

Identification and mapping of stakeholder roles in the development of local wisdom-based tourism villages in Cikolelet tourism village, Serang, Indonesia

Rahmawati Rahmawati^{1*}, Hartuti Purnaweni², Hardi Warsono³, Tri Yuniningsih⁴

^{1,2,3,4}Department of Public Administration, Diponegoro University, Semarang, Indonesia; rahmawati.allyreza25@gmail.com (R.R.).

Abstract: Local wisdom is a promising tourist attraction in the development of tourism villages. Prosperous tourist villages with local wisdom are stable and developed tourist villages (Bali and Yogyakarta). Meanwhile, other tourist villages that promote village development with local wisdom in Indonesia have not been widely explored. This is constrained by stakeholders' understanding of local wisdom and tourist attractions within tourist villages. This study aims to describe and analyze the identification and mapping of stakeholders in developing cultural traditions with local wisdom in Cikolelet Tourism Village. Data were generated from semi-structured in-depth interviews and analyzed using stakeholder theory within a public administration approach. The analysis results show that the identification of interests is divided into heterogeneous segmentations based on the accessibility that stakeholders can reach. Second, stakeholders still do not fully understand the need to develop local cultural traditions as promising tourist attractions for improving the community's economy. The results of the study recommend forming a community of local tourism actors; the village government can officially initiate stakeholder collaboration so that the contribution of each stakeholder complements the existing limitations in the development of Cikolelet Serang, Indonesia, tourism village.

Keywords: Identification and mapping of stakeholder roles, Indonesia, Local wisdom, Tourism Villages.

1. Introduction

Village tourism has become one of the main strategies undertaken by many countries, including Indonesia. Village tourism is an alternative form of tourism that is consistent with natural, social and community values that allow positive interactions between local communities and tourists [1]. Village tourism combines cultural values, local wisdom, and the potential of unique natural resources to create tourism attractions to empower local communities. In addition, rural tourism (village tourism) is a means of helping underdeveloped rural areas [2] even UNWTO itself makes tourism an effort to alleviate poverty [3].

Indonesia is considered to have a geographical advantage in developing tourist villages. This can be seen from the number of tourist villages in 2021, totaling 3,620 villages; in 2022, totaling 3,419 villages; and in 2023, tourist villages increased to 4,715 villages. (<https://jadesta.kemendparekraf.go.id/home>). The increase in tourist villages in Indonesia aligns with the 2019-2024 National Medium-Term Development Plan, where the Ministry of Tourism and Creative Economy targets establishing 244 tourist villages. The implementation of the RPJM policy is outlined in the National Tourism Master Plan 2010-2025 article 28, paragraphs a and b, that tourist villages are a framework for community empowerment in developing the potential of local resources.

Local resources in tourist villages include local culture, natural beauty, and local community traditions, which are the main attractions. Developing tourist villages by emphasizing local wisdom is

one strategy for preserving traditions and a harmonious environment. However, in its implementation, developing tourist villages with local wisdom faces complex challenges regarding synergy between various stakeholders.

Local wisdom is the values, traditions, and practices owned by a community in an area. These values, traditions, and practices are unique and become the local identity of a region. Local wisdom is divided into intangible and tangible. Local wisdom in the form of cultural traditions and daily living habits, such as being friendly, polite, and mutually cooperating, is a tourist attraction, especially for tourists who want to experience a different experience when traveling to the village.

The success of tourism village development depends on the extent to which stakeholders can play their roles synergistically. According to Freeman, stakeholders are groups or individuals who are affected by or can influence the achievement of organizational goals [4] stakeholders are individuals or groups that can be considered stakeholders and must have a legitimate interest in the organization [5]. Meanwhile, Jones states that stakeholders are organizations in the middle of a network of relationships with various interrelated and interested parties [6].

Byrd, et al. [7] defines stakeholders as groups or individuals who must have a legitimate interest in the organization. Stakeholder involvement is related to the initial idea or idea, community participation, and public involvement, a form of democracy [7]. According to Waligo, et al. [8] stakeholder collaboration is a widely accepted approach to solving problems associated with a lack of understanding and little commonality of purpose among the many stakeholders often involved in tourism development [8].

Stakeholders in the context of tourism consist of government, tourists, residents, hoteliers, tourism academics, and homestay owners [9] employees, government, community, and private/business as tourism sector stakeholders. Furthermore, tourism stakeholders include tourists, residents, entrepreneurs, and local government officials [7]. Roxas mentioned six (6) stakeholders in developing sustainable tourism destinations: external *stakeholders/international board*, *international board*, central government, local government, tourism industry, community, and tourists [10].

Stakeholders in tourism development include local government, Non-Government Government, private sector, local community, academia, and media. Each plays a different role in developing tourism villages [11, 12]. Stakeholders can act as policymakers, coordinators, facilitators, implementers, and accelerators, contributing to various aspects of tourism development [13].

