

Coconut Agrotourism Model Based on Local Wisdom for Empowerment of Lombok Coastal Communities

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Abstract

Coconut is a strategic commodity for the coastal communities of Lombok Island. However, its utilization remains dominated by the sale of raw materials, resulting in suboptimal added value and undermining its role in strengthening the local economy and socio-ecological resilience. This research aims to formulate a sustainable coconut agrotourism development model grounded in local wisdom to empower coastal communities. The approach is descriptive qualitative, based on secondary data obtained through content analysis and comparative literature studies of scientific publications, sectoral documents, and policy documents from 2015 to 2025. Literature samples were selected purposively using the snowball technique until information saturation was reached, then synthesized and validated using a sustainability framework and the principles of Community-Based Tourism. The study results indicate that the potential for coconut agrotourism in Lombok is very high, supported by a coastal agrarian ecosystem, local coconut-processing wisdom, and an active farming community. However, this potential is hampered by weaknesses in infrastructure, human resource capacity, institutions, and digital promotion. The proposed conceptual model emphasizes strengthening community capacity, empowering local institutions, diversifying coconut-based educational tourism products and packages, and quadruple helix collaboration to realize inclusive, competitive, and sustainable coconut agrotourism.

Keywords: coconut-based agrotourism; local wisdom; empowerment; community; sustainability

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INTRODUCTION

The agricultural sector has transformed through integration with tourism, specifically agrotourism, which has proven effective in strengthening rural economic resilience through income diversification (Baby & Kim, 2024; Zulgani et al., 2023; Pambudi et al., 2018). In addition to offering recreational and educational experiences, agrotourism plays an important role in preserving ecological values and local culture (Slamet et al., 2025; Sukes et al., 2024; Winia et al., 2019). Coconut (*Cocos nucifera* L.), as a leading commodity in tropical and coastal regions, has high economic value and is closely linked to the cultural practices of island communities, making it highly suitable for development as a basis for sustainable agrotourism (Atikadewi, 2024; Anindyajati, 2023; Maulidar et al., 2025; Wulandari & Widodo, 2022; Fitriani et al., 2023).

Successful coconut agrotourism development requires a sustainability framework that integrates economic, social, and environmental pillars (Baby & Kim, 2024; Dionysopoulou, 2020; Slamet et al., 2025). This approach is effectively implemented through the concept of Community-Based Tourism (CBT), which positions local communities as key actors in the planning and management

of local resources (Bhatta & Ohe, 2019; Mansyur & Ikhwan, 2025). Community empowerment rooted in local wisdom, including traditional practices in coastal resource management, has the potential to strengthen economic self-reliance while preserving the socio-cultural identity of coastal communities on Lombok Island (Wijayanti et al., 2021; Salim & Priyono, 2020; Astrini et al., 2018; Hidayat, 2018).

Despite its considerable potential, the development of coconut agrotourism in coastal areas such as Lombok Island continues to face structural and managerial challenges (Atikadewi, 2024; Zulgani et al., 2023). Farmers generally remain focused on upstream production activities and have yet to integrate tourism components into their agribusiness systems (Sharpley & Vass, 2006; Sukanteri et al., 2024). Additional constraints include weak institutional support, limited infrastructure, inadequate human resource capacity, and suboptimal promotion, highlighting the need for comprehensive and collaborative development strategies (Jayasinghe et al., 2024; Pambudi et al., 2018; Dionysopoulou, 2021).

Previous studies have extensively discussed agrotourism based on local commodities and community

empowerment; however, research that formulates a holistic model integrating coconut agrotourism, community empowerment, and local wisdom specifically within the coastal context of Lombok Island remains limited (Winia et al., 2019; Slamet et al., 2025; Mansyur & Ikhsan, 2025; Atikadewi, 2024; Hijriatin, 2025; Bhatta & Ohe, 2019; Baby & Kim, 2024). Therefore, this study aims to formulate a conceptual model for sustainable coconut agrotourism development, grounded in local wisdom and the empowerment of coastal communities on Lombok Island, to support economic strengthening and socio-ecological resilience (Slamet et al., 2025; Zulgani et al., 2023).

