

Strategy Of Community-Based Ecotourism Development (Study Towards Lasiana's Gula Lempeng Maker In Kupang City)

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ABSTRACT:

Purpose: This research aims to identify internal and external factors and formulate appropriate strategies for the development of potential community-based ecotourism on the gula lempeng maker in the village of Lasiana Kupang.

Methodology: This research is a descriptive study using quantitative and qualitative combined methods. The data collection methods used are observations, interviews and dissemination of questionnaires. Respondents in the study were 30 people, with distribution: 10 people around the community, 10 people who worked as a gula lempeng producer and 10 visitors. To capture the respondents around the community and producer are done with purposive sampling techniques while the respondent from visitors use the technique of accidental sampling. Data analysis using SWOT.

Findings: The results based on grand strategy matrix showed that the strategic position of the community-based ecotourism on the Lasiana's gula lempeng maker in the quadrant I, aggressive strategy through the development of new products and markets and diversification in related fields. Based on the SWOT matrix, the development strategy based on Strength-Opportunities (SO) with a priority strategy is to conduct a diversified strategy related through the development of ecotourism activities of gula lempeng making with mentoring from Government through related agencies, NGOS and academics, providing socialization about the concept of ecotourism for the community, development of gula lempeng products in terms of variants of flavors, forms and packaging into NTT unique souvenirs and promotional activities through events that become "magnets" for attracting the tourists.

Limitation: This research was only conducted on a few gula lempeng maker, not including all the craftsmen in Lasiana Village.

Contribution: This will contribute to the local government in making policies for community-based ecotourism development by empowering gula lempeng maker in Lasiana village, Kupang City.

Keywords:

Ecotourism, Gula Lempeng, SWOT, Community Based Ecotourism (CBE)

1. INTRODUCTION

Gula lempeng is one of the local unique food of NTT which is processed from the Lontar (Borassus Flabellifer) tree that thrives in almost all districts of Sabu and Rote and partly in the island of Timor in NTT province which has the feature of dry land islands with low rainfall most of the year. Lontar tree brings a source of livelihood for the people of NTT, because from the roots, stems, leaves until the fruits can be processed into food and handicrafts of economical value. The process of making gula lempeng is still traditional, and the activity handed down hereditary by a former ancestor. This activity is the livelihood of the people of Sabu and Rote, besides farming and fishing. Unfortunately, this activity has begun to become extinct, because it is reluctant to continue by the younger generation who are more interested in modern culture (pop culture).

The production of gula lempeng in Kupang city can be found in village of Lasiana. The location

is strategic because it is located in front of gate the tourist attraction Lasiana Beach. It is seen as a potential to be able to develop the community-based ecotourism on the gula lempeng maker who have begun to extinct. Tourists who come to visit Lasiana Beach can be performed by the attraction of traditional gula lempeng making. Not only watching the attraction but tourists can also be directly involved in the process of making a gula lempeng so that it gets a memorable experience. Ecotourism (according to Fandeli, 2002) is a concept of tourism development that is responsible for the sustainability of the area, benefiting economically and maintaining cultural integrity for the local community.

The community-based ecotourism is an ecotourism business that emphasizes the active role of the community. It is based on the fact that the community has a knowledge of the nature and culture that become the potential and selling value as a tourist attraction, so that the engagement of the

community becomes a must. A community-based ecotourism pattern recognizes the local community's right to manage tourism activities in their own region.

There have been a few research related to ecotourism development strategy in NTT especially in Kupang City. Ziku (2016) researched the community participation of Komodo village in the development of ecotourism in Komodo Island. In this research, researcher identified the internal and external factors and formulate appropriate strategies for the development of potential community-based ecotourism on gula lempeng maker in the village of Lasiana Kupang.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Tourism and Tour

The World Tourism Organization (WTO) (Ismayanti, 2010:4) defines tourism as a human activity that travels to and lives in a destination outside its daily life. This travel lasts no more than one year in a row for fun, business and other purposes. The definition of tourism under the law of the Republic of Indonesia (UU) number 10 year 2009 (Suryadana & Octavia, 2015:31) is a variety of tourist activities and supported various facilities and services provided by the community, entrepreneurs, Governments and Local government.

Gunn (1994) defines the tour as a human temporal movement to a place other than the daily residence and working, during the stay at the destination, they do the activities and created facilities to accommodate the requirements.