In Indonesia, tourism stakeholders collaborate with academics, business, community, government, and mass media, abbreviated as ABCGM with the concept of Penta Helix (Regulation of the Indonesian Minister of Tourism Number 14 of 2016). These stakeholders must complement each other in creating a favorable environment for developing tourism villages. Therefore, the process of identifying and mapping the roles of stakeholders is an important step in the development of tourism villages.

The constraints of tourist village development caused by the lack of stakeholder involvement occur in most tourist villages in Indonesia, such as stakeholder constraints in the tourist village of Nongkosawit Semarang [14] lack of communication and coordination between stakeholders [15] lack of coordination between stakeholders and the absence of *an agent of change* that coordinates the role of stakeholders [16] and also the involvement of business/private elements and media elements that are still low in Kerta Bali Tourism Village [17].

The success of tourism village development with stakeholder synergy, such as in Batu Malang Tourism Village with the Penta Helix approach [18] Tugu Utara Bogor Tourism Village, where all elements collaborate and synergize [19] and tourism villages that apply local wisdom as an advantage with stakeholder synergy [20-22].

Serang Regency has one (1) pilot tourism village, namely Cikolelet Tourism Village, which develops cultural attractions with local wisdom. However, in its implementation, there are obstacles related to low community participation in tourism development [23] limited capacity and capability of human resources, and how to manage tourist villages [24-26]. The lack of communication and coordination among stakeholders has hampered the development of the Cikolelet tourism village [25]. Based on these

problems, the research question in this study is why there has not been optimal collaboration in developing local wisdom-based tourism villages in Cikolelet Tourism Village. This study aims to identify and map stakeholders in developing local wisdom-based tourism villages in Cikolelet Tourism Village.

2. Materials and Methods

2.1. Research Design

Qualitative studies are used to identify the stakeholders and what roles have been carried out in developing the Cikolelet tourist village based on local wisdom. They provide clearer explanations where researchers want more descriptive interpretations. Qualitative research can be used to investigate various aspects of social interaction for the advancement of society [27].

2.2. Data Collection and Analysis

Data in this study were collected through observation, interviews, and document analysis. Field observations were conducted in the Cikolelet tourism village, directly observing and documenting the development, cultural tourism attractions, and local wisdom values of Cikolelet village.

Structured interview technique, where researchers prepare interview forms using the literature and theoretical studies. Researchers conducted in-depth interviews with stakeholders. Informants' answers and responses were also explored about their understanding of village tourism and the roles they play. The language used in the interviews was Bahasa Indonesia as the daily national language of the community. In-depth interviews aimed to obtain answers that had not been explored from direct observation. The selection of informants was purposive, with consideration of informants who have the knowledge and follow the development of the Cikolelet tourism village.

Data analysis was carried out by recording the results of the informants' answers and then making interview transcripts based on the questions and answers given by the informants. Next, data condensation was carried out, and then the interview results were compiled and analyzed to conclude. The following is the research informant data (Table 1).

Table 1.
Research informant.

Stakeholders	Position of Informant	Number of Informant
Local government	Policy-making officials related to tourism village development, budgeting and human resources	3 people (head of tourism destination, head of tourism marketing and head of tourism human resource development)
Village government	Village officials (village head and village officials) as policy makers and implementers, allocating budgets, monitoring and evaluating policy implementation	3 people (village head, village secretary and chairman of village consultative body)
Higher education	Lecturers who carry out research and community service	3 representatives of universities
Community	Tourism awareness group Village-owned enterprises Local community	8 informants Chairman and secretary of tourism awareness group (Pokdarwis) & village owned enterprise (Bumdes), homestay managers and local communities
Private/Company	CSR department	5 people
Mass media	Mass media coverage (coverage)	2 journalists

Sources : research field, 2024

3. Results and Discussion

3.1. Overview of Cikolelet Tourism Village

Cikolelet Village is the first tourism village established by the Regent of Serang based on the Decree of the Regent of Serang Number 556/Kep-606/Huk/2017. The tourist attractions developed by Cikolelet Village are nature tourism, traditional cultural tourism, and creative economy tourism. In 2022, Cikolelet Tourism Village received the Indonesian Tourism Village Award as the most favorite pilot and fifth pilot tourism village.

Tourism village development comprises tourism products, human resources, and institutions. Regarding tourism products, Cikolelet Village initially developed natural tourism attractions, namely Puncak Cibaja and Puncak Pilar. Tourists who come are a community of extreme sports lovers, namely mountain bikers, motocross communities, and mountain climbers. However, when the Covid-19 pandemic occurred where there were restrictions on activities in all aspects of society, natural attraction tourism activities in Cikolelet Village also stopped. Restrictions on tourist activities occurred for two years from 2020-2022. As a result of these restrictions, the tracks that tourists usually use were damaged because they were not maintained; they were also destroyed by flash floods that occurred at Cibaja Peak in 2022.

