

POLARIZATION OF LOCAL COMMUNITY ORIENTATION TO THE DEVELOPMENT OF ECO-RURAL TOURISM IN KERINCI REGION, JAMBI PROVINCE, INDONESIA

Occy Bonanza¹, Ricky Avenzora², Elly Malihah³, and Rachmad Hermawan²

¹Ecotourism Study Program, School of Vocational studies, IPB University, Bogor, West Java, Indonesia 16128

²Department of Forest Resource Conservation and Ecotourism, Faculty of Forestry and Environment, IPB University, Ring Road Campus IPB Dramaga, Bogor, West Java, Indonesia 16680

³Department of Sociology Education, Universitas Pendidikan Indonesia Bandung, West Java, Indonesia 40141

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POLARIZATION OF LOCAL COMMUNITY ORIENTATION TO THE DEVELOPMENT OF ECO-RURAL TOURISM IN KERINCI REGION, JAMBI PROVINCE, INDONESIA. Rural areas are increasingly the focus of exploration by various stakeholders. However, local communities, as landowners in these regions, often do not reap the full benefits. This issue stems from their limited involvement in regional development and a lack of awareness about ongoing projects. Local communities play a crucial role in the success of rural development, and understanding their attitudes is vital. This study aimed to explore local community attitudes toward eco-rural tourism development in Kerinci Regency, Jambi Province. A closed-ended questionnaire, designed with a "One Score One Indicator" system, assessed various factors including socio-cultural aspects, conservation, ethnic politics, economics, regional development, tourism, and landscape ecology across six villages. The analysis of local community orientation was conducted using quantitative descriptive methods and One-Way ANOVA statistical tests. Results indicated a positive polarization in community attitudes across all villages, showing strong support for eco-rural tourism. By focusing on the identified indicators, local communities are motivated to collaborate and enhance their rural areas through eco-tourism initiatives. The findings suggest that these communities possess significant potential to develop their regions in line with eco-rural tourism principles. Additionally, the insights gained can inform the creation of eco-rural tourism programs that emphasize community involvement and leverage local strengths. This approach aims to ensure that rural communities benefit from the exploration and development occurring in their areas.

Keywords: Rural, eco-rural tourism, orientation, local community, polarization

POLARISASI ORIENTASI MASYARAKAT LOKAL TERHADAP PEMBANGUNAN ECO-RURAL TOURISM DI KABUPATEN KERINCI PROVINSI JAMBI. Kawasan pedesaan saat ini terus menjadi fokus eksplorasi oleh berbagai pemangku kepentingan. Namun, masyarakat lokal, sebagai pemilik lahan di daerah ini, sering kali tidak memperoleh manfaat sepenuhnya. Masalah ini disebabkan oleh keterlibatan mereka yang terbatas dalam proses pembangunan kawasan dan kurangnya kesadaran tentang aktivitas pembangunan yang sedang berlangsung. Masyarakat lokal memainkan peran penting dalam keberhasilan pembangunan pedesaan, dan memahami sikap serta peran mereka sangat penting. Penelitian ini bertujuan untuk mengeksplorasi sikap masyarakat lokal terhadap pengembangan eco-rural tourism di Kabupaten Kerinci, Provinsi Jambi. Kuesioner tertutup, yang dirancang dengan sistem "One Score One Indicator", menilai berbagai faktor termasuk aspek sosial budaya, konservasi, politik etnis, ekonomi, pembangunan daerah, pariwisata, dan ekologi lanskap di enam desa. Analisis orientasi masyarakat lokal dilakukan dengan menggunakan metode deskriptif kuantitatif dan uji statistik One-Way ANOVA. Hasil penelitian menunjukkan polarisasi positif dalam sikap masyarakat di semua desa, yang menunjukkan dukungan

* Corresponding author: occy_bonanza@apps.ipb.ac.id

yang kuat terhadap eco-rural tourism. Dengan berfokus pada indikator yang diidentifikasi, masyarakat lokal termotivasi untuk berkolaborasi dan meningkatkan daerah pedesaan mereka melalui inisiatif ekowisata. Temuan ini menunjukkan bahwa masyarakat ini memiliki potensi yang signifikan untuk mengembangkan wilayah mereka sesuai dengan prinsip-prinsip eco-rural tourism. Selain itu, hasil yang diperoleh dapat menjadi dasar terciptanya program eco-rural tourism yang menekankan keterlibatan masyarakat dan memanfaatkan kekuatan lokal. Pendekatan ini bertujuan untuk memastikan bahwa masyarakat pedesaan mendapatkan manfaat dari eksplorasi dan pembangunan yang terjadi di wilayah mereka..

Kata kunci: Rural, eco-rural tourism, polarisasi, masyarakat lokal

I. INTRODUCTION

Rural as the last repositories area is still the mainstay of exploration programs by various stakeholders. The last repository area is a utilization area whose existence should also be conserved according to its potential (Feisali & Niknami, 2021; Jaafar et al., 2014). Currently, many parties want to develop rural areas for various interests due to their potential, such as entrepreneurs who develop rural areas into commercial areas to acquire large profits, even though often create disparities for the local community (Aziz et al., 2018; Long & Nguyen, 2018; Ristić et al., 2019). Some academics use rural areas as their research object but do not contribute much to the local community, NGOs with the issue of environmental protection affecting many restrictions for local communities because they are often considered exploitation, even though they need a livelihood. As well as the government with its various development planning programs which are often not well-targeted (Furmankiewicz et al., 2021; Keyim, 2018).

Many parties engage in rural development, but they do not involve the local community (Nørgaard & Thuesen, 2021). This has resulted in various forms of regional development being not optimal and unable to prosper the local community in the area, for example in Jammu and Kashmir – India (Ramjit, 2015), Mourne – Northern Ireland (McCareavey & McDonagh, 2011), and Hesse – Germany (Kallert et al., 2021). Local communities usually lack of power and knowledge to develop their

area, so it is necessary to increase capacity and proper understanding regarding the direction of rural area development in accordance with their potential, so they will be able to continue to develop, be independent, and sustainable (Masud et al., 2017; Nørgaard & Thuesen, 2021).