In UU Nomor 9 Tahun 1990 about the tourism, the various tourist attraction consists of three things, as follows:

- The creation of Almighty God which are nature, plants and animals.
- Human creations, such as museums, art and culture, historical relics, entertainment, theme parks, etc.
- Special interests, Examples: climbing mountains, hunting, shopping, caves, rafting, ecotourism, agro tourism industry and crafts, etc.

2.2 Ecotourism

The first eco-tourism definition was introduced by The Ecotourism Society (1990), as follows: Ecotourism is a form of travel to natural areas that is undertaken with the aim of conservation of the environment and preserving life and welfare of locals. Initially, ecotourism is done by nature lover tourists who want in the area of tourism destinations remain intact and sustainable, and to preserve the culture and welfare of the community.

However, in its development, the form of ecotourism evolved because of much favored by tourists. Tourists require to visit the natural area, which can create business activities. Ecotourism is then defined as follows: Ecotourism is a new form of travel that is responsible to the natural and adventurous areas that can create the tourism industry (Eplerwood, 1999). From both definitions, it can be understood that the world's ecotourism has grown very rapidly.

Australian Department of Tourism (Black, 1999), which defines ecotourism, is a nature-based tour by bringing the aspect of education and interpretation of the natural environment and culture of the community with the management of ecological sustainability. This definition gives the assertion that the related aspects are not only business as other forms of tourism, but also closer to the tourism of special interest, alternative tourism or special interest tourism with objects and natural attractions.

The concept of ecotourism is a tourism activity that is responsible for the ecological quality and welfare of local people. Fandeli (2000) describes ecotourism as a mix of interests growing from environmental, economic and social concerns. The essence is a concept of tourism development that is responsible for the sustainability of the area, benefiting economically and maintaining cultural integrity for the local community.

Damanik and Weber (2006) define ecotourism from three perspectives:

- Product, which is all attractions based on natural resources.
- Market, which is a journey aimed at environmental conservation efforts and

- Development approaches, is a method of utilization and management of tourism resources in an environmentally friendly way. Tourism activities that are responsible for the welfare of local communities and the preservation of the environment are highly emphasized and characterized ecotourism.

2.3 Principles of Ecotourism

Damanik and Weber (2006) mention some ecotourism principles that can be identified from some of the above ecotourism definitions, namely:

- Reduction of the negative impact of environmental damage and pollution and local cultures due to ecotourism activities.
- Building of awareness and appreciation of the environment and culture in tourist destinations, regarding with the tourists, local people and other tourists.
- Offering positive experiences for tourists and local communities through intensive cultural contact and cooperation in the preservation or conservation of objects and tourist attractions.
- Providing a directly financial benefit for conservation purposes through the contribution or extra surcharging from tourists.
- Providing financial gain and empowerment for local people by creating tourism products that prioritize local values.
- Improving the sensitivity of the social, environmental and political situation in tourism destination, and
- Respecting human rights and agreements in the sense to provide freedom for tourists and local communities to enjoy tourist attractions as a form of human rights and submit to the rules of fair play and agreement of tourism transactions.

2.4 Ecotourism Development Concept

To develop ecotourism is carried out similar with the development of general tourism. There are two aspects that need to be thought. First, the destination aspect, then the second is the market aspect. For the

development of ecotourism implemented with product driven concept. Although the market aspect needs to be considered but the variety, nature and behaviour of objects and attractions of nature and culture are cultivated to preserve the sustainability and existence.

According to Fandeli (2000), the essence of ecotourism that preserves and utilizes the nature and culture of society, it is much stricter than just sustainability. Environmentally well-informed eco-tourism development is much more assured in preserving nature than with sustainable development. Because ecotourism does not exploit the nature, but only explore the nature and society to fulfill the needs of knowledge, physical/and psychological tourists. Even in various aspects of ecotourism is a form of tourism that leads to the metatourism. Ecotourism does not sell destinations but sells philosophies. From this aspect ecotourism will not saturate in the market.