MATERIALS AND METHODS

Time and place of study

The collection of secondary data was conducted in November 2025, and data analysis was carried out as a non-field (desk) study within an academic setting. Data sources included publications from the Central Bureau of Statistics (Badan Pusat Statistik/BPS), national and international scientific journals, and regional strategic planning documents related to coastal agriculture and tourism development.

Research design

This study employed a qualitative descriptive approach using literature review and content analysis methods (Sugiyono, 2021). The approach was applied to identify, analyze, and synthesize concepts and models related to the development of coconut agrotourism, drawing on local wisdom from existing sources. The primary focus of the research was to formulate a holistic conceptual model derived from an in-depth review of scientific literature, sectoral data, and policy documents, without collecting primary field data.

Population and sample

The data population comprised all relevant scientific publications, policy documents, and statistical data related to coconut agrotourism and community empowerment. Data sources were selected using purposive sampling based on predefined criteria, including relevance to the research topic and a publication period between 2015 and 2025 (Sugiyono, 2021). The inclusion criteria consisted of:

1. Scientific publications (journals, books, and research reports) and policy documents published between 2015 and 2025;
2. Sources explicitly discussing community-based coastal agrotourism, empowerment of coconut farmers

or fishers, or sustainable tourism models based on local wisdom; and

3. Regional statistical data covering coconut production, socio-economic conditions of coastal communities, and tourist visitation on Lombok Island.

Sampling Technique

The literature search was further expanded using a snowball technique by examining the reference lists of key sources until information saturation was achieved. The process began with identifying core literature using keywords such as “coconut agrotourism,” “coastal community empowerment,” and “local wisdom-based tourism.” The search was discontinued when additional sources no longer provided significant conceptual insights (Sugiyono, 2021).

Research instrument

The primary research instrument was a manually developed content analysis guide in the form of an analytical matrix. This matrix was used to extract and categorize information from each source based on key aspects, including research focus, methodology, community participation models, institutional arrangements, and strategic recommendations. The research procedure consisted of three main stages: data collection, manual content analysis, and synthesis of findings to formulate a conceptual development model.

Data analysis

Data were analyzed using a manual qualitative content analysis, following three concurrent stages: data reduction, data display, and conclusion drawing (Sugiyono, 2021). Data reduction involved selecting and focusing on key information, while data display was performed by organizing the reduced data into analytical matrices to identify emerging patterns. Finally, conclusions were drawn through the synthesis of findings to formulate the proposed agrotourism development model.

To ensure the validity of the results, the synthesized model was validated through theoretical triangulation by comparing it with relevant theoretical frameworks, particularly the principles of Community-Based Tourism (CBT), to ensure conceptual consistency and robustness.

HASIL DAN PEMBAHASAN

Condition of Coconut Plantations on Lombok Island

Based on data from the Central Bureau of Statistics (Badan Pusat Statistik/BPS) of West Nusa

Tenggara Province (2024), the total area of smallholder coconut plantations on Lombok Island reaches approximately 46.7 thousand hectares, positioning coconut as a strategic commodity for the local economy. Major coconut plantation centers are predominantly located in coastal areas, particularly in West Lombok Regency (12,431.58 ha), East Lombok Regency (11,907 ha), and North Lombok Regency (11,490.32 ha) (Table 1).

Table 1. Area of Coconut Plantations on Lombok Island

Regency/City	Planted Area (ha)
East Lombok Regency	11.907
Central Lombok Regency	10.849,49
West Lombok Regency	12. 431,58
North Lombok Regency	11.490,32
Mataram City	36,87

Source: Badan Pusat Statistik Nusa Tenggara Barat (2024)

Potential for Agrotourism Development

A review of the literature indicates that the potential for coconut agrotourism development is very high and can generate new value-added opportunities for local regions. A study on coconut agrotourism design in Badung reported promising development prospects, supported by Indonesia's position as one of the world's largest coconut

producers, making coconut-based agrotourism a viable strategy for enhancing regional economic value and tourism attractiveness (Diani et al., 2019). Similarly, studies on avocado-coconut agrotourism in Jatisobo Village and peeled coconut development in Bojong Village emphasize that coconut-based processing and tourism packages can increase product prices, expand employment opportunities, and strengthen village positioning as agrotourism destinations (Nusantara, 2024; Cristine et al., 2024).