Based on the cessation of most natural tourism attractions, the Cikolelet Village government developed cultural tourism attractions, a form of local wisdom as a regional identity. Cultural traditions that are packaged into tourist attractions include the *banding lesung* tradition, *Rudat* art, *marawis*, *Yalil* tradition as a form of welcoming ceremony for guests or the birth of new family members, the tradition of *mace syeh Abdul Kadir Jaelani* as a form of ceremony to invoke safety and the *Ngagurah Dano* tradition. Here are some local Tradition of Cikolelet Village on figure below



Figure 1.
Bandrong Lesung tradition.



Figure 2.
Rudat Art.



Figure 3.
Ngagurah Dano Tradition.

Tourist Attraction with Local Wisdom Value in Cikolelet Tourism Village, Indonesia.

The art of *bandrong lesung* is a tradition of pounding rice after harvest. The beating of *bandrong lesung* is also used as an invitation to convey to the community that a family will hold a wedding, welcome the birth of a baby, or welcome guests who come (Figure 1).

Rudat is a traditional art with Islamic nuances. In ancient times, it was used by Islamic propagators / *ulamas* to spread Islam. Usually accompanied by Islamic chants, *sholawat*, and other spiritual songs, Rudat can also be used to accompany parades or brides (Figure 2). Ngagurah Dano is a tradition that involves going to the Cidanau River during the dry season after the harvest. This tradition is a Thanksgiving for the harvest and a place for family bonding (Figure 3)

3.2. Identification of Stakeholders in the Development of a Tourism Village Based on Local Wisdom in Cikolelet Village

Identifying stakeholders in the governance of Cikolelet tourism village development consists of the central government, local government, village government, village community, private sector, tourists, and mass media. The local government, both provincial and district, is responsive to the wishes of the village government and the Cikolelet community who want to develop the potential of natural resources into tourist attractions. The study results found a change in the Village Development Index of Cikolelet Village, which was originally a disadvantaged village, to a developing and developed village from 2021 until now. Although the Banten Provincial Government has not played a role in facilitating regulations/policies specifically related to tourist villages, tourist villages are a strategy carried out to increase the potential and capacity of local resources as stipulated in Banten Provincial Regulation Number 6 of 2019 concerning the Banten Provincial Tourism Development Master Plan 2018-2025.

Bryd and Gustle explained that stakeholder identification is based on segmentation and decision trees. Based on segmentation, stakeholders are grouped based on population divisions. According to Bryd & Gustle, stakeholders can be identified in tourism, such as residents, business owners, government officials and visitors [28]. Here are 4 indicators of stakeholder identification by segmentation

- 1) Size and importance of the organization's cement
- 2) Accessibility of the organization, meaning that the institution can reach the segment
- 3) The organization/stakeholder must be substantial, meaning the organization's size is large enough to exert influence.
- 4) The organization can follow up.

Based on the indicators of stakeholder identification, the following stakeholders in the development of Cikolelet tourism village based on local wisdom, namely:

- 1) The Banten Province Tourism Office is a public institution with a regulatory or policy-making role in the tourism sector. The development of local wisdom for tourism is contained in the Banten Province Tourism Development Master Plan Article...
- 2) The Department of Youth, Sports, and Tourism of Serang Regency is a public institution that makes local regulations and implements policies from the Banten Provincial Government.
- 3) Cikolelet Village Government is the maker, implementer, and evaluator of tourism village development policies with local wisdom. The village government encourages the community to actively participate in every tourism activity and develop other tourist attractions that have not been explored or maximally developed.
- 4) Academics as facilitators of tourism village development. Universities located within the geographical range of Cikolelet Tourism Village contribute to higher education through research and community service.
- 5) Private sector/private companies. Geographically, several companies are in the Cikolelet tourism village zone, namely PT Perhutani, the forest land owner, collaborating with the Huta Village Community Organization to manage natural tourism attractions. PT Krakatau Tirta Industri manages the Lake Swamp Nature Reserve Area used in the Ngagurah Dano tradition. Private contributions related to the distribution of CSR funds to Cikolelet Tourism Village in Cikolelet Tourism Village Festival activities. Cinta Hati Foundation and Bumdesma Cinangka are private parties that benefit from economic activities in Cikolelet Tourism Village—contributions include CSR for various tourism activities organized by the Cikolelet village government.
- 6) The community, as actors and implementers of tourism village development. Through the Tourism Awareness Group (Pokdarwis) and BUMDES, tourism actors encourage the participation of community actors of cultural traditions to contribute more through labor and thought in the development of local wisdom-based tourism villages.
- 7) Mass media is an organization that plays a role in disseminating information related to tourism activities and cultural events in the region.

3.3. Stakeholder Mapping in the Development of a Tourism Village based on Local Wisdom in Cikolelet Village

The following is a mapping of stakeholders based on the results of the identification carried out

Table 2.