The Department of Culture and Tourism (2003) describes in the development of ecotourism will be needed planning and discretion and in accordance with the principles of ecotourism development. Conceptually ecotourism emphasizes three fundamental principles of development, namely:

- The principle of conservation, the development of ecotourism or ecological must be able to maintain, protect and or contribute to restore natural resources.
- The principle of community participation, development must be based on deliberation and local community approval and sensitive and respect the social values of culture and religious traditions adopted by the community around the region.
- The principle of economic, ecotourism development should be able to provide benefits to the community especially local people and become the driving force of economic development in its territory to ensure that the natural areas can develop the balanced development between environmental preservation and the interests of all parties.

In implementation, it is better to reflect two other principles, namely:

- Principle of educational that is the development of ecotourism should contain educational elements to change the attitude or behavior in order to have a concern of responsibility and commitment to environmental and cultural conservation.
- Principle of tourism that is the ecotourism development should be able to provide satisfaction and provide an original experience to visitors and ensure sustainable ecotourism business

2.5 Community-based Ecotourism

Denman (2001) explained that community-based ecotourism can help preserve sustainable exploration of natural resources and land use. More than that ecotourism-based community takes the social dimension of ecotourism as a step further by developing the ecotourism form of placing local communities who have full control and involvement in it both management and development and major proportions concern the benefits in society. Some of the basic conditions in community-based ecotourism development are (Denman 2001):

- Landscape or plants and animals is considered interesting to special visitors or general visitors.
- Ecosystems that can receive the arrival of tourists without inflicting damage.
- Local communities that are aware of potential opportunities, risks and changes that will occur and have an interest in receiving visitors' arrival.
- There is a potential structure for effective community decision making.
- The absence of threats cannot be avoided or prevented against the local culture and traditions.
- The initial market assessment indicates potential demand for ecotourism and effective way to access the market.

It should also be noted that this potential market do not receive too much ecotourism offers. Local communities involved in the development of community-based ecotourism need to fulfill several aspects (Untari, 2009):

- Ability to be the host.

- Basic English skills.
- Computer skills.
- Financial management skills.
- Marketing skills.
- Openness to visitors

In the development of ecotourism by involving local communities are relatively easy to implement because it has some uniqueness:

- The small number of tourists is more easily coordinated and the impact that will be inflicted on nature is relatively small compared to mass tourism.
- The local community-based ecotourism has the opportunity to develop small-scale tourist attractions and more easily accepted by local communities.
- The opportunities that local people have in developing the tourism objects around them give greater opportunities also in the local community participation in the decision making.
- To provide an understanding the importance of cultural sustainability and improve tourists appreciation to local culture.

The community-based ecotourism can create employment opportunities for local communities, and reduce poverty. The ecotourism income is from tourism services: a guide fee, transportation costs, selling crafts, etc. Ecotourism has a positive impact on the preservation of the local environment and culture that is ultimately expected to be able to foster the identity and pride among the growing local people due to the increase of ecotourism activities.

3. RESEARCH METHODOLOGY

This research is a descriptive study using a combined method of quantitative and qualitative. Obtaining primary data techniques are through interviews, questionnaires, observations, and documentation. The obtained data then analyzed using SWOT matrix, which produced some strategies to be recommended in the development of ecotourism.

The population in this research is a community that lives around tourist attractions, visitors, businessmen and parties

related to the development of ecotourism in Lasiana Beach. In this study, sampling was adapted to the theory of Roscoe (in Sugiyono, 2012:74), that a decent sample size in minimal research was 30 to 500. The researchers sampled 30 people, with distribution as follows 10 people around, 10 gula lempeng makers and 10 visitors. To obtain local community respondents was done with purposive sampling techniques while visitor respondents were using the accidental sampling technique.

Data types and data sources in this study use primary data and secondary data. Primary Data is collected using questionnaire and local community interviews and visitors. Secondary Data is obtained from various agencies/institutions such as the Kupang City statistics agency, the Kupang City Tourism Office, the Kupang Public Works office, and the Lasiana Sub-district office in the city of Kupang, the number of visitor, Lasiana Beach profile, the potential ecotourism of gula lempeng maker in Lasiana village as well as a similar research report ever conducted at the research site. Ecotourism potentials of gula lempeng analyzed using a descriptive method obtained from the response of the respondent questionnaire. The respondent answer then was clasified into the category, by calculating the weighted score of each respondent's answer using a SWOT analysis.