Numerous rural development concepts are emerging, for example rural development based on agricultural-, local community-, nature-, local culture-, integrated rural development, and sustainable rural development (Amir et al., 2015; Rasoolimanesh et al., 2017). All concepts are positively aimed at realizing sustainable rural areas. Although for most cases of rural development, such as tourism villages, the desired sustainability purpose was not realized (Randelli & Martellozzo, 2019). This condition is one reason that led to the emergence of eco rural tourism concept that attempts to solve things that have not yet been seized from previous development concepts (Amir et al., 2015; Ristić et al., 2019).

Eco-rural and eco-rural tourism is a new concept offered to build sustainable rural areas with a demand approach (Park & Yoon, 2011). To create various added values, the village itself with its whole potential is the development subject on eco-rural concept. Eco-rural tourism development is aligned with rural area function (Derenne, 2008). Rural area has five important functions namely production, housing, recreational and tourism, environmental, and legacy functions.

Eco-rural tourism development requires the proper involvement of all stakeholders, particularly the local communities' involvement in the decision-making process of the tourism development process (Theobald, 2005). Participation in the local community is crucial for the following two reasons: (a) local communities will be the ones most impacted by tourist development; (b) local communities are thought to be crucial components that support the growth of tourism at each destination (Jaafar et al., 2015). Local communities' quality of life is enhanced and their cultural heritage is made sustainable via development and involvement in tourism and cultural heritage management (Amir et al., 2015; Jaafar et al., 2015; Sirisrisak, 2009).

The stakeholders' orientation involved is strongly influencing the development success or failure and one of them is the local community (Amir et al., 2015; Dorobantu & Nistoreanu, 2012). The goals of eco-rural tourism development consist of 3 aspects, namely: (a) to provide an awareness that the rural development subject is not just a tourism attraction, but the rural area itself, (b) to implement rural development orientation from the concept of bottom-up (local communities demand based on the unique potential), and (c) realizing sustainable rural development with tourism development based on the unique potential to obtain socio-cultural, ecological, and economical added value (Andreopoulou et al., 2014; Marzo-Navarro et al., 2015; Mcareavey & Mcdonagh, 2011).

The statement of "local communities must be the subject of the development of an area" provides a strong reason that knowing the polarization of the orientation of local communities is appropriate to study hence direction of regional development is in accordance with the concepts owned by local communities. In addition, local communities will be very enthusiastic in carrying out the development process if things are carried out in accordance with their expectations and they

will have a higher sense of responsibility in protecting the area (Longart et al., 2017; Manaf et al., 2018).

Efforts to identify characteristics of local community orientation towards ecotourism development are one strategy to increase local community participation development. The participation of the community is a basic manifestation of the spirit of self-reliance, where all actions stem from the demands or interests of the community itself (Sewell & Coppock, 1977). Since local communities play a significant role in the development of tourism, it is vital to take into account their attitudes and perspectives (Manaf et al., 2018; Prabhakaran et al., 2014; Tosun, 2000).

Two factors might be used to highlight how the idea of community participation has consistently evolved over the past few decades and become essential to the tourism development process: participation in decision-making and benefit-sharing (Tosun, 2000; Wartika & Fitriyah, 2017). One factor influencing how tourism develops is community engagement. This factor also shows how supportive the community is of tourism development, which is applicable to eco-rural tourism development. (Lee et al., 2018; Pfueller et al., 2011). The perception of the local community for the tourism impact highly depends on their involvement in the tourism activity (Jaafar et al., 2015; Prabhakaran et al., 2014). Through information sharing and emotional interactions with other communities and tourism stakeholders, local communities can enhance their sense of community and develop their self-development abilities. They can also obtain additional resources and economic benefits to improve their welfare through tourism-related activities (Chin & Lo, 2017; Ioannides, 2017; Nunkoo & Ramkissoon, 2012). Local communities with higher levels of tourism engagement are more likely to flourish through financial management and the maintenance of a positive view on life, which will lead to increased psychological well-

being and financial security (Baniya et al., 2018; Furmankiewicz et al., 2021). The perception of the benefits of tourism, such as monetary gains, abilities for self-improvement, and emotional bonds, further shapes the views of the local community toward tourism. Perceptions in the local community of the social, cultural, and economic benefits of tourism (Lee et al., 2018) as well as the enhanced sense of individuality, self-worth, and self-efficacy that result from it (Rosalina et al., 2021; Shen et al., 2019; Yu et al., 2020), play significant roles in affecting their attitudes toward tourism.

Several efforts can be made to increase local communities' involvement in rural tourism activities. One of them is the participation of nearby towns in tourism-related businesses, such as lodging, food service, and souvenir sales, which generate employment and boost local economies (Šegota et al., 2017; Shen et al., 2019), thereby improving communities' overall living conditions. According to Nicholas et al. (2009), involving locals in tourism management can improve environmental awareness and encourage local ecological protection. Participating in the community also means working together to achieve shared objectives, which is crucial for the local community and involves learning how to form strong relationships and constructive interactions. (Hwang et al., 2012; Keyim, 2018; Malihah & Setiyorini, 2019). Based on evidence those involved in tourism management aspects, such as programs for historical and cultural conservation, are more likely proud of their indigenous culture and traditions (Lee et al., 2018; Pfueller et al., 2011). The involvement can strengthen the community identity sense and belonging. Effective mediation of the competing interests of different interest groups can be achieved by community inclusion in tourism development and the general promotion of positive community relations (Liu et al., 2020; Sirisrisak, 2009; Wang et al., 2021).