Role of stakeholders.

Stakeholders	Role	Field findings
Banten province tourism office	Policy Budget/Funding Human Resources (Assistance)	a. Encourage mentoring by universities b. Landmarking of tourist villages c. Construction of restrooms d. Pokdarwis capacity training (orgs training and tourism village management) e. Barista training f. Participation in Cikolelet tourism village festival
Youth, sports and tourism office of Serang Regency	Policy Budget/Funding Human resource development	a. Facilitate Cooperation with Trisakti School of Tourism in tourism village mentoring program b. Construction of village roads and access to tourist attractions c. Construction of gates and village gates d. Tour guide training e. Management training for pokdarwis f. Participation in Cikolelet Tourism Village Festival activities
Cikolelet village government	Policy maker Policy implementer Organizing village government Tourism development	1. Establishment of tourism village institutions (BUMDES & Pokdarwis) 2. Establish cooperation with other parties (universities & companies) 3. Development of village-specific creative economy 4. Encourage community participation 5. Developing cultural traditions as local wisdom-based tourist attractions (cultural tourism) 6. Organizing village and regional cultural events (Cikolelet Tourism Village Festival)
Higher education /Academics	Research and community service activities targeting village government, community, Pokdarwis and village-owned enterprises (Bumdes)	a. Assistance in forming Pokdarwis b. Training to the community about Sapta Pesona c. Trisakti granted PKM Kampus Merdeka the to purchase musical instruments to complete tourist attractions d. Not yet intensive in providing understanding and training to the community about tourism villages. e. We do not yet understand the basic needs of the community.
Private sector PT KTI Yayasan Cinta Hati PT. PLN BUMDESMA Cinangka	Land owner CSR	a. Funding assistance (CSR): making a Pokdarwis buffer b. Cidanau River for Ngagurah Dano tradition c. Street lighting for Leuwi Rangkong attraction d. Funding for tourism village festival
Community	Pokdarwis and BUMDES	1. Manage, develop and benefit from the economic activities of the tourism village Local wisdom-based tourism village development 2. Participate in training and mentoring to improve understanding of tourism villages. 3. Making a place to stay as a homestay, making chips, participating in tourism events and activities. 4. Participating in Cikolelet Tourism Village Festival activities (joining competitions and Ngagurah Dano)
Mass media	As providers and conveyors of information about activities, events that occur in the community	Doing news / reviews of tourism, tourism promotion

3.4. Role of Local Government

Regarding the role of government, both central, provincial, and district governments in the development of Cikolelet tourist village, according to Hall [29] there are seven government functions in tourism development, namely coordination, planning, legislation, and regulation, entrepreneurship, stimulation, social empowerment roles and roles related to interest protection. Further more Liu, et al. [30] the government directly manages tourism practices, sets regulations, coordinates with businesses and residents to provide services, and solve solving problems [30].

The district government's role is related to infrastructure, financial support, and education. Tourism development in the village will not run if it is not equipped with facilities and infrastructure, especially road access to tourist sites.

The study's results found that the role of the Serang Regency government in developing tourism in the village (tourist village) is to provide transportation convenience, access to electricity, public bathrooms, environmental cleanliness, and skills training education suitable for developing tourist villages. This has an impact on the quality of life of the community in Cikolelet Village, as stated by Amoako, et al. [31].

According to Panyik, local governments utilize public-private partnerships to raise funds for long-term development. In relation to tourism, a tourist destination's performance is highly dependent on the relationship between stakeholders [32].

The village government plays a more specific role in implementing central and provincial government policies, providing various services in the village and finding solutions to various problems that may occur in the development of tourism in its area (village). The village government also plays a role in regulating the behavior of tourism businesses in the village, protecting the destination brand image, and promoting sustainable rural tourism prosperity [30].

3.5. The Role of Higher Education

The role of universities in developing tourist villages is a form of implementation of the Tridarma of Higher Education. According to Longart, et al. [33] Tridarma of university's activities in research and community service as involvement in the governance of tourist villages in Cikolelet is a form of service through the transfer of knowledge from students and lecturers to the community. Knowledge transfer is a connecting platform between service learning and the goal of sustainable tourism development, which is the main goal of the community. Tridarma activities in tourist villages enhance the academic experience for students and lecturers. Furthermore, according to Paristha, et al. [17] universities act as conceptors who provide views and analysis based on the tourism village's condition and the right direction to advance tourism through research and service activities.

Academics who participate in Tridarma activities emphasize the value of collaboration with the community, not just providing information to the community. Students also gain deeper insights into community issues while on-site, and the community contributes greatly to academic improvement [34].