SWOT analysis is systematically identifying various factors to formulate a management strategy. This analysis is based on logic that can maximize Strengths) and Opportunities, simultaneously minimize Weaknesses and Threats. SWOT stands for the internal environment of Strengths and Weaknesses as well as external environmental Opportunities and Threats. The first thing done in determining the SWOT matrix is to know the internal strategy factor (IFAS) and the external Strategy factor (EFAS). Determination of various factors, the weight of each factor and the importance of each factor is obtained from the results of interviews with people who are competent in their field and adjusted to the conditions in the field. This is to minimize the objectivity. Once all data is collected, the next process is

to determine the internal and external strategy factor. The Internal strategy factor is as follows:

- Determining the factors that become the strengths and weaknesses of management activities.
- Weights each factor according to their importance. The sum of all weights must be 1.00.
- Calculating the Rating (column 3) for each factor based on the influence/response of these factors on development (value: 4 = very important, 3 = important, 2 = quite important, 1 = less important).
- Multiply the weight in column 2 with the rating in column 3 to obtain the weighting factor in column 4. The result of this multiplication will be the weighted score for each factor.

The external strategy factor is as follows:

- Determining the factors that become opportunities as well as threats from management activities.
- Weights of each of these factors according to their level of importance. The sum of all weights must be 1.00.
- Calculating the Rating (column 3) for each factor based on the influence/response of these factors on development (value: 4 = very important, 3 = important, 2 = important enough, 1 = less important).
- Multiply the weight in column 2 with the rating in column 3 to obtain the weighting factor in column 4. The result will be a weighted score for each factor.

Once the matrix of IFAS and EFAS are completed, then the elements are linked in the matrix to obtain some strategic positions. This matrix allows for four possible strategies. Known value of IFAS and EFAS, then using the Grand Strategy Matrix will be analyzed the right business strategy. This matrix has four quadrants representing the state of the enterprise, as follows:

- The enterprise in the Quadrant I has a perfect strategic position. Enterprises in this position have adequate resources to take advantage of the various external opportunities that arise in many areas. They can take risks aggressively if necessary.

- The enterprise in quadrants II need to seriously evaluate their approach to the market. Although their industry is growing, they are not able to compete effectively, and they need to figure out why the enterprise's approach is currently ineffective and how the enterprise can improve its competitiveness.
- The enterprise in Quadrant III is competing in a slow growth industry and has a weak competitive position. The enterprise must immediately make drastic changes to avoid further decline and possible of liquidation. Cost reduction and extensive assets must be made first.
- The enterprise in Quadrant IV has a strong competitive position but in a slow growth industry. These enterprises have the power to hold diversified programs into new areas of growth that are more promising. The enterprise's characteristic in Quadrant IV is a high cash flow rate as well as limited internal growth needs and often able to run a related or unrelated diversified strategy successfully. Enterprises in Quadrant IV may also conduct joint ventures.

After knowing the strategic position, next through the SWOT matrix will be analyzed the right strategy for the development of community-based ecotourism in this gula lempeng makers. Determining the priority of the strategy is done by observing the interrelated factors in this study. The number of weighted scores determines the rank of priority strategy in the development of ecotourism. The number of scores is derived from the summation of all scores in each of the related strategic factors. Ranking will be determined based on the order of the largest number of scores to the smallest of all existing strategies.

4. RESULTS AND DISCUSSIONS

4.1 General Conditions of Tourism Objects and Attractions

The research site is located in the village of Lasiana, precisely located in the area of the tourist attraction Lasiana Beach.

Besides selling the beauty of the beach, in the village of Lasiana, there are gula lempeng maker (unique food of NTT made from the Nira Lontar/Borassus Flabellifer) who is getting fewer now. As the number of makers is decreased, the production would be declined. The gula lempeng products have been fewer, the local culture of the community suctioned the Nira and produced it into gula lempeng almost extinct. Recent generations almost forget the culture of his ancestors.

The activity making of gula lempeng from Nira Lontar has potential to be developed into ecotourism in the community. People are invited to get involved and feel the experience of making gula lempeng from Nira Lontar. This is an education as well to preserve the cultural sustainability that is hereditary and increase the appreciation of tourists to local culture.

4.2 Accesability

The site is located within the city, between the communities of Lasiana. Good road access on the route passed by public transport. It is reachable by both four-wheeled and two-wheeled transport.

4.3 Social Economic Condition

The majority the community education are Elementary and Junior Secondary School. The livelihood is dominated by fishermen, merchants, farm laborers and gula lempeng makers.