According to Tosun (2000), community involvement is an important way to support communities in determining their needs, assessing developer or governmental decisions, and gaining decision-making authority over development. As a result, locals will act as true hosts and provide local solutions to issues. Greater involvement in tourist development by local communities typically views tourism as a key driver of personal fulfillment (Kim, 2018; Nunkoo & Ramkissoon, 2012; Volo, 2017; Wang et al., 2021). Participation in the community also gives residents the chance to encounter a variety of personalities from beyond their area, experience diverse cultures, and broaden their horizons. (Longart et al., 2017; Masud et al., 2017; Prabhakaran et al., 2014; Priatmoko et al., 2021). Stated differently, encouraging the local people to participate in tourist development will assist their ability to make educated judgments, enhance their cultural literacy, and live according to their values.

Several studies related to local communities in tourism and rural area development generally focus on identifying the participation and effect of tourism or development activities (post-development), for example in Rural Semnan Province – Iran (Egbali et al., 2011), Jinshitan – China (Yang et al., 2021), and Phoenix Ancient Town – China (Su et al., 2018). Meanwhile, this study focuses on analyzing local community orientation during earlier stages of eco-rural tourism development (pre-development). Therefore, research on the polarization of local community orientation towards eco-rural tourism development becomes relevant to be applied. Using case studies of six villages in the Kerinci Regency of the Jambi Province, this study seeks to investigate the polarization of local community orientation toward eco-rural tourism development among rural communities. How will be the pattern of local community orientation towards the eco-rural tourism concept? What is the polarization direction of local communities in the development of eco-rural tourism?.

II. MATERIAL AND METHOD

A. Research Location and Time of Data Collection

The research location was in Kerinci Regency, Jambi Province from December 2020 to October 2021. Geographically, Kerinci Regency is situated between 104°S to 2026°S and 10108°E to 101050°E, with north and west bordering West Sumatra, Bengkulu Province in the south and east bordering Merangin and Bungo Regency, Province Jambi. According to the results of the Bappeda-Litbang analysis (2020), Kerinci Regency covers about 6.64% (3,449.90 km²) of Jambi Province. Approximately 59.34% (2,047.03 km²) of Kerinci Regency is in Taman Nasional Kerinci Seblat-TNKS (Kerinci Seblat National Park) and 40.66% (1,401.87 km²) is residential and farming area. The villages in this study are topographically varied, with elevations between 500 m and 3,805 m above sea level and temperatures between 18.6°C and 28.9°C. The data collection location was 6 villages in 6 districts spread across Kerinci Regency, which include/close to the TNKS area, consisting of Danau Tinggi (Gunung Kerinci District), Mekarjaya (Kayu Aro District), Sawahan Koto Majidin (Air Hangat District), Koto Petai (Tanah Cogok District), Lempur Mudik (Gunung Raya District), and Pulau Sangkar (Bukit Kerman District). These six villages were selected based on the representation of village distribution in the Kerinci District spatially and by natural and cultural characteristics. In addition, these villages are development priority villages based on the Decree of the Minister of PDPT RI

No. 126 of 2017 regarding priority villages for village development targets. The results of this study are expected to be applied by the local community to develop eco-rural tourism optimally in their respective villages so that the desired sustainable rural area can be realized.

B. Methods

The samples of respondents in this study were selected using the purposive sampling method based on local community groups who play a direct role and have impacts on the eco-rural tourism development in their villages, the respondents consist of: (1) the general public, (2) traditional leaders, (3) Religious leaders/scholars from 6 villages. Thirty respondents were selected from each village, bringing the respondents total number to 180 people (Table 1).

C. Analysis

There are two analyses in this study, namely analysis of the orientation pattern of the local community on the eco-rural tourism concept and an analysis polarization of orientation of the local community towards eco-rural tourism developments:

1. Analysis of pattern of local community orientation of eco-rural tourism

The analysis was conducted to observe local communities' eco-rural tourism perception developed in the rural areas. Seven components, 49 criteria, and 343 indicators that were generated through the processing of diverse literature and field research on eco-rural tourism development were used to

Table 1. Number of respondents

Local community	Assessed village						Total
	Danau Tinggi	Mekar Jaya	Sawahan Koto Majidin	Koto Petai	Lempur Mudik	Pulau Sangkar	
General public	20	20	20	20	20	20	120
Traditional leaders	5	5	5	5	5	5	30
Religious leaders	5	5	5	5	5	5	30
Total	30	30	30	30	30	30	180

evaluate the perception of local communities (Table 2). For closed questionnaire data from each evaluated indicator criteria aspect, the One Score One Indicator Scoring System has been used. One Score One Indicator Scoring System analysis is a methodology of analysis that entails developing a number of questionnaires to gather information and assess different factors that researchers have identified (Avenzora, 2008). The scores on each aspect of eco-rural tourism were obtained with a range from 1–7 (development from 1-5 Likert scales).

- 1 = strongly irrelevant,
- 2 = irrelevant,
- 3 = somewhat irrelevant,
- 4 = neutral,
- 5 = somewhat relevant
- 6 = relevant,
- 7 = strongly relevant.

The relevance of eco-rural tourism concept can be represented by the score obtained. The higher the score, the more relevant the

idea of rural eco-tourism for implementation and development in rural area, and vice versa.