The development potential of coconut agrotourism is further reinforced by attractive coastal landscapes and the rich cultural heritage of local communities (Harudin et al., 2025). However, existing conditions indicate that integration between coconut agriculture and tourism remains limited (Utama, 2014). Tourism activities in Lombok's coastal areas continue to focus primarily on beach and marine tourism, while coconut plantations have not been optimally utilized as educational and experiential tourism attractions (Table 2). This gap persists despite the strong potential synergy between coastal landscapes, agricultural resources, and local culture, which collectively form a solid foundation for agrotourism development (Maulidar et al., 2025).

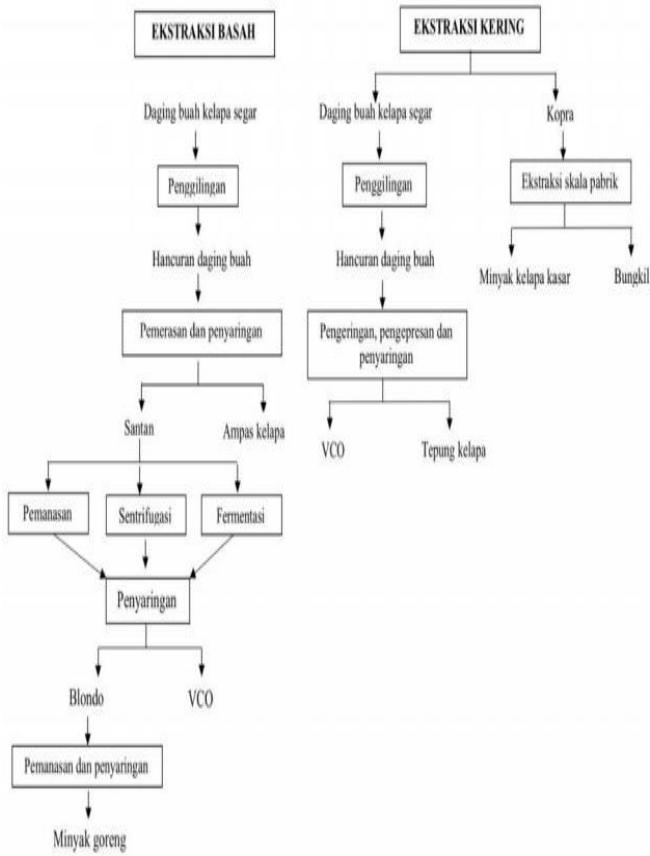
Table 2. Conditions and Potential for Coconut Agrotourism Development on Lombok Island

Aspect	Main Indicator	Value/Condition	Data Source
Land Area	Total area of smallholder coconut plantations on Lombok Island	± 46,7 ribu ha (2024)	BPS Provinsi NTB (2024)
Production Centers	Areas with the most extensive coconut plantations	West Lombok, East Lombok, North Lombok	BPS Provinsi NTB (2024)
Natural and Cultural Potential	Coastal landscapes, coconut processing traditions, and local wisdom	High potential for educational and cultural tourism attractions	Maulidar et al. (2025); Prayogi & Sari (2019)
Active Tourism Activities	Integration of coconut plantations with tourism packages	Tourism activities still focus mainly on beaches and natural attractions, with limited integration of coconut plantations	Utama (2014); Atikadewi (2023)