4.4 Acommodation

There is accommodation located on the property that is CFD Beach and Hostel which features a restaurant and pub.

4.2 Identification of Internal & External Factors

Internal and external factors obtained from the the questionnaire, interviews with respondents and the results of observations directly in the field as follows:

1. Strenght

- Strategic location near Lasiana beach
- The only gula lempeng maker in Kupang

- Gula lempeng product is a competitive commodity compared to similar products.
 - Vertical integration (upstream integration)
 - Transportation Accessibility & supporting by information
 - The openness of the community to the visitors
2. Weakness
- Undirected tourism mindsets
 - Number of gula lempeng makers are getting fewer
 - Nira tree populations that began to decrease
 - Low quality of human resources
 - Lack of facilities and infrastructure supporting ecotourism
 - Limited marketing activities
 - Lack of local government support in terms of mentoring and funding assistance
3. Opportunity
- “Booming” of NTT Tourism
- Strategic sector of local government NTT
 - Commodity is competitive in dealing with ASEAN Economic Community (MEA)
 - ICT supporting the promotion
 - Limited special variants of Kupang souvenirs
4. Threat
- Product substitution
 - Low product differentiation
 - Low preference to local foods by local people
 - Bad climate condition/weather that affect to production in November-May (rainy season)

4.3 Development Strategy For Community-Based Ecotourism In Lasiana Village Gula Lempeng Maker

Internal factors derived from interviews with respondents and live observations in the field. Internal factors can be seen in table 2 below:

Table 1. Internal Factor Strategies (IFAS)

Internal Factor Strategies	Weight	Rating	Score
<u>Strengths</u>			
1. Strategic location near Lasiana beach	0.1389	5	0.6937
2. The only gula lempeng maker in Kupang	0.1267	5	0.6331
3. Gula lempeng product is a competitive commodity compared to similar products.	0.1240	4	0.4953
4. Vertical integration (upstream integration)	0.1053	3	0.3156
5. Transportation Accessibility & supporting by information	0.1361	5	0.6797
6. The openness of the community to the visitors	0.1174	4	0.4693
Score of Strength			3.29
<u>Weaknessess</u>			
1. Undirected tourism mindsets	0.0279	1	0.0279
2. Number of gula lempeng makers are getting fewer	0.0289	1	0.0289
3. Nira tree populations that began to decrease	0.0559	2	0.1117
4. Low quality of human resources	0.0279	1	0.0279

5. Lack of facilities and infrastructure supporting ecotourism	0.0279	1	0.0279
6. Limited marketing activities	0.0559	2	0.1117
7. Lack of local government support in terms of mentoring and funding assistance	0.0279	1	0.0279
Score of Weaknesses			0.36
Total Score	1		3.65

Source: Research result, 2019

Based on the results table 1, the score of strength component is 3.29 and the weakness score is 0.36. Then the difference in the score of internal factors is 2.93. This score

is obtained to determine the position of the strategy in the grand strategy matrix.

Identification of External Factor Strategies

Table 2. External Factor Strategies (EFAS)

External Factor Strategies	Weight	Rating	Score
Opportunities			
1. "Booming" of NTT Tourism	0.1748	5	0.8741
2. Strategic sector of local government NTT	0.1748	5	0.8741
3. Commodity is competitive in dealing with ASEAN Economic Community (MEA)	0.1340	3	0.4021
4. ICT supporting the promotion	0.1515	4	0.6061
5. Limited special variants of Kupang souvenirs	0.1212	3	0.3636
Score of Opportunities			3.12
Threats			
1. Product substitution	0.0536	2	0.1072
2. Low product differentiation	0.0676	2	0.1352
3. Low preference to local foods by local people	0.0420	1	0.0420
4. Bad climate condition/weather that affect to production in November-May (rainy season)	0.0804	3	0.2413
Score of Threats			0.53
Total Score	1		3.64

Source: Research result, 2019

Based on the results table 2, the score of Opportunities is 3.12 and Threats is 0.53. Then the difference in the score of external factors is 2.59. This score is obtained to determine the position of the strategy in the grand strategy matrix.