2. Local community analysis orientation on the eco-rural tourism development

Using quantitative descriptive approaches, an analysis of local community orientation perceptions of eco-rural tourism development was carried out. Polarization indications of local community orientation are assessed using comparative methods One Way ANOVA statistical test. Local community orientation polarization can be shown in the distinctive differences in a score of each village respondent's perception for aspects (criterias and indicators) of eco-rural tourism development. The P-value, or significant value, indicates average the score difference test. Local community orientation polarization is categorized into two categories, that is direct and scale polarization (Haribawa et al., 2020; Untari et al., 2019). The polarization orientation

Table 2. Aspects of assessment for eco-rural tourism concepts

No	Aspects	Assesment criteria
1.	Socio cultural	Life values and kinship, art, knowledge, communication and language systems, beliefs, and customary rituals.
2.	Conservation and environmental	The society relevances to the utilization, protection, and management of cultural, human, and natural resources.
3.	Ethnic Politic	Customary laws and sanctions, customary government systems and decision-making, traditional leaders and their elections, and community participation in traditional government.
4.	Economics	Natural resources and technology in the business/industry's raw material processing, production elements and marketing, incentives, community technical capabilities, and financial management knowledge.
5.	Regional development	Regional growth centers, regional development programs and factors, sustainable development, community participation, rural area infrastructure facilities, and rural development cooperation.
6.	Tourism	The accessibility of natural and cultural resources as tourist attractions, community involvement in the development of sustainable tourism, the availability of facilities and management activities at tourist objects/areas, and the added value of tourism activities.
7.	Ecological landscape	In addition to horizontal structures and natural and artificial landscape elements, structural dynamics and changes (horizontal and vertical) and landscape functions are also included.

of the local community has a positive value if the average value is more than or equal to 4 and otherwise a negative value if the average value is less than 4. The F-value and its significance value show the polarization scale's magnitude. The polarization scale is strong if the p-value is less than or equal to α or if the F-value is greater than or equal to the F-table. Conversely, if the p-value exceeds α or the F-value is smaller than the F-table, the polarization scale is low 3.

III. RESULT AND DISCUSSION

A. Validity and Reliability Test of Research Aspects

The validity and reliability tests results on the aspect of the local community orientation assessment were declared valid with r-value > r-table, and reliable with Cronbach Alpha > 0.65 (Table 3). The assessment aspect of the local community orientation can be analyzed further.

Table 3. Reliability and validity test of eco rural tourism aspects

Aspects	Product moment correlation (r)	Cronbach's Alpha
Socio-cultural	0.860**	0.956
Conservation and environmental	0.916**	0.951
Ethnic Politics	0.882**	0.954
Economics	0.923**	0.950
Regional development	0.940**	0.948
Tourism	0.875**	0.956
Ecological landscape	0.911**	0.953

Notes: **) Sig. (2-tailed) = 0.000 and p value < 0.05, r-value > r-table (0.160) = Valid Cronbach's Alpha > 0.65 = Reliable

B. Local Community Orientation Pattern on Eco-rural Tourism Concept

The eco-rural tourism concept of local community orientation pattern was observed from local community perception assessment towards indicator criteria relevance in

developing eco-rural tourism for their respective rural area. Based on the demands of rural areas, seven aspects are evaluated (Table 2) and decided (Altinay & Paraskevas, 2007; Pfueller et al., 2011). Local communities evaluate seven criteria in each area based on several studies and literature advancements.

1. Aspects of Socio-cultural

The various systems that were established and used in rural communities are connected to the socio-cultural aspects. There are seven criteria for assessment in this aspect: 1) system of community communication, 2) system of language, 3) system of art, 4) system of social life value, 5) system of kinship, 6) system of knowledge, and 7) system of traditional ritual and belief. Figure 1 displays the value of the local community's perception of criteria on socio-cultural aspects, with categories somewhat relevant to relevant (scores above 4). With an average score of 6.48, the social life value criteria system has the highest average. The criteria illustrate that on average local community agrees to maintain values, such as 1) mutual consensus in decision-making, 2) social life mutual cooperation, 3) social life sense of kinship, 4) social life tolerance, 5) social life manners, 6) local wisdom, and 7) applicable norms. This also can be interpreted as relevant criteria for eco-rural tourism development realization. Cultural values with their uniqueness and distinctiveness are the potential for local development (Takaendengan et al., 2022). The lowest average score of 5.94 is observed in traditional ritual and belief system criteria. This criteria describes the average local community agrees in conducting as follows: 1) appreciating ritual systems and beliefs, 2) gathering sources of ritual systems and beliefs, 3) utilizing ritual systems and beliefs in everyday life, 4) developing ritual systems and beliefs, 5) preserving all assets of ritual systems and beliefs, 6) disseminating ritual systems and beliefs to communities,

and 7) creating and/or optimizing the socio-cultural benefits of ritual systems and beliefs in everyday life. Based on the evaluated score, the criteria can be seen as relatively significant to the development of eco-rural tourism. Every village's local community has a unique perspective on each of the sociocultural elements that are being evaluated. However, the difference is not dominant, so the perception direction remains positive and relevant to be criteria in eco-rural tourism development.

2. Aspects of Conservation and Enviromental

Aspects of conservation and environmental include also conservation principles: protection, utilization, and management.

There are seven criteria assessed in the aspect: 1) natural resources protection, 2) cultural resources protection, 3) natural resources utilization, 4) cultural resources utilization, 5) natural resources management, 6) cultural resources management, and 7) human resources management. The local community's perspective on environmental elements and conservation is shown in Figure 2, along with pertinent categories (score above 5). The category for protecting natural resources (A) receives the highest average score, 6.47. This criteria describes that on average local community agrees that they need to take actions including: 1) protecting conservation areas, 2) protecting clean water sources, 3) protecting the diversity of flora species, 4) protecting the diversity