3.6. Role of the Private Sector

Stakeholders from the private sector, such as Perhutani and PT Krakatau Tirta Industri (PT KTI), as the owners of the land used as a tourist destination, namely Puncak Cibaja and the Cidanau Watershed. Perhutani, through the forest village community organization, has been working to manage the Puncak Cibaja destination through a cooperation contract with BUMDesa since 2017. Unfortunately, the cooperation agreement was not extended due to conflicts over revenue sharing, which was considered unfair to the village. Meanwhile, PT KTI provides CSR assistance and permission to use the Cidanau watershed for the FDWC *Ngagurah Dano* event involving 3 (three) villages. In addition, PT KTI routinely provides funding/budget assistance for tourism village festival activities or other social activities organized by the village government as a form of *Corporate Social Responsibility (CSR)*.

The private sector contributing to the community and the Cikolelet Village Government is the Cinta Hati Foundation, a social institution PT owns. Sereh Soap Company. The Company has production land

and production processing in Cikolelet Village. Based on this, the Cinta Hati Foundation provides CSR assistance in every activity in Cikolelet Village, both social, religious and tourist village development activities. One of the assistance provided is constructing an art building and Pokdarwis office and financial assistance in every Cikolelet Tourism Village Festival activity from 2022 to 2024.

According to Kubickova [35] in developing countries, the private sector does not receive compensation for generating additional economic benefits for tourism. However, these benefits impact competitiveness. Furthermore, Amoako, et al. [31] stated that private involvement in promoting tourism will be very helpful to ensure sustainable tourism in a country.

The results found that private involvement, in this case, the Cinta Hati Foundation, is a form of private attention based on business potential facilitated by the village government. As stated by Hardianto, et al. [18], the potential of private businesses in the village gets facilitation from the village government through easier terms and conditions by the rules and studies from academics and through environmental analysis. This creates a better mechanism for investment, especially in tourism.

The private sector's involvement in developing tourism villages is related to efforts to preserve the environment through *corporate social responsibility* programs. Social responsibility is a new responsibility that complements moral and legal responsibilities and is a collective responsibility, not a personal one. According to Vallaey [36] moral and legal responsibilities regulate human/collective actions, while social responsibility regulates the impact of organizational existence. Social responsibility is responsibility for impact, and that impact is not the same as action [36].

The results of the study found that the assistance provided by the private sector (PT. KTI, PT. Perusahaan Listrik Negara, Perusahaan sabun sereh) for the development of tourist villages in Cikolelet is an effort to build ethical relationships and transparency of the Company with all stakeholders who have relationships. As reinforced by Dahan and Senol [37] Dahan and Senol, the ethical relationship is related to establishing corporate goals aligned with sustainable community development, preservation of environmental and cultural resources for the common good and future generations, respect for diversity, and encouraging the reduction of social problems [37].

3.7. The role of Society

The community is the main stakeholder in tourism development in the region. Tourism village is a form of community empowerment in tourism with the Community Based Tourism paradigm. The study results found that community empowerment in developing tourist villages is carried out in a coordinative, participatory manner and reflects the socio-cultural values that exist and develop in the community. The community can participate in developing tourist villages in Cikolelet by becoming members of Pokdarwis, *homestay* business actors, Micro, Small and Medium Enterprises (MSMEs), and actors of local culture and traditions. There is also other participation, such as participating in tourism activities in the village, namely the Cikolelet Tourism Village Festival, or supporting decisions related to tourism development in the village.

According to Amoako, et al. [31] when individuals in the community ensure that their environment is clean and hygienic and provides a friendly environment, this will be a pull factor that will attract tourists into these communities and a form of community role in developing tourism villages. Further research results [38] show that the development of tourist villages is principally participation in resource management. Community members make decisions and agreements for community needs at the local level with an identity that involves their role in the decision-making process. The main focus of tourism village development is to increase the ability of local communities to integrate and address the assets that exist in local communities to meet their needs. As a result of research [39] active participation and empowerment of local communities is the key to successful management of Dieng Tourism Village and Bejiharjo Tourism Village. The results of other studies also prove that community participation and community empowerment play an important role in the development of tourist villages [5, 40-42].

According to Wang, community participation is generally considered the most effective way for residents to benefit from tourism development. The greater the residents' participation level in tourism

development, the stronger their perception of the benefits of tourism and the greater their support for tourism [43].

3.8. Role of Mass Media

The role of print and electronic mass media is related to efforts to convey news or information related to tourism activities in Cikolelet Village. According to Law Number 40 of 1999 concerning the Press, the national Press functions as a medium of information, education, entertainment, and *social control*. The role of the mass media is to publish news about the *branding of* tourist villages while promoting them so that they can attract tourists.

The study's results found that local and national mass media (print and electronic) played a big role in Cikolelet's development, from its initial formation into a tourist village to the news of Cikolelet's activities during the festival.

In addition to mass media, the involvement of social media as a means of information or publicizing about the Cikolelet tourist village also plays an important role. Today's society prioritizes communication technology, where access to information is much easier and faster. Social media such as *Facebook, TikTok, Instagram, and the personal blogs of* travelers have become intermediary media for information and promotion about tourist villages. According to Wengel, et al. [44] social media, such as TikTok, has become an important tourism marketing strategy.