If these values are applied in the Grand Strategy Matrix, the strategic position is plotted in quadrant 1, then the appropriate strategy is concentration on the market (market penetration and market development) and concentration on the product (development product). When the enterprise is in Quadrant 1 has over resources, the

effective strategy is backward integration, forward integration, or horizontal integration. When an enterprise depends on a particular product, diversification may help reduce the risk associated with a narrow product line. Enterprise in this quadrant have adequate resources to take advantage of the various external opportunities that arise in various fields. They can take the risk aggressively if necessary.

4.4 SWOT Analysis

The merger of the SWOT Matrix gained several alternative : S-O strategies, the S-T strategies, the W-O strategies, and the W-T strategies. SWOT results development of community-based ecotourism can be seen in the following table 3:

Table 3. SWOT Matrix Internal and External Analysis Community-Based Ecotourism Gula Lempeng Maker in Lasiana

<p>Internal Factors</p>	<p>Strengths</p> <ol style="list-style-type: none"> 1. Strategic location near Lasiana beach 2. The only gula lempeng maker in Kupang 3. Gula lempeng product is a competitive commodity compared to similar products. 4. Vertical integration (upstream integration) 5. Transportation Accessibility & supporting by information 6. The openness of the community to the visitors 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Undirected tourism mindsets 2. Number of gula lempeng makers are getting fewer 3. Nira tree populations that began to decrease 4. Low quality of human resources 5. Lack of facilities and infrastructure supporting ecotourism 6. Limited marketing activities 7. Lack of local government support in terms of mentoring and funding assistance
<p>External Factors</p> <p>Opportunities</p> <ol style="list-style-type: none"> 1. "Booming" of NTT Tourism 2. Strategic sector of local government NTT 3. Commodity is competitive in dealing with ASEAN Economic Community (MEA) 4. ICT supporting the promotion 5. Limited special variants of Kupang souvenirs 	<p>SO Strategies</p> <ol style="list-style-type: none"> 1. Conducting diversified strategies, development of ecotourism activities of gula lempeng making with the assistance of Government through the related service, NGOS and academics 2. Providing socialization about the concept of ecotourism for society 3. Development of gula lempeng products in terms of variants of flavors, forms and packaging into NTT unique souvenirs 4. Promotional activities through events that become "magnets" to attract tourists 	<p>WO Strategies</p> <ol style="list-style-type: none"> 1. Providing socialization about the concept of ecotourism for the community 2. Improvement of facilities and infrastructures for gula lempeng maker 3. Improving the quality and empowerment of human resources (gula lempeng maker) through various education and training 4. Inovasi kemasan gula lempeng sehingga mengurangi penebangan daun lontar untuk kemasan 5. Innovations of gula lempeng packaging thereby reducing palm leaf for packaging

Threats	ST Strategies	WT Strategies
<ol style="list-style-type: none"> 1. Product substitution 2. Low product differentiation 3. Low preference to local foods by local people 4. Bad climate condition/weather that affect to production in November-May (rainy season) 	<ol style="list-style-type: none"> 1. Involving related agencies and NGOS to provide product development training and management for the gula lempeng maker 2. Movement of loving the local food and festival of food creations made from gula lempeng on the tourist events in the Lasiana beach 3. Obligation to every restaurants and hotels to provide local food menu made from gula lempeng 	<ol style="list-style-type: none"> 1. Training and empowerment as well as provision of funds assistance by the Government 2. Movement of loving the local food and festival of food creations made from gula lempeng on the tourist events in the Lasiana beach

Source: Research result, 2019

4.5 Determining the Priority Strategy

Based on the calculation of the grand strategy matrix, the strategy position is in quadrant I (SO). After obtaining the quadrant position, then the total number of scores derived from the association of each SO strategy is sorted according to the largest value to be a strategic priority in the development of community-based ecotourism, Lasiana lemepng sugar craftsmen. The determination of the priority of the SO linkage strategy can be seen in table 4

Based on the calculation of the grand strategy matrix, the position of strategy is in the Quadrant I (SO). After the position is set in the quadrant, then the total number of scores derived from the relation of each strategy SO sorted by the largest value to be prioritized strategy in the development of community-based ecotourism plate sugar maker in Lasiana. Determination of the priority of the SO-associated strategy can be seen in table 4:

become some variants of flavors such as peanut and ginger flavor and the development of the “love shaped” (for variants of peanut