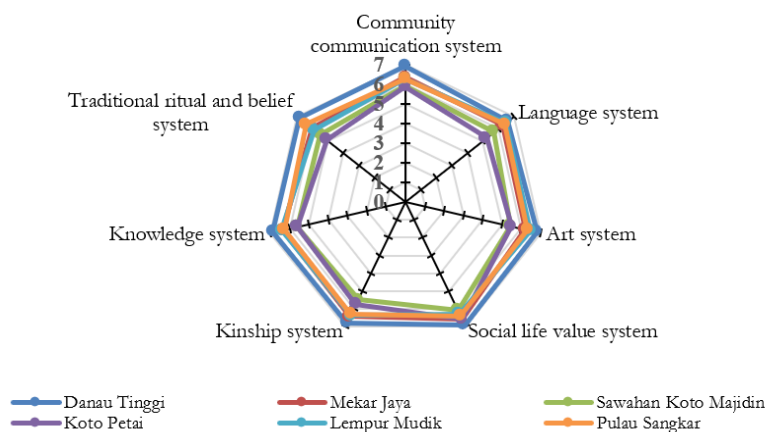


Figure 1. Local community perception of socio-cultural aspect

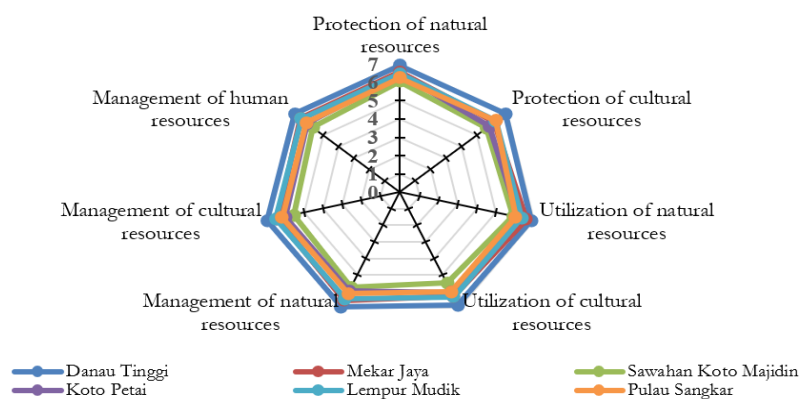


Figure 2. Local community perception of conservation and environmental aspect

of fauna species, 5) protecting the diversity of geophysical potential, 6) protecting land agriculture/fields/farming, and 7) protecting natural resources that are milestones in the enforcement of customary trust order. Based on the assessment, the criteria are relevant to one of the requirements in eco-rural tourism development. Like other criteria, local community perceptions show an average score of > 6 (6.15 – 6.30). In conclusion, the growth of eco-rural tourism is impacted by all of the conservation and environmental criteria.

3. Aspects of Ethnic Politics

The impact of rural communities' customs on their way of life is one aspect of ethnic politics. This aspect was cascaded to seven criteria: 1) traditional leader, 2) election of a traditional leader, 3) customary law, 4) customary sanction, 5) customary government system, 6) customary decision making, and 7) roles of the community towards customary government. The value of the local community's assessment of the relevant categories (scores over 5) for ethnic politics criteria is shown in Figure 3. With an average score of 6.38, the customary law criteria obtain the highest rating. This criterion describes the average local

community agrees that local communities need to understand customary laws such as 1) marriage law, 2) property division law, 3) dispute resolution, 4) violations of ethics/norms, 5) social order law, 6) economic order law, and 7) development order law. Ethnic political conditions in each village can be different as well as their implementation due to the pattern held for generations, but all agree that ethnic politics was one of the aspects of an important role for rural area development. It can be concluded that the criteria evaluated by the local community on ethnic politics elements are relevant to the development of eco-rural tourism, while other criteria also show an average score of > 6 (6.20 – 6.35).

4. Aspects of Economic

Aspects of economic assessment will display the extent to which people can understand the production activities in the community to improve the community's economy. In this aspect there are seven criteria for assessment: 1) natural resources as raw material for business/industry, 2) traditional equipment/technology for processing raw material, 3) aspect of production, 4) network marketing, 5) knowledge of financial management, 6) community incentive, and

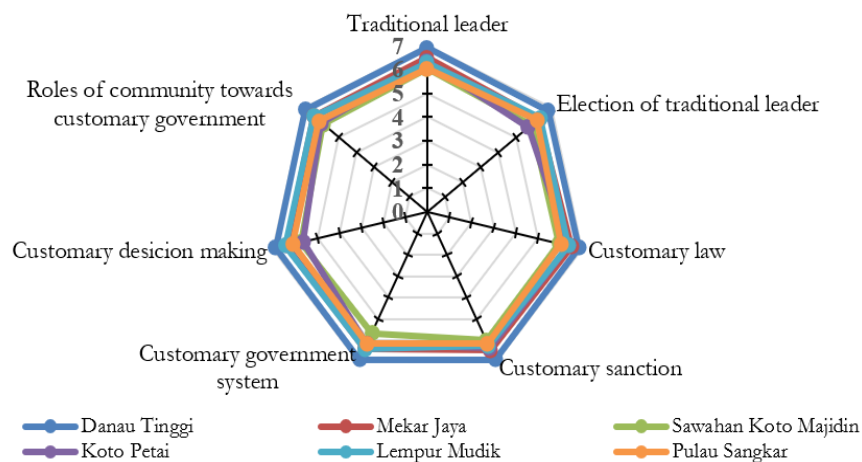


Figure 3. Local community perception of ethnic politics aspect

7) community technical skill. Figure 4 shows the relevance of the local community's perception of the economic aspect criteria, with a score over 4 indicating a somewhat important category. With an average score of 6.26, the community technical skills criteria have the highest average. According to the criteria, the local community acknowledges that in order to achieve eco-rural tourist development, the following actions are necessary: 1) know types of technical skills, 2) determine technical skills requirement, 3) have a training program to improve technical skills, 4) have partners for human resource distribution for each skill, 5) set standards of technical skills, 6) develop businesses according to technical skills, and 7) develop the integration of technical skills with other skills. The lowest average score of 5.92 is observed in the marketing network criteria. This criterion describes local community knows about niche markets for products owned by rural communities to develop eco-rural tourism. Figure 4 also shows the differences in people's perceptions between villages do not affect the value of relevant aspects which remain positive.

