



# Tourists' Perception of The Potential of Sajang Village and Efforts to Conserve Yards as an Effort to Develop Agro-Tourism

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**Abstract:** Sajang Village, located near Mount Rinjani National Park in West Nusa Tenggara, has significant potential for agro-tourism due to its biodiversity, traditional culture, and unique yard-based agricultural landscapes. Despite this potential, previous initiatives have overlooked the critical role of tourist perceptions and the conservation of home yards in shaping effective agrotourism strategies. This research aims to incorporate tourist preferences and yard conservation into the sustainable development of agro-tourism in Sajang Village. This descriptive qualitative study, conducted in June–July 2025, surveyed tourists and used SWOT analysis to evaluate the village's strengths, weaknesses, opportunities, and threats. Findings reveal that 54.7% of tourists consider yard plant diverse, 24.6% rate it as very diverse, and 20.7% as quite diverse. Fruit and vegetable plants dominate the yards (86.7%), with ornamental plants comprising 13.3%. All surveyed tourists supported developing Sajang Village for agro-tourism, valuing its natural diversity, authentic experiences, and traditional use of home yards for ornamental, vegetable, and spice plants. The research underscores the importance of diversifying tourism activities such as fruit picking, coffee plantation tours, and local product promotion alongside conservation measures that prioritize native species and maintain traditional yard layouts. Collaboration among communities, authorities, and stakeholders is crucial for infrastructure and effective promotion. Integrating visitor perspectives with yard conservation offers a replicable model for sustainable agro-tourism, strengthening both local livelihoods and environmental stewardship.

**Keywords:** Agrotourism; Conservation; Perception; Yards

## Introduction

Indonesia is a megabiodiversity country that has the potential for natural beauty and cultural wealth that has high value in the ecotourism industry. West Nusa Tenggara (NTB) is one of the provinces in the territory of the Unitary State of the Republic of Indonesia with high biodiversity and local wisdom values. This diversity is an important basic capital for NTB to become one of the national and international tourist destinations. In 2024, starting from January to December as many as 13,769,764 tourists who visited the West Nusa Tenggara region. One of the tourist destinations that

supports the increase in NTB tourism is Mount Rinjani National Park (TNGR) which is located on the island of Lombok. TNGR is one of the 21 Model National Parks in Indonesia. This area is a protected area consisting of tropical rainforests with various types of ecosystems and complete vegetation structures such as *semi-evergreen lowland tropical forests*, mountainous tropical rainforests (1000-2000 meters above sea level), and spruce forests with sub-alpine vegetation (>2000 meters above sea level) (Zuhriah et al., 2023). A national park is a conservation area that is useful in providing environmental services, including tourism. The other benefits are as a microclimate controller, a

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source of germplasm, a regulator of water management and providing socio-cultural functions to the community around the national park (Al Hidayah, 2011). communities and residential areas around the national park area are important areas that can be encouraged to be part of preserving the biodiversity of the national park (Bismark et al., 2007).

One of them is Sajang Village located in Sembalun District with an altitude of 390 - 1180 meters above sea level Ramadhan et al. (2020) which is a TNGR buffer area with complete types of flora and fauna (Ilyas et al., 2022). The yard of houses in Sajang Village has great opportunities in the development of agro-tourism. The yard is potentially an ecosystem spot for various flora and fauna, in addition to being a habitat for various types of plants and economically valuable for biodiversity conservation education. The use of yards has been widely studied in developing countries in various parts of the world. The yard of the house is also important as a space to ensure the availability of food and environmental conservation (Trisnanto et al., 2023). This village is one of the coffee-producing areas in Sembalun District with the dominant types of coffee being robusta and arabica. Another potential of Sajang Village is that it has a proximity to tourist destinations that have developed, namely Mount Rinjani and Mangkusakti Waterfall and is the main climbing route to Mount Rinjani. Another potential of Sajang Village is that it has a proximity to tourist destinations that have developed, namely Mount Rinjani and Mangkusakti Waterfall. In addition, several local government policies in advancing NTB tourism such as *Visit Lombok Sumbawa* make TNGR one of the tourist destinations that are favored by domestic and foreign tourists (Swandayani, 2020). Some of the ways that can be done in Sajang Village so that it is worthy of being appointed as an agro-tourism village are by developing *asp.ek-asek* related to *something to do, something to see* and *something to buy* (BPPD, 2019). The development of gardens and home yards as part of attractions can open up opportunities for activities that tourists can do (*something to do*) such as growing crops or caring for yards and gardens, activities related to seeing natural scenery (*something to see*) and enjoying the processed products of gardens and yard (*something to buy*) (Yoeti, O.E., 2009).