TikTok is an image and sound application that becomes a medium to share experiences in tourist attractions and feedback from the audience, guide consumer behavior in the travel industry, and shape perceptions, feelings, and travel experiences. As a result, opinions and recommendations obtained through social media, especially video replays that support travel experiences and increase interest in specific locations, are becoming more important in the travel destination decision-making process [44].

In the digital era, tourism marketing/tourism destinations are more effective with *visitors' storytelling* or "place-telling" of a tourist destination. *Storytelling* increases the communicative value of a place of identity, improving marketing and communication of regional service systems in the digital era. For tourist destination managers, visitor *storytelling* is a suitable narrative way to communicate the value of the tourist service system and improve the destination image so that it impacts the listener or reader emotionally and motivationally. Good *storytelling* can create a participatory map of "site stories" to visit [45].

The results showed that stakeholders in the development of the Cikolelet tourism village have been identified along with the roles they have performed. However, in practice, communication between village governments, regions, and cross-actor networks in efforts to develop Cikolelet tourism village is carried out by each party. Communication and partnerships are built between the village government and the private sector/local government and or communication between Pokdarwis and the private sector or other parties. Synergistic cooperation *between stakeholders* in the development of tourist villages has not yet been built, so the contributions made are by the requests of the village and the main tasks and functions of each agency or organization. Some stakeholders still do not understand cultural traditions such as local wisdom as tourist attractions.

Based on the research results, the role of stakeholders in developing tourist attractions with local wisdom has not been carried out optimally. Each stakeholder contributes in accordance with the organization's adopted vision and mission. Stakeholder contributions are given in the form of funding for tourism village festival activities that feature cultural tourism attractions as a hallmark of Cikolelet village's local wisdom.

4. Conclusion

Although the role of stakeholders in the development of local wisdom-based tourism villages has not been maximized, some efforts have been made to identify cultural attractions that can be made into tourist attractions. Research recommendations need to form a community of local tourism actors. It is hoped that

the village government can initiate an official stakeholder collaboration so that the contribution of each stakeholder complements the limitations that exist in the development of Cikolelet Serang Indonesia tourism village.

Ethical considerations

This research properly followed ethical policies for research involving human subjects, in addition to confirming the consent of all informants involved.

Conflict of Interest

"The authors declare no conflicts of interest".

Funding

"This research did not receive any financial support".

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

Copyright:

© 2025 by the authors. This open-access article is distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

References

- [1] I. G. Pitana and I. K. S. Diarta, "Introduction to tourism science," *And Offset*, 2009.
- [2] C. Haven-Tang and E. Jones, "Local leadership for rural tourism development: A case study of Adventa, Monmouthshire, UK," *Tourism Management Perspectives*, vol. 4, pp. 28-35, 2012. <https://doi.org/10.1016/j.tmp.2012.04.006>
- [3] N. Feng, F. Wei, K. H. Zhang, and D. Gu, "Innovating rural tourism targeting poverty alleviation through a multi-Industries integration network: The case of Zhuanshui village, Anhui province, China," *Sustainability*, vol. 10, no. 7, p. 2162, 2018. <https://doi.org/10.3390/su10072162>
- [4] R. E. Freeman, *Strategic management: A stakeholder approach*. Pitman Publishing, 1984.
- [5] R. Widayuni, "Community participation in the development of tourism villages in sidokaton village, gisting district, tanggamus regency," Doctoral Dissertation, UIN Raden Intan Lampung, 2019.
- [6] T. M. Jones, A. C. Wicks, and R. E. Freeman, "Stakeholder theory: The state of the art," *The Blackwell Guide to Business Ethics*, pp. 17-37, 2017. <https://onlinelibrary.wiley.com/doi/abs/10.1002/9781405164771.ch1>
- [7] E. T. Byrd, H. E. Bosley, and M. G. Dronberger, "Comparisons of stakeholder perceptions of tourism impacts in rural eastern North Carolina," *Tourism Management*, vol. 30, no. 5, pp. 693-703, 2009. <https://doi.org/10.1016/j.tourman.2008.10.021>
- [8] V. M. Waligo, J. Clarke, and R. Hawkins, "Implementing sustainable tourism: A multi-stakeholder involvement management framework," *Tourism Management*, vol. 36, pp. 342-353, 2013. <https://doi.org/10.1016/j.tourman.2012.10.008>
- [9] S. Akhtar, S. A. Bukhari, and P. Ahmad Najar, "Key stakeholder's perspective towards sustainable tourism development," *Ecology, Environment and Conservation*, vol. 28, no. 1, pp. 56-56, 2022. <https://doi.org/10.53550/eec.2022.v28i01s.056>
- [10] F. M. Y. Roxas, J. P. R. Rivera, and E. L. M. Gutierrez, "Mapping stakeholders' roles in governing sustainable tourism destinations," *Journal of Hospitality and Tourism Management*, vol. 45, pp. 387-398, 2020. <https://doi.org/10.1016/j.jhtm.2020.09.005>
- [11] N. Aini and T. Putra, "Qualitative study of the role of stakeholders in developing the tourist attractions of Sarugo Village in Lima Puluh Kota regency," *Jurnal Kajian Pariwisata Dan Bisnis Perhotelan*, vol. 5, no. 1, pp. 28-34, 2024. <https://doi.org/10.24036/jkpbp.v5i1.58572>
- [12] R. Fedrina and R. Darmawan, "The Role of Stakeholders in the Co-Creation Process in Tourism Village," *KnE Social Sciences*, pp. 585-595, 2024. <https://doi.org/10.18502/kss.v9i2.14881>
- [13] Santosa, Saryani, H. Susilowati, Y. Setaiji, and Anggraini, "Collaboration of the stakeholders in developing community-based tourism in terong creative village, belitung," *Technium Social Sciences Journal*, vol. 42, p. 170, 2023.