5. Aspects of Regional Development

A crucial factor in determining the course of rural development is the observation of

regional development characteristics. The seven factors that contribute to sustainable rural development are 1) rural community engagement in development, 2) regional development program, 3) center for rural area growth, 4) sustainable rural development, 5) rural area infrastructure, and 6) rural area development cooperation. Figure 5 shows that the local community perception value of criteria on regional development aspects is positive with somewhat relevant categories (scores above 4). With an average score of 6.34, participation in rural community criteria has the highest average. These requirements show that the local community consents to carry out the subsequent actions for the development of rural areas: 1) realizing the importance of participation, 2) creating participation patterns and system, 3) determining resource and needs allocation for participation, 4) increasing the knowledge capacity for participation, 5) developing strategies to strengthen participation, 6) developing strategies for participation program implementation, and 7) developing participation integration among stakeholders in rural development. The assessment can also consider the criteria to be relevant to eco-rural tourism development. Meanwhile, the lowest average score of 5.93, which means somewhat relevant in developing

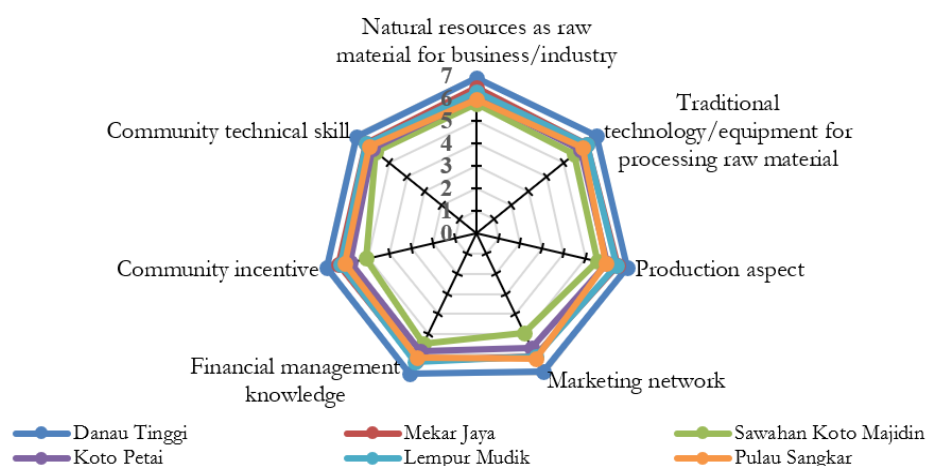


Figure 4. Local community perception of economic aspect

eco-rural tourism, is observed in the criteria of regional development factor. The indicators in this criteria are as follows: rural communities need to elaborate: 1) regional development grand design, 2) development harmonization patterns among clusters within regional areas, 3) regional development pattern implementation, 4) participatory funding pattern, 5) providing facilities and information pattern, 6) providing qualified human resources pattern, and 7) using a community innovation development pattern to boost regional development's competitiveness.'

6. Aspects of Tourism

Since tourism adds value to the potential of rural communities, it is one of the key components in the development of eco-rural tourism. The following seven criteria can be used to characterize the assessment for this aspect: 1) the availability of natural potential as a tourist attraction; 2) the availability of cultural potential as a tourist attraction; 3) the availability of facilities at the tourism object or area; 4) tourism activity; 5) management activities related to the tourism object or area; 6) value addition to the tourism activity; and 7) development of sustainable rural

