in the form of the establishment of a turtle conservation zone, a *homestay zone*, *culinary*, *post one zone*, *an undersea zone*, coral reef planting, and a *snorkeling zone*. The development of *homestays* and coral reef planting is a comprehensive strategy in the development of coastal tourism in tourist villages, resulting in 20 active *homestays* (Yuliani *et al.*, 2024) [55].

The development of coastal tourism in the Kelawi Tourism Village has successfully increased community participation in village management as *homestay operational managers* and realized community empowerment through various program activities. Based on this, it can be concluded that community empowerment in the Kelawi Tourism Village development program has achieved a level of independence and sustainability. As stated by Maulina & Hardjati (2024) [28], community empowerment efforts through the Tourism Village have had a significant positive impact on community involvement in increasing awareness and skills. This condition is reflected in the *outcomes* of coastal tourism development in Kelawi Tourism Village in the form of increased community knowledge and skills in managing tourist destinations, demonstrated through mastery of *diving techniques*, the ability of POKDARWIS in developing zoning systems, mastery of environmental conservation techniques, and the skills of the Kayu Tabu Hamlet community in producing tapis embroidery handicraft products. In addition, there has been an increase in ecological awareness and social responsibility of the community, as well as strengthening local institutions through the Kelawi Mandiri BUMDes and the establishment of a partnership network with various Penta Helix parties. This achievement is in line with the Regulation of the Ministry of Tourism of the Republic of Indonesia Number 9 of 2021 and the theory of Dhamotharan (2009) [6].

**Table 7:** Data on Tourist Visits to Minang Rua Beach in 2025

| Month    | Number of Tourist Visits |
|----------|--------------------------|
| January  | 347                      |
| February | 287                      |
| March    | 42                       |
| April    | 3.107                    |

**Source:** South Lampung Regency Tourism and Culture Office, 2025

Data on tourist visits to Minang Rua Beach in 2025 shows a progressive upward trend from January to April, indicating a positive impact from the implementation of the local community-based empowerment strategy. Although there was a 45.89% decrease in visits in April 2025 compared to the same period in 2024, this upward trend demonstrates that strengthening local institutions, developing a zoning system, and the Penta Helix partnership network have made a significant contribution. However, the sustainability of the empowerment program still faces constraints such as limited capital and infrastructure, necessitating stronger synergy with the government.

### 4. Conclusion

This study shows that the implementation of the

development of the Kelawi Tourism Village and the conservation of Minang Rua Beach in South Lampung Regency has demonstrated complex yet progressive dynamics through a community empowerment approach. Building relationships between the community, POKDARWIS, and the government was built gradually through socialization and mutual cooperation, despite being fraught with conflict of interest and minimal tourism awareness at the beginning. *Discovering Capacities* shows that despite the community's limited knowledge and financial capital, the marine natural potential of Minang Rua Beach was successfully identified and developed independently with government support through musrembang and human resource identification.

The community vision formed during the *Dreaming of Community Future stage* is to make Kelawi Tourism Village independent through the active role of Penta Helix, driven by the hope of opening business opportunities and improving welfare. The direction of action (*Directions of Community Actions*) is focused on the creation of new tourist attractions in Kayu Tabu Hamlet and conflict management, with the support of Penta Helix collaboration. The action plan (*Designing Community Actions*) includes strategic planning for the development of new tourist attractions and the conservation of Minang Rua Beach, integrated into tourism packages and digital promotions, and involving local community empowerment.

The implementation of activities has implemented various participatory programs, such as tapis embroidery training, Kelawi Sipit avocado agrotourism, meditation tourism, paragliding, zoning development, *homestay management*, tour package creation, and marketing *websites*. Various trainings are also provided to improve human resource capacity. Finally, *Documenting Outputs, Outcomes, and Learning* shows various product outputs and community skill improvements, as well as strengthening local institutions and Penta Helix partnerships. However, challenges such as limited capital and infrastructure remain obstacles that require stronger government synergy.

Overall, despite facing various internal and external obstacles, the development of the tourism village has succeeded in increasing local community participation and strengthening institutions in Kelawi Tourism Village. This is evident in the increasing trend of tourist visits and recognition as a developed tourism village. Although ongoing efforts are needed to address remaining challenges to achieve full independence and sustainable tourism.

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