A tourist attraction will be called a tourist attraction if it has a variety of attractions that are able to attract tourists to visit the tourist destination (Yoeti, 2000). Amenities / facilities are important

services that are used to meet the needs of tourists in tourist attractions so as to make tourists feel comfortable in the tourist destination area (Arobaya et al., 2020). Meanwhile, accessibility is the convenience for tourists to reach the tourist destination area to be visited. In a tourist attraction, it is very important to provide easy road access, so that tourists can reach the tourist attraction. The existence of accessibility to tourist attractions can make it easier for tourists to reach an object (Anggraeni & Baiquni, 2013). Tourists' decisions in visiting tourist attractions are based on the components/products offered (Abdulhaji & Yusuf, 2016). In the world of tourism, perception refers to a view carried out by tourism connoisseurs in understanding a tourist destination (Abdullah, 2017). Tourist attraction is everything in a certain area that attracts tourists to visit (Fentri & Achnes, 2017). The existence of tourist attractions is something important in tourism activities, this is because tourists will visit tourist destination areas if they have the potential as tourist attractions (Sari et al. ).

Tourists' perception of an object in a certain tourist area is important because it can provide information for managers in planning the development of Agro-tourism Villages, especially around Mount Rinjani National Park which is a tourist destination that has an attraction for tourists. Mapping of tourist attractions based on visitor perceptions needs to be carried out to identify superior tourist attractions (Apriani, 2020). Agrotourism as an alternative tourism seeks to offer a different experience by educating the public (Amanah et al., 2023).

This research is focusing on tourist perceptions as a basis for developing sustainable agrotourism in Sajang Village, near Mount Rinjani National Park (TNGR). Unlike earlier research, such as Swandayani et al. (2016) which examined only the diversity and use of yard plants, this study emphasizes the role of visitor preferences and perceptions as foundational data for agro-tourism development strategies. By incorporating a SWOT analysis based on visitor input, the study generates contextually relevant strategies that align with actual tourist expectations and sustainability goals.

Tourists' preferences have a significant impact on which destinations they choose to visit. Destinations perceived as eco-friendly, socially responsible, and sustainable tend to attract more visitors. Actively managing these perceptions is crucial for appealing to tourists who value sustainability. In this study, a SWOT analysis is used

to create an agrotourism development strategy for Sajang Village. By identifying and promoting the village's strengths such as its natural beauty, vibrant local culture, and available infrastructure managers can enhance its appeal and establish long-term advantages for sustainable tourism. At the same time, the SWOT analysis helps pinpoint weaknesses, opportunities, and threats, leading to a balanced and effective development plan.

The aim of this research is to examine how tourists view Sajang Village's natural resources and to develop strategies for conserving home yards as part of agrotourism around TNGR. Understanding tourist perceptions is essential for realizing Sajang Village's potential and for designing effective conservation strategies that support agrotourism in the Sembalun District. The SWOT analysis provides a comprehensive understanding of the current situation and offers practical solutions for future development.