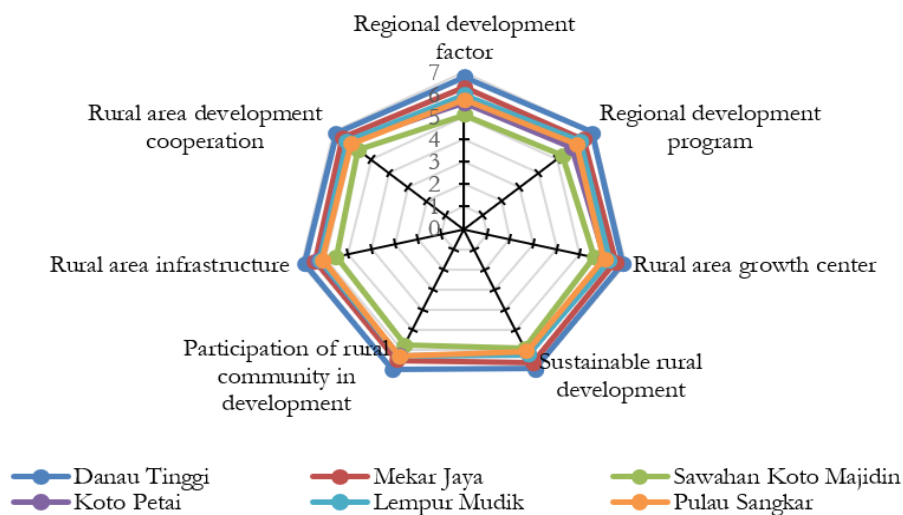


Figure 5. Local community perception of regional development aspect

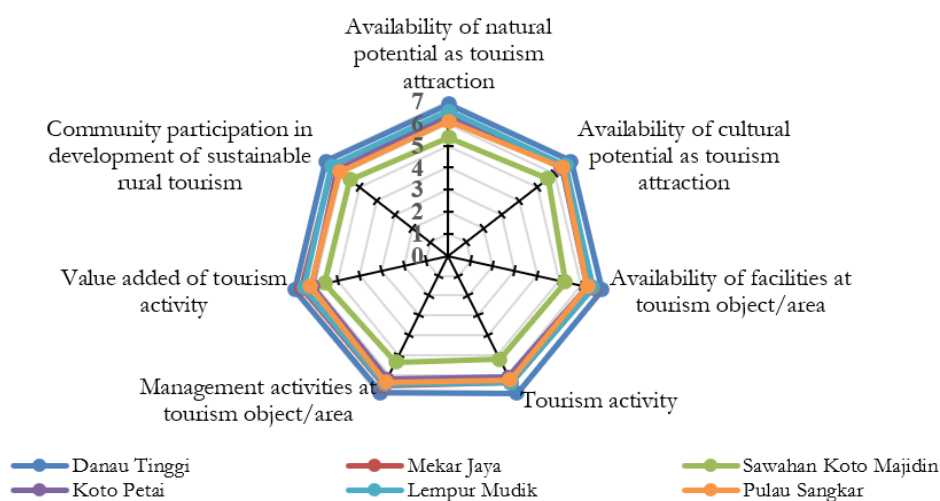


Figure 6. Local community perception of tourism aspect

tourism community participation. Figure 6 displays the perception value of the local community towards tourism aspects criteria with relevant categories (scores above 5). The criterion with the highest average score, 6.39, is the availability of cultural potential as a tourist destination. The criteria show that local communities agree that it is necessary to: 1) identify the types and diversity of cultural potentials, 2) identify the spread of cultural potential, 3) develop open access to cultural potential, 4) protect the uniqueness and authenticity of cultural potential, 5) understand the sensitivity of cultural potential, 6) develop patterns of utilization of cultural potential, and 7) understand the socio-cultural functions available for tourism attraction. The evaluation's findings show that the criteria are pertinent to the growth of eco-rural tourism. The average score for the remaining criterion is likewise shown in Figure 6 and spans from 6.20 to 6.32, indicating that all criteria related to the tourist component are pertinent to the development of eco-rural tourism.

7. Aspects of Ecological Landscapes

The structures, elements, dynamics/changes in structure, and changes in function in rural areas are covered in the aspects of

ecological landscape. Seven criteria are evaluated, which include: 1) partially natural elements, 2) artificial elements, 3) horizontal structures of natural and artificial landscape composition, 4) horizontal structures of artificial landscape composition, 5) dynamics and changes in the composition of vertical landscape structure, 6) dynamics and changes in the composition of horizontal landscape structure, and 7) dynamics and changes in the function of the landscape. Figure 7 displays the perception value of the local community towards ecological landscape aspects criteria with relevant categories (scores above 5). Natural landscape elements criteria have the highest average score of 6.15. This criteria indicates that local people agree it is necessary to conduct the following item as relevant for eco-rural tourism development: 1) knowing and identifying natural landscape elements variety and characteristics, 2) knowing and identifying natural landscape elements location and distribution, 3) knowing and applying natural landscape elements patterns of utilization, 4) knowing and applying natural landscape elements patterns of maintenance, 5) knowing and understanding natural landscape elements functional patterns, 6) knowing and understanding natural landscapes aesthetic

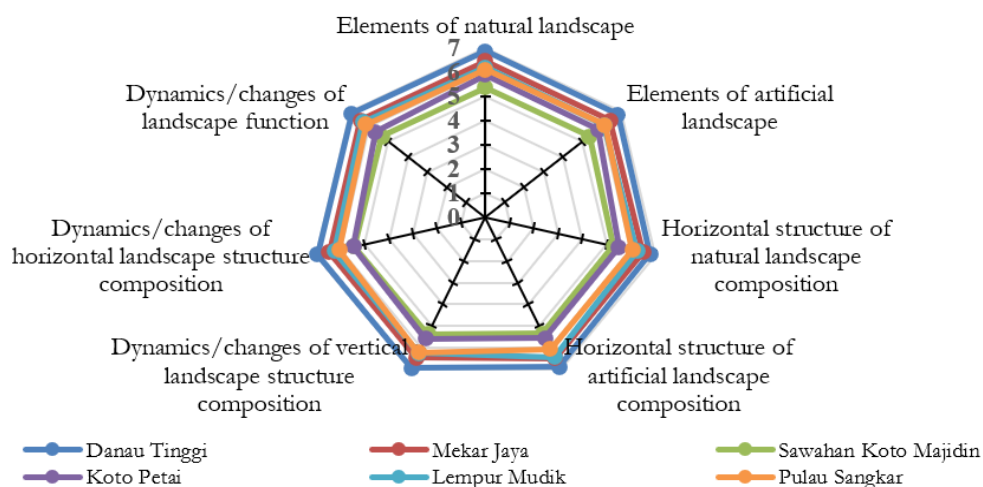


Figure 7. Local community perception of ecological landscape aspects

patterns, and 7) knowing and understanding patterns of interaction between diverse elements of the natural landscape of rural area. The stakeholder's contribution to the development of natural landscapes is vital to eco-rural tourism development including an unfamiliar element to the general public (Dewi et al., 2022). The average score for the remaining criteria in Figure 7 is similarly higher than 6, indicating that all of the criteria are pertinent to the development of eco-rural tourism. Differences in community perceptions among villages do not affect the value of relevant aspects that remain positive.

C. Local communities polarization towards eco-rural tourism development

Overarching guidance for nearby communities Polarization orientation is positive (score > 4) with respect to the eco-rural tourist development idea. The local communities concur that certain components of the eco-rural tourism concept are pertinent for the development of sustainable rural areas, as indicated by the average score of more than six on each facet. Figure 8 shows a summary of the polarization direction of all areas of the development of eco-rural tourism.

Table 4 displays the differences in scores for each respondent group based on the significant

Table 4. Difference test of local community orientation score towards eco-rural tourism development

Aspects	Test Parameters		
	Mean	F-calculated	Sig.
Socio-cultural	6.18	21.580	0.000
Conservation and environment	6.28	19.333	0.000
Ethnic politics	6.30	14.244	0.000
Economics	6.17	21.402	0.000
Regional development	6.22	20.891	0.000
Tourism	6.31	19.928	0.000
Ecological landscape	6.12	22.887	0.000

Notes: Description: If F-calculated $\geq$ F-table or p-value or Sig $\leq$ 0.05, there is a noticeable difference in the average value. F-table for $\alpha = 0.05$; df (6; 150) is 2.16