Table 4. Determining SO Priority

Strategy	Linkages	Total score	Ranking
1. Diversification strategies through developing ecotourism activities making gula lempeng with government assistance through related agencies, NGOs and academics	S1, S2, S3, O1,O2, O3	3.97	I
2. Providing socialization about the concept of ecotourism for the community	S1,S6,O2	2.04	II
3.Developing gula lempeng products in terms of variants of flavor, shape and packaging into NTT unique souvenirs	S3,S4,O5	1.17	IV
4. Promotional activities through events that become "magnets" to attract tourists to come	S2,S5,O4	1.71	III

Based on the table above, it is found a priority strategy for the development of community-based ecotourism gula lempeng in the village of Lasiana, as follows:

Conducting diversified strategies, development of ecotourism activities of gula lempeng making with the assistance of Government through the related service office, NGOS and academics, the activities of the making of gula lempeng around the tourist attraction Lasiana Beach has the potential to be developed into ecotourism activities. The process of making gula lempeng is a habit (indigenous) NTT community, especially the Rote, Sabu and Timor tribes. This activity is hereditary from ancestors. Previously, Nira liquid (which is later processed into liquid sugar as raw material of gula lempeng), is a food source to be able to endure the situation of drought and food difficulties. People usually enjoy the nira that has been processed into liquid sugar together with steam vegetable leaf of Kelor (*Moringa Alocvera*).

Until now, liquid sugar is widely processed as plate sugar, sugar ant (sugar-mashed plate), foodstuffs for unique souvenirs of NTT like Lepa and others. The gula lempeng products are very limited for innovation. So far the innovations that have been done by the maker (with the mentoring of the academics of the University of Nusa Cendana), is in development of flavor,

flavor). There are also innovations in the production process which by applying the sugar mold made by Klepu wood, in the form of boards with 8-10 hole aimed to assist the production activities to be more effective and efficient with the precision gula lempeng form. In addition to the innovations in packaging, the academic parties help to create hygienic packaging and replace the use of palm leaf as packaging. It is because logging of Lontar leaves will diminish the palm tree population.

From these tendencies, the diversification that can be done is to develop community activity into a culture-based ecotourism activity. People are invited to get involved and feel the experience of making gula lempeng from the Lontar Nira. This is in addition to educational as well to preserve the culture of the ancestors of the hereditary (cultural sustainability) and improve the appreciation of tourists to local culture. The maker play as training mentors, as well as speakers of the history of ancestors in the making of this plate sugar. For the experience, visitors have to pay to get the experience. The people surrounding can also sell other products to fulfill the demand and desire of visitors. In realizing that it is needed training, empowerment and mentoring from local government through the Department of Industry and Trade, Department of

Manpower, banking and academics. These related parties should synergize in contributing to the following tasks;

1. Providing socialization about the concept of ecotourism for the community, form the community mindsets, so that they are aware of the importance of tourism development for the welfare of their economy. Given a clear understanding of ecotourism.
2. The development of gula lempeng products in terms of variants of flavor, shape and packaging into NTT unique souvenirs. Gula lempeng is innovated into several variants of taste and shape as well as a hygienic and attractive packaging so that later can made NTT unique souvenirs and widely online marketed outside the city of Kupang;
3. Promotional activities through events that become "magnets" to attract tourists. The location adjacent to the Lasiana beach, very strategic. Especially on Lasiana Beach is often held events (such as events of development exhibition in the framework of the Indonesia Independence Day) that attracts tourists not only to enjoy the beauty of the beach but also can participate in ecotourism activities the makin of gula lempeng. The product can be brought home as a gift and reminiscences on a trip to Lasiana beach.

5. CONCLUSION

Based on the discussion, it can be concluded that the strategy of community-based ecotourism development on gula lempeng maker in the Lasiana in the position of Strength-Opportunities (SO) strategy with the priority of the strategy is involving related agencies and NGOS to provide product development and management training for sugar maker, provide socialization about the concept of ecotourism for the community, development of gula lempeng products in terms of variants of flavors, shapes and packaging to be a NTT unique souvenirs. Promotional activities through events that become "magnets" to attract the tourists.

Limitation and study forward

This research was only conducted on a few gula lempeng maker, not including all the craftsmen in Lasiana Village. In the future, this research is planned to cover all the gula lempeng maker in Lasiana Village, so that this research can be more comprehensive and in-depth.

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