- [14] A. Y. Nugroho, A. Z. Rahman, and K. Kismartini, "The role of stakeholders in the development of the Nongkosawit tourist village in Semarang city," *Journal of Public Policy and Management Review*, vol. 11, no. 2, pp. 315-335, 2022.
- [15] S. Cahyana and S. Nugroho, "Analysis of the role of stakeholders in carangsari tourism village, petang district, badung regency," *Jurnal Destinasi Pariwisata*, vol. 7, no. 2, p. 390, 2019. <https://doi.org/10.24843/jdepar.2019.v07.i02.p25>
- [16] I. W. Mertha, L. Y. Wiarti, and A. H. Suasapha, "Stakeholders: Peran dan kendala pelibatangannya dalam pengembangan desa wisata di Bali," *Jurnal Kepariwisataaan*, vol. 17, no. 2, pp. 15-23, 2018.
- [17] N. P. T. Paristha, I. N. S. Arida, and G. I. Bhaskara, "The role of stakeholders in the development of Kerta tourism village, payangan district, gianyar regency," *Jurnal Master Pariwisata*, vol. 8, no. 2, pp. 625-648, 2022.
- [18] W. T. Hardianto, M. M. Sumartono, K. Muluk, and F. Wijaya, "PentaHelix synergy on tourism development in Batu, East Java," *International Journal of Innovation, Creativity and Change*, vol. 10, no. 6, pp. 137-149, 2019.
- [19] R. M. Pradhita, W. A. Pusparani, and F. Nofiyanti, "Penta helix strategy in rural tourism case study of North Bogor monument," presented at the E3S Web of Conferences, 232, 1-9. <https://doi.org/10.1051/e3sconf/202123204010>, 2021.
- [20] S. S. Syahiffah *et al.*, "Implementation of the concept of local wisdom in the development of Nglanggeran Tourism village," *Journal of Tourism and Creativity*, vol. 8, no. 2, pp. 84-94, 2024. <https://doi.org/10.19184/jtc.v8i2.45413>
- [21] N. Irawati, H. D. Lestari, and W. P. Kesuma, "Efforts to strengthen local wisdom values in nglanggeran gunung kidul tourism village in a sustainable manner," *Kepariwisataaan: Jurnal Ilmiah*, vol. 16, no. 2, pp. 81-91, 2022. <https://doi.org/10.47256/kji.v16i2.158>
- [22] K. T. P. Arcana *et al.*, "Village tourism management through community empowerment based on local wisdom in Tihingan Village, Klungklung Regency," *Jurnal Abdi Masyarakat*, vol. 1, no. 1, pp. 36-45, 2021. <https://doi.org/10.22334/jam.v1i1.5>
- [23] B. S. A. Gumelar, "Community-based development of cikolelet tourism village in cikolelet village, cinangka district, serang regency, Banten," *Lembaran Masyarakat*, vol. 6, no. 1, p. 499341, 2020.
- [24] Risdawati and T. Hermansyah, "The impact of local potential based community empowerment through the tourism village program in cikolelet village, cinangka serang banten regency," *Ijtima'iyya: Jurnal Pengabdian Masyarakat Islam*, vol. 15, no. 2, pp. 58-66, 2022.
- [25] N. A. Permadi, R. Yulianti, and R. Berthanilla, "Tourism village development strategy," *Sawala: Jurnal Administrasi Negara*, vol. 10, no. 2, pp. 281-291, 2022. <https://doi.org/10.30656/sawala.v10i2.5761>
- [26] V. A. Sembiring, I. MAYASARI, and E. TAVIPRAWATI, "Development of tourism village potential through SWOT Analysis in Cikolelet Village, Serang, Banten," *Pengembangan Potensi Desa Wisata Melalui analisis SWOT Di Desa Cikolelet, Serang, Banten*, vol. 1, no. 1, pp. 1195-1203, 2018.
- [27] S. T. Akyildiz and K. H. Ahmed, "An overview of qualitative research and focus group discussion," *International Journal of Academic Research in Education*, vol. 7, no. 1, pp. 1-15, 2021. <https://doi.org/10.17985/ijare.866762>
- [28] E. T. Byrd and L. Gustke, "Using decision trees to identify tourism stakeholders," *Journal of Place Management and Development*, vol. 4, no. 2, pp. 148-168, 2011.
- [29] R. E. Hall, "Employment fluctuations with equilibrium wage stickiness," *American Economic Review*, vol. 95, no. 1, pp. 50-65, 2005.
- [30] C. Liu, X. Dou, J. Li, and L. A. Cai, "Analyzing government role in rural tourism development: An empirical investigation from China," *Journal of Rural Studies*, vol. 79, pp. 177-188, 2020. <https://doi.org/10.1016/j.jrurstud.2020.08.046>
- [31] G. K. Amoako, T. Obuobisa-Darko, and S. Ohene Marfo, "Stakeholder role in tourism sustainability: The case of Kwame Nkrumah Mausoleum and centre for art and culture in Ghana," *International Hospitality Review*, vol. 36, no. 1, pp. 25-44, 2022. <https://doi.org/10.1108/ihv-09-2020-0057>
- [32] E. Panyik, "Rural tourism governance: Determinants of policy-makers' support for tourism development," *Tourism Planning & Development*, vol. 12, no. 1, pp. 48-72, 2015. <https://doi.org/10.1080/21568316.2014.960603>
- [33] P. Longart, E. Wickens, W. Ocaña, and V. Llugsha, "A stakeholder analysis of a service learning project for tourism development in an ecuadorian rural community," *Journal of Hospitality, Leisure, Sport & Tourism Education*, vol. 20, pp. 87-100, 2017. <https://doi.org/10.1016/j.jhlste.2017.04.002>
- [34] D. Barker, "The scholarship of engagement: A taxonomy of five emerging practices," *Journal of Higher Education Outreach and Engagement*, vol. 9, no. 2, pp. 123-137, 2004.
- [35] M. Kubickova, "The role of government in tourism: Linking competitiveness, freedom, and developing economies," *Czech Journal of Tourism*, vol. 5, no. 2, pp. 73-92, 2016. <https://doi.org/10.1515/cjot-2016-0005>
- [36] F. Vallaeys, "University social responsibility : A mature and responsible definition," 2011.
- [37] G. S. Dahan and I. Senol, "Corporate social responsibility in higher education institutions: Istanbul Bilgi University case," *American International Journal of Contemporary Research*, vol. 2, no. 3, pp. 95-103, 2012.
- [38] A. G. O. Wisnumurti, I. M. W. Candranegara, D. K. Suryawan, and I. G. N. Wijaya, "Collaborative governance: Synergy among the local government, higher education, and community in empowerment of communities and management of potential tourism village," *Advance in Economics, Business and Management Research*, vol. 154, pp. 112-115, 2019. <https://doi.org/10.2991/aebmr.k.201116.024>
- [39] F. Ciptosari, "Community based tourism : Best practices," *Report, December*, pp. 1-5, 2014.