## Method

This research is an exploratory descriptive research used to explain the facts and phenomena found from field research activities. Exploratory descriptive is a type of research that describes an event by knowing things related to the object being studied (Chairunnisa et al., 2024). This research is also participatory because researchers are present and involved in community activities to understand the condition of the village in order to obtain information about the use of yards in developing agro-tourism in the TNGR area. Quantitative analysis was also carried out in this study to determine the important value and usability value of yard plants so as to support qualitative data and obtain a strong database.

### Sampling Techniques

The sampling technique was carried out by *incidental sampling*. The basis for determining the sample using incidental sampling because the number of tourist visit population is not known for sure. So in determining the sample using the Ancient formula as follows. where:  $n$  is the number of samples,  $Z$  is the normal distribution rate at a significant rate of 5% which is 1.96 and  $Moe$  is the Margin of Error Max, which is the maximum error rate of sampling that is still tolerable or desirable. If applied using a maximum margin of error of 10% and a confidence level of 95% or 1.96, the number of samples can be taken as many as 100 tourists.

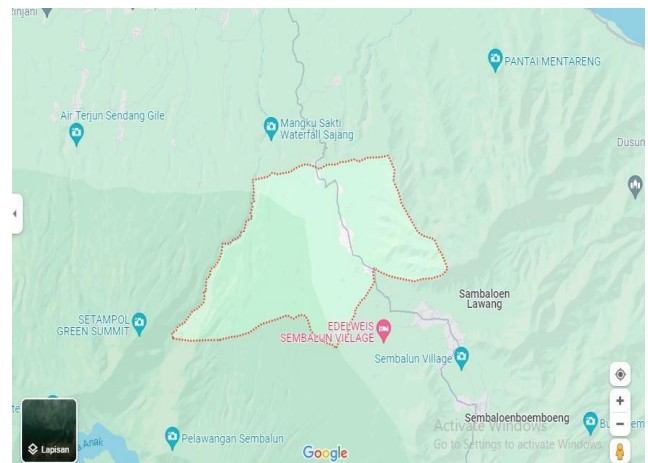


Figure 1. Research Location

### Yard Originality Design

Direct observations were made to determine the composition structure of yard plants in Sajang Village. This is done to determine the original design of the yard based on the location and composition of yard plants. The sampling plot was determined by *Purposive Sampling* (Subana, 2005).

### Research Documentation

Documentation is one of the most effective ways to help researchers collect data in the field. The documentation carried out was in the form of interview notes, voice recordings, photos and videos during the research.

### Data Analysis

The data obtained from the results of this study were analyzed qualitatively descriptively. Furthermore, an analysis was carried out using SWOT analysis related to strengths, weaknesses, opportunities and threats as an effort to conserve and develop agro-tourism villages in Sajang Village.

## Result and Discussion

### Results of Tourist Perception Research Related to the Potential of Sajang Village as an Agro-Tourism Village

Based on the research that has been conducted, the people of Sajang Village already have awareness in building tourist areas in their area. The community conducts self-help and works together to improve facilities and facilities and infrastructure towards tourist attractions in Sajang Village. In addition, currently in Sajang Village, many lodgings have begun to be established to support tourism in the area. The lodging offered by Sajang village has a variety of lodging packages such as, *Jeep Tour (Sunset Trip)*, strawberry orchards etc. Lodging in Sajang Village is also diverse such as Sahabat

Rinjani, The Gate Rinjani, Villa Seroja, and many more. However, the lack of government support can hinder the development of agro-tourism in Sajang Village, so the government must play an active role in developing strategies for the development of the area in this village. There is government participation and socialization to the wider community about Sajang Village as an Agrotourism Village.

*Results of SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)*

Based on the observations that have been made, a conservation strategy and agro-tourism development based on internal and external factors on conditions in Sajang Village is also determined using a SWOT matrix.