The disparity between regional potential and current development conditions aligns with findings from other regions in Indonesia, where agrotourism initiatives are often constrained by institutional weaknesses, limited community participation, and a lack of product innovation (Atikadewi, 2024; Wijayanti et al., 2021). Research in Bali identified insufficient government support and limited investment as fundamental barriers to the development of agrotourism (Utama, 2019). From a participation perspective, a study in Wakatobi revealed that although women's and youth groups were actively involved, overall

community participation remained uneven, limiting inclusive empowerment outcomes (Maulidar et al., 2025). Additionally, studies on coconut agrotourism in Badung highlighted monotonous facility designs and limited product variety, resulting in low visitor interest and underscoring the need for distinctive, innovative concepts (Diani et al., 2019). Therefore, coconut agrotourism development in Lombok requires integrated, locally distinctive tourism packages that offer unique visitor experiences (Nusantara, 2024).

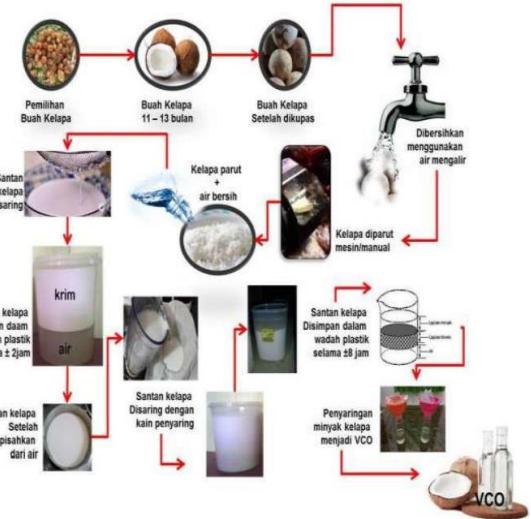
Coconut agrotourism development on Lombok Island should be firmly rooted in the local wisdom of coastal communities, particularly traditional practices associated with coconut utilization. Local wisdom, encompassing values, knowledge systems, and traditional practices, constitutes a valuable asset for developing competitive, creative cultural tourism that enhances local economies while preserving cultural identity (Zulhuda et al., 2025). Integrating cultural narratives and traditional practices into tourism packages through storytelling, live demonstrations, and hands-on experiences has been shown to enhance destination attractiveness and differentiation in various community-based ecotourism and agrotourism studies in Indonesia (Sriyadi, 2016; Sukesni et al., 2024).



Picture 1. Stages of Coconut Oil Processing (Source: Karouw et al., 2019)

Traditional coconut-based activities that can be transformed into authentic tourism attractions include the production of coconut oil and virgin coconut oil (VCO), coconut palm sugar, and various traditional foods such as sagon cakes, serundeng, cerorot cakes, and ketupat, often packaged in coconut leaves. Research conducted in Sokong Village, North Lombok, demonstrated that linking VCO production to tourism activities significantly increased household income and strengthened the village's identity as

a coconut-based tourism destination (Saehudin et al., 2023). Comparable outcomes were reported in Sunyalangu Village, Banyumas, where strengthening farmer groups and innovating in coconut sugar processing to produce granulated palm sugar variants enhanced product value. They reinforced the village's status as an agrotourism destination (Wijayanti et al., 2021).



Picture 2. Traditional Virgin Coconut Oil (VCO) Production Process (Source: Muntasir et al., 2023)





Picture 3. Coconut Palm Sugar Source : [Pratiwi et al., 2019](#)

Agrotourism development rooted in local wisdom, supported by strong community institutions, and strengthened by human resource capacity has strong potential to serve as a sustainable coastal empowerment model in economic, social, and ecological terms. Therefore, as a follow-up to this study, it is necessary to formulate integrated strategies for implementation, including:

- (a) Strengthening community capacity through regular training programs for farmers and community groups, particularly women and youth, covering processing techniques, agrotourism management, tour guiding, entrepreneurship, and local-wisdom-based storytelling. This strategy has proven effective, as evidenced by [Sulaiman et al. \(2019\)](#), who demonstrated that continuous training programs for farmer groups, women, and youth are key success factors in agrotourism and edutourism, enhancing technical competencies and community-based tourism service skills. [Budiasa & Ambarawati \(2014\)](#) further showed that community-based agrotourism develops effectively only when farmers are equipped with business management and tourism service training, while [Bhatta & Ohe \(2019\)](#) found that improving farmers' capacity through training increases their willingness to develop community-based agritourism.
- (b) Strengthening local institutions by promoting the establishment and facilitation of Village-Owned Enterprises (*Badan Usaha Milik Desa* BUMDes) focused on agrotourism management. The presence of such local institutions can create professional management systems and well-structured marketing chains. This strategy is effective, as demonstrated by [Sriyadi's \(2016\)](#) study of a local-wisdom-based agrotourism model in Kebon Agung, which showed that strong local institutions, such as farmer groups, women's groups, and village institutions, can optimize agricultural product processing, improve income distribution, and enhance the sustainability of agrotourism. [Barbieri \(2013\)](#) and [Schilling et al. \(2014\)](#) further emphasize that agrotourism managed through collective institutions (cooperatives or farmer

organizations) is more effective in increasing product value added, distributing risks, and strengthening farmers' bargaining positions in the market. In addition, [Budiasa & Ambarawati \(2014\)](#) highlight the critical role of farmer organizations and local institutions as key drivers in developing agrotourism areas integrated with sustainable farming systems, as demonstrated in Bali.

- (c) Developing innovative tourism packages by designing experience-based (*experiential tourism*) programs, such as coastal coconut plantation tours, workshops on coconut oil and virgin coconut oil (VCO) production, traditional food-making activities (including *sagon* cakes, *serundeng*, *cerorot* cakes, and *ketupat*), as well as culinary tourism integrated with marine attractions to create a holistic tourism experience. This strategy has been proven effective, according to [Pamulardi's \(2006\)](#) study, which found that experiential tourism and agro-edutourism concepts significantly enhance destination attractiveness because tourists not only observe but also actively participate and learn directly through activities such as harvesting, product processing, and cooking classes using local ingredients. Case studies in Bali demonstrate that tourism packages that combine agricultural attractions, local cuisine, and cultural narratives, such as Subak irrigation tours, salak orchards, and coffee plantations, significantly contribute to farmers' welfare and environmental conservation ([Budiasa & Ambarawati, 2014](#); [Utama, 2014](#)). Furthermore, [Mahaliyanaarachchi \(2016\)](#) and [Schilling et al. \(2014\)](#) confirm that innovative and interactive agrotourism packages increase tourists' length of stay, expand opportunities for direct sales of processed products, and strengthen the financial sustainability of farming enterprises.
- (d) Optimizing digital promotion by engaging younger generations in creating creative content and managing social media to promote coconut agrotourism, as well as establishing partnerships with online tourism platforms to expand market reach. This strategy is effective, as studies on educational tourism in Serang and Wonoharjo demonstrate that digital networks and partnerships with multiple stakeholders including government agencies, universities, and private institutions play a critical role in the successful marketing of agrotourism products and destinations, particularly through the use of social media and festivals as promotional tools ([Sulaiman et al., 2019](#); [Putri et al., 2015](#)). Research on community-based agrotourism across various regions in Indonesia further emphasizes that youth involvement in social media management and digital networking expands market access, strengthens village tourism branding, and supports

sustainable growth in visitor numbers (Giampiccoli & Kalis, 2012; Putri & Adinia, 2018).

CONCLUSION

The development of coconut agrotourism based on local wisdom in the coastal areas of Lombok Island has strategic potential to promote rural economic diversification, community empowerment, and social and ecological sustainability. This study indicates that successful development is driven by strengthened community capacity, inclusive local institutions, innovative experience-based tourism packages, and multi-stakeholder collaboration. From a practical perspective, the findings emphasize the need for support from local governments and relevant stakeholders to facilitate human resource training, strengthen village-owned enterprises (BUMDes) and community institutions, and optimize digital promotion. Future research is recommended to conduct empirical validation through field studies and to measure economic and social impacts in order to refine the proposed coconut agrotourism development model.

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