- [40] E. Murdiyanto, "Community participation in the development of Karanggeneng tourist village, Purwobinangun, Pakem, Sleman," *SEPA: Jurnal Sosial Ekonomi Pertanian Dan Agribisnis*, vol. 7, no. 2, pp. 1-11, 2011.
- [41] S. Syazia, "Community empowerment through innovation of tourism village program in tanjung batu district." South Sumatra: Ogan Ilir Regency, 2022, pp. 1-20.
- [42] M. Jafar, "Community participation in the development of tourism villages in kadubungbang village, Cimanuk district, pandeglang regency," *Jurnal Kajian Administrasi Dan Pemerintah Daerah*, vol. 13, no. 7, pp. 1-12, 2018.
- [43] R. Wang, M. Dai, Y. Ou, and X. Ma, "Residents' happiness of life in rural tourism development," *Journal of Destination Marketing & Management*, vol. 20, p. 100612, 2021. <https://doi.org/10.1016/j.jdmm.2021.100612>
- [44] Y. Wengel, L. Ma, Y. Ma, M. Apollo, K. Maciuk, and A. S. Ashton, "The TikTok effect on destination development: Famous overnight, now what?," *Journal of Outdoor Recreation and Tourism*, vol. 37, p. 100458, 2022. <https://doi.org/10.1016/j.jort.2021.100458>
- [45] C. Bassano, S. Barile, P. Piciocchi, J. C. Spohrer, F. Iandolo, and R. Fisk, "Storytelling about places: Tourism marketing in the digital age," *Cities*, vol. 87, pp. 10-20, 2019. <https://doi.org/10.1016/j.cities.2018.12.025>