Based on the SWOT matrix table, the agro-tourism development strategy in Sajang Village is as follows: the agro-tourism development strategy can be carried out by developing the potential owned in Sajang Village. The potential is in the form of potential flora and fauna, the beauty of the scenery, the beauty of the area, the natural potential and the local wisdom of the community; developing processed agricultural and livestock products, making fruit picking tours and promoting authentic coffee in Sajang Village in one agro-tourism package; utilizing the support of the local government and the community to improve the quality of Sajang Village as a tourist attraction (facilities, facilities and infrastructure, promotion); and forming an agro-tourism area in Sajang Village such as a Coffee Garden tour starting from harvesting to brewing processing.

**Table 1.** SWOT Matrix for Agrotourism Development in Sajang Village

Parameters	Strength /S	Disadvantages /W
Internal	<p>There are 279 types of plants that belong to 85 families that are used by the community in Sajang Village.</p> <p>There are 137 plants in 57 families that are used by the people of Sajang Village as an ornamental plant.</p> <p>There are 89 types of plants in 36 families that are described by the people of Sajang Village as fruit and vegetable plants.</p> <p>The periodicity data of the harvest period in this study can be used as a guide for various parties in the development of agro-tourism in Sajang Village.</p> <p>Local wisdom of the community in managing and regulating The yard of the house is a distinctive thing and can be used as a recommendation in the development of agro-tourism in Sajang Village. The Sajang Village Route is the main corridor that tourists pass through to the entrance of Mount Rinjani National Park.</p> <p>There are various types of flora (fruit plants, flowers, trees) and fauna (birds, monkeys) that can be found along the corridor of Sajang Village.</p> <p>The largest coffee production in the sub-district Sembalun with a production value in 2014 of Rp 4,056,000,000,-.</p> <p>The largest chocolate production in the sub-district Sembalun with a production value in 2014 of Rp 90,000,000,-.</p>	<p>Accessibility is quite difficult to get to some tourist attractions in Sajang Village.</p> <p>Lack promotional activities for Sajang Village.</p> <p>Lack Public awareness in utilizing the yard of the house.</p> <p>There are often differences of understanding between the Mount Rinjani National Park and the indigenous people in Sajang Village, so that it has an impact on tourism development in the area.</p>
External	<p>Producing fruits with a production value in 2014 of Rp 49,000,000,-</p> <p>Produce vegetables with a production value in 2014 of Rp 29,000,000,000,-.</p> <p>Sub-sectors the largest farm with a total of 1,254 livestock and a total production value in 2014 of Rp 1,504,000,000,-</p>	
Chances /O	N/O Strategy	W/O Strategy

Parameters	Strength /S	Disadvantages /W
<p>The increasing number of tourists who come is because there is a lot of tourism potential owned by Sajang Village. Increasing community income through the development of Agrotourism Villages. It can be developed into a fruit picking tourism program and flower gardens. There is a group of coffee farmers in Sajang village and produces coffee products as an export commodity so that it has a great opportunity to be used as a coffee-based agro-tourism area.</p>	<p>Developing all the potentials possessed by Sajang Village in the form of the potential of flora and fauna, the beauty of the scenery, the beauty of the area, the natural potential and the local wisdom of the community.</p> <p>Developing processed agricultural and livestock products, making fruit picking tours and promoting authentic coffee in Sajang Village, which is processed in one agrotourism package.</p>	<p>Utilizing the support of the local government and the community to improve the quality of Sajang Village as a tourist attraction (facilities, facilities and infrastructure, promotion).</p>
<p>Challenge /T</p>	<p>S/T Strategy</p>	<p>W/T Strategy</p>
<p>The transfer and function of the land is carried out by the builder so that the area of rice fields and gardens is reduced. As a coffee exporting region abroad.</p>	<p>Supervise the increase in development and the number of tourists who come to Sajang Village.</p> <p>Forming agro-tourism packages in certain locations as tourist attractions.</p>	<p>Increasing cooperation between competent stakeholders such as local governments, tourism offices, TNGR managers, NGOs, academics, and the community in developing agro-tourism starting from the planning stage to the management of the agro-tourism area.</p>