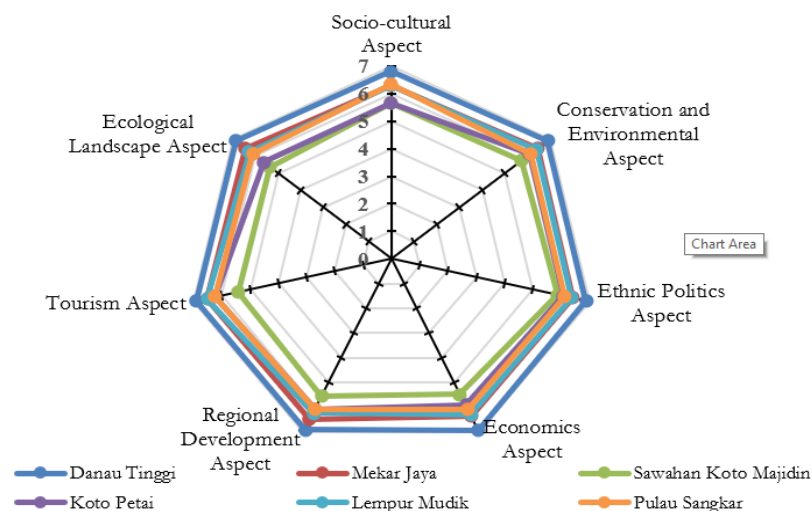


Figure 8. Eco-rural tourism development polarization

value ($p\text{-value} < 0.05$ or $F\text{-value} \geq F\text{-table}$) for each aspect of the polarization scale. The significance value of the polarization scale in the table indicates a strong intensity. This suggests that local populations are interested in seeing eco-rural tourism grow in their regions.

With an average score of 6.31, the polarization direction of tourist features is shown in Table 4, indicating that the local people believed that tourism factors would add value to the area. The availability of natural potential, cultural potential, facilities, and tourism activities bolstered by effective management practices and local community involvement in the development of sustainable rural tourism results in added value. Natural and cultural tourism are the most popular tourist attractions in rural areas (Leduc et al., 2021). With a score of 6.30, Table 4 further demonstrates the favorable direction of polarization in the ethnic politics element. The existence of traditional leaders in communities other than recognized regional leaders, the election of traditional leaders, customary laws, and customary punishments administered in rural regions can all be seen as indicators that the dynamics of ethnic politics are inextricably linked to local community life (Kallert et al., 2021).

Local communities assessed that in the eco-rural tourism development, conservation and environmental aspects, regional development aspects, socio-cultural aspects, economic aspects, and ecological landscape aspects also need to be fulfilled (Dorobantu & Nistoreanu, 2012). Polarization is positive (average score of 6.28) on conservation and environmental aspects, meaning that the community must apply conservation principles, namely protection, utilization, and management of natural and cultural resources (Haribawa et al., 2020). The feature of regional development that is also favorable (average score of 6.22) indicates that in order to make rural regions sustainable, local communities need to be actively involved in articulating regional development factors and programs, understand the hub of rural growth, and work together with infrastructure facilities

(Leduc et al., 2021; Ramjit, 2015). Positive polarization, which has an average score of 6.18 in the sociocultural domain, indicates that the sociocultural order and value system that has grown within society must be preserved since they have been deeply ingrained in the fabric of society. The idea of eco-rural tourism will ultimately be strengthened by the application and maintenance of the following socio-cultural aspects: systems of community communication, language, art, social life values, kinship, knowledge, and traditional rituals and beliefs (Ahamed, 2018).

Polarization of economic aspects also has a positive direction (average score is 6.17). Local people need to understand the natural resources they have that serve as raw materials for business/industry. Raw materials processing using traditional equipment and modern technology must be synergized. Local people should maintain traditional methods of processing patterns which is their local wisdom. In addition, the people also need to understand the production aspects, marketing network, and management financial (Drăgulănescu & Ivan, 2012; Qiu et al., 2019). When creating eco-rural tourism, the ecological landscape aspect serves as a benchmark as well. Local communities must comprehend the state of the landscape, which is made up of both natural and artificial landscape elements, horizontal and vertical structures, and structural dynamics and changes that can create a landscape typical for the area, according to the aspect positive direction (average score of 6.12). The more distinctive a rural location is, the more value can be created (Carneiro et al., 2015; Lu et al., 2020).

The result shows that most local communities in all villages want eco-rural tourism development in their respective village areas which is expected can increase socio-cultural, economic, and ecological value in the community. According to Efendi (2002:2), development must be planned and oriented towards community development, which is also relevant to Shaffer et al. (2004). Development is a gradual, sustainable process that involves

intensifying, adjusting, and developing resource use to support people and communities. Collaboration and quality of cooperation among stakeholders are also essential to the effective and long-term development of eco-rural tourism (Munajat et al., 2022). The plan of action to keep the polarization trending in a favorable way is to keep educating the local population about the significance of routinely evaluating the application of eco-rural tourism criteria and indicators in their village areas.

IV. CONCLUSION

Polarization direction in eco-rural tourist growth can be ascertained using information on local community orientation. According to the perspective of the local community, the idea of eco-rural tourism in the development of rural areas was pertinent and should be implemented in each of their communities. Tourism, ethnic politics, environmental conservation, regional development, socio-cultural, economic, and ecological landscape characteristics are the factors that become the local community's strength in eco-rural development. Based on the orientation of the local community, the polarization direction of eco-rural tourist growth exhibits a strong polarization scale and a positive direction. This indicates that local communities have decided to work together to use the developed indicators to transform their rural areas into eco-rural tourism.

The idea of eco-rural tourism offers local communities a wonderful opportunity to improve their rural areas. The construction can improve the quality of life in the neighborhood and create a sustainable rural area. The best way to keep the polarization trend going in the right direction is to keep educating the locals about the significance of evaluating the application of eco-rural tourism criteria and indicators in their villages on a regular and ongoing basis. The stakeholders with policy-making roles should initiate planning for local community involvement in each step of programs, allocate a proper budget for promoting eco-rural

tourism-based development, and generate a committee to evaluate program implementation in a timely manner. Local communities are not the only determinants of polarization direction in rural area development, therefore a common understanding is needed among other stakeholders related to the eco-rural tourism development to realize it according to its purpose.

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