*Results of Analysis of Tourist Perceptions Related to the Potential of Sajang Village as an Agro-Tourism Village*

Based on research that has been carried out on 100 tourists, it is known that the perception of tourists in the development of Sajang Village as an Agrotourism village. The interviews were conducted using an *accidental* method by interviewing tourists who were found directly during field observation. The results of the interviews showed that 54.7% of tourists agreed that the yard plants in Sajang Village were diverse, 24.6% were very diverse, and 20.7% were quite diverse. The yard plants in the form of fruits and vegetables are the most dominating yard plants according to tourists with a percentage of 86.7%, and ornamental plants as much as 13.3%. The tourists interviewed consisted of the general public, teachers, students aged 17 to 65 years.

The results of the interviews show that tourists know the potential for tourism that can be

developed such as lodgings and *Camping Grounds* that provide tour packages such as *Sunset Trip*, *Strawberry Garden Tour Trip*, *Rice Field Shop Trip* (culinary and flower garden) and many more packages and facilities that can be obtained. Mangkusakti Waterfall, traditional tourism and the existence of a new climbing route to Mount Rinjani. The path, according to tourists who have crossed it, is a path closer to the top of the mountain compared to the other three paths so that it has the potential to be an official path to climb Mount Rinjani. In addition, based on the information obtained, 100% or 100 tourists agree that Sajang Village is feasible to be developed as an Agrotourism Village. This can be seen from the potential possessed by Sajang Village such as the beauty of the area in the form of mountains and forests and the potential of flora and fauna found in the area. The percentage regarding tourist perception is presented in Table 2.

**Table 2.** Tourist Perception Percentage

Question Types	Tourist Perception (%)		
Yard Plants	Very diverse 24.6	Various 54.7	Quite Diverse 20.7
The most prominent plant in Sajang Village	Fruits and Vegetables 86.7	Medicinal plants 0	Decorative plants 13.3
Known Tourism Potential in Sajang Village	Mangkusakti Water Fall 86,7	Traditional Tourism 12.7	Other 0.6
Is Sajang Village Worthy of Being Developed as an Agrotourism Village?	Agree 100	Disagree 0	
The importance of outreach to develop areas in Sajang Village	Agree 100	Disagree 0	



**Figure 2.** Lodging along the main road of Sajang Village.

Based on interviews that have been conducted with 100 tourists, the perception and expectations of tourists in the development of agrotourism in Sajang Village were obtained. The hope includes improving existing facilities in Sajang Village such as infrastructure and accessibility to the village.

Tourists also expect the construction of public facilities such as public toilets, gas stations, ATM machines and so on. Some of the facilities that have been built in the form of lodgings are presented as shown in Figure 2.

Based on the research that has been conducted, the people of Sajang Village already have awareness in building tourist areas in their area. The community conducts self-help and works together to improve facilities and facilities and infrastructure towards tourist attractions in Sajang Village. However, the lack of government support can hinder the development of agro-tourism in Sajang Village, so the government must play an active role in developing strategies for the development of the area in this village. The participation of the government and socialization to the wider community about Sajang Village as an Agro-

Tourism Village can provide benefits for the community because it increases jobs and provides benefits for the local government due to the large number of tourists who come to visit Sajang Village (Latifah & Machdum, 2025; Wahyuningsih et al., 2023).

*Conservation Strategies in the Village of Sajang*

Conservation strategies that can be carried out are to improve and improve water and soil quality by planting plants as ground cover in the yard, so as to avoid flood disasters and water shortages. Cultivate *native* plants and reduce *invasive exotic* plants. Reduce building stalls/stalls in front of the yard so that they can make optimal use of yard land.

Creating an environmental carrying capacity assessment framework in tourist areas to determine the maximum number of visitors.

*Original design of the yard in the village of sajang*

Based on interviews with resource persons, the people of Sajang Village arrange the location of yard plants which are divided into several parts with the position of the front called *pelendangan*. The *mulching*

is regulated by the community by planting ornamental plants placed in the front yard to beautify the visual of the house.

*Berugaq* is a traditional building of the Sasak tribe which in the placement of the spatial layout is placed in the front of the house (Arief & Subadyo, 2017; Talim et al., 2023). Based on the interviews, *Berugaq* has several functions, including as a place to receive guests, a place to gather with family members and as a place to socialize with neighbors in the village environment. In addition, *berugaq* is also used by the host who has a daughter to receive the arrival of the young man who is a guest or called a *midang*. The *berugaq* building is very typical consisting of several models with four poles called *sekepat*, or six poles called *sekenem* (Andila et al., 2021; Tristanto, 2022). The structure of *the berugaq* building consists of pillars without walls around it, while the pillars are made of hardwood with a roof in the form of reeds. The bottom of *the berugaq* is a place to sit made of woven bamboo installed on the four poles with a height of about 1 meter above ground level.

**Table 3.** Yard conservation strategy in Sajang Village

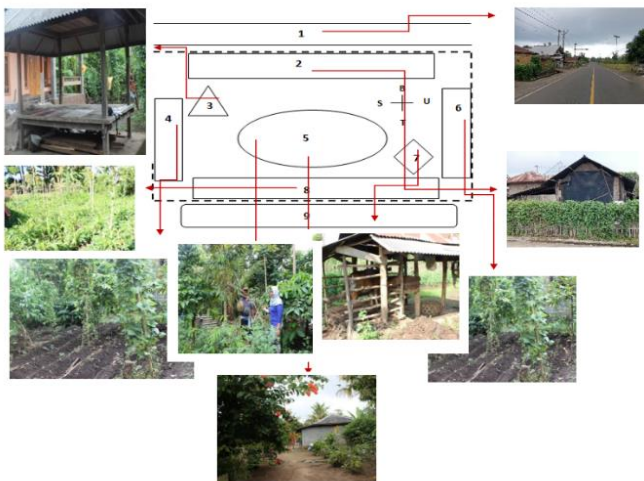
Parameters	Power/S	Weaknesses/W
Internal	There are 37 types of <i>native plants</i> in the yard of the houses of the people of Sajang Village.	There are 242 types of <i>exotic plants</i> in the yard of people's houses in Sajang Village.
External	It is an area that is planned as a utilization zone located in the TNGR area.	Water limitations in Sajang Village.
Opportunity/O	N/O Strategy	W/O Strategy
Utilizing the yard land of the house by planting various types of local yard plants.	Cultivate local plants.	Reduce exotic plants and cultivate local plants.
Developing agro-tourism based on yard crops.	Reduce building stalls or stalls in front of the house and utilize the yard to grow local plants.	Utilizing yard land by planting local plants so that they can be sold and increase family income and become a strategy in environmental conservation.
Challenge/ T	S/T Strategy	W/T Strategy
Lack of public awareness in the use of the yard	Plant plants for ground cover by utilizing the yard of the house.	Increasing cooperation between various parties in planning and managing the environment in Sajang Village.
Many people erect buildings in the yard of houses such as stalls, stalls, and so on.	Providing guidance to the community About the importance of preserving nature in Sajang Village.	Increasing socialization of the importance of local wisdom owned by the community in utilizing the yard of the house.
The increase in the number of tourists is feared to be <i>over carrying capacity</i> so that sustainability in Sajang Village is disrupted.	Creating a framework for assessing the carrying capacity of the environment in tourist areas to determine the maximum number of visitors.	

The community in Sajang Village called the yard next to the house as *a bale lauq and bale power bale*. *Lauq* means south in the Sasak language while *daya* means north (Fauzi & Gazali, 2022). So that *the*

*lanndang lauq bale* means the yard located in the south of the house and *the pelendangan daya bale* means the yard located in the north of the house. The naming is determined by the position of the house

to the cardinal direction. The people in Sajang Village arrange the yard on the side of their house by planting various types of vegetables and fruits.

Some people in Sajang Village, in addition to working as farmers, are also breeders, so that in some houses there are paliharaan cages in the form of cows, goats, chickens and others. BPS East Lombok data in 2014 shows that the results of the livestock subsector in Sajang Village with a total of 1,254 cattle and a total production value in 2014 amounted to Rp1,504,000,000,-. The placement of the cage layout is at the back of the house. In addition, the backyard of the house is generally planted with various types of large trees and spice plants as kitchen spices and medicines. The community calls her a *bale girl* which means back of the house in the Sasak language.



**Figure 3.** The layout of the yard is based on traditional knowledge. Description: 1. Village Corridor (Rurung), 2. Front Yard (Pelendangan), 3. Beruqaq, 4. Side Yard (Lauq Bale Pond), 5. House (Bale), 6. Side Yard (Bale Power Release), 7. Cage, 8. Back Yard (Bale Youth), 9. Gardens/Rice Fields (Gardens/Bangket).

There is local wisdom of the people of Sajang Village in arranging plants in the yard of the house. Some people in Sajang Village still have the belief that plants that can breed and produce saplings are not allowed to be planted in the front yard of the house because if planted, it is believed that it will bring diseases to family members, so that plants such as *kunyiq* (*Curcuma longa*), *sekur* (*Kaempferia galanga*) and *laos* (*Alpinia galanga*) which is commonly used as a kitchen spice is planted at the back of the house and close to the kitchen. In addition, some people also believe that plants with black seed fruits should not be planted in the front yard of the house. It is also believed to bring disease

to family members. Some examples of fruits with black seeds include *brown sabo* (*Manilkara zapota*), soursop (*Annona muricata*), longan (*Euphoria longana*) are not planted in the front yard of the house but are planted in the back or side yard.

The people in Sajang Village still maintain the traditional yard, but the entry of immigrants and social changes can change the authenticity of the yard in the village. The existence of several buildings in the yard such as stalls and stalls and counters can change the authenticity and function of the yard. Traditional yards have various types of ecosystem diversity, but socio-economic changes in the community can change the authenticity of the yard.

## Conclusion

This research found that all surveyed tourists (100 out of 100) support the development of Sajang Village as an agro-tourism destination, highlighting the strong appeal and potential of the area. The study's findings can be generalized to demonstrate that integrating tourist perceptions into tourism planning is essential for creating attractive and sustainable agro-tourism villages, especially in rural areas with rich natural and cultural resources. Specifically, the research shows that Sajang Village offers diverse flora and fauna, scenic landscapes, and unique local wisdom, which can be leveraged to create compelling visitor experiences. Successful development strategies include diversifying agro-tourism products such as fruit picking tours, coffee plantation experiences from harvest to brewing, locally processed agricultural products and packaging them to attract a variety of tourists. Collaboration with local government and active community participation are crucial for enhancing infrastructure, facilities, and promotion efforts. Conservation strategies are also critical: improving soil and water quality by planting ground cover, prioritizing native plant species over invasive ones, and maintaining traditional yard layouts can help preserve environmental quality while supporting tourism. Managing the number of visitors through environmental carrying capacity assessments ensures long-term sustainability of the destination. Agro-tourism development guided by tourist perceptions and local wisdom can increase community economic opportunities, promote environmental education, and conserve local biodiversity.

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### Author Contributions

Conceptualization, R.E.S.; methodology, R.E.S.; formal analysis, M.P.S.; R.E.S. investigation; resources, R.E.S., M.P.S.; data curation, R.E.S.; writing—original draft preparation, M.P.S.; writing—review and editing M.P.S.

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### Conflicts of Interest

The authors declare no conflict of interest.

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