

## **Strategy for Developing Ecotourism in the Imbo Putui Customary Forest Petapahan, Tapung District, Kampar Regency, Riau**

### **Strategi Pengembangan Ekowisata Hutan Adat Imbo Putui Petapahan Kecamatan Tapung Kabupaten Kampar, Riau**

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#### **ABSTRACT**

Forests are important in human life because they have ecological, social, and economic functions. One way to utilise forest environmental services to preserve the environment and increase income is to manage them as ecotourism sites. One area with ecotourism potential that needs to be developed in Kampar Regency is the 251-hectare Imbo Putui Customary Forest. Despite its diverse potential, the development of Imbo Putui Customary Forest Ecotourism faces several challenges, such as human resources for management and tourism infrastructure facilities. The location of this study is the Imbo Putui Petapahan Customary Forest Ecotourism site. This study aims to analyse the existing ecological, social, and economic conditions of the Imbo Putui Customary Forest Ecotourism potential and formulate a development strategy for the Imbo Putui Petapahan Customary Forest Ecotourism. This study uses a mixed methods approach with a qualitative dominance. Primary data was collected directly from the field through interviews, questionnaires, and observations. The existing conditions were measured using purposive sampling and qualitative descriptive analysis. Meanwhile, the ecotourism development strategy was formulated using SWOT analysis. The analysis results show that the strategic position for implementing Imbo Putui Customary Forest Ecotourism is quadrant I, namely the S-O (Strengths-Opportunities) strategy. The strategies that can be applied are to develop integrated tourism packages based on attractions, activities, and digital promotion; utilise local wisdom and area zoning as ecotourism educational material; optimise forest legality to expand stakeholder cooperation and program support; and make tree diversity and flora and fauna protection the basis for educational tourism and research.

**Keywords:** Ecotourism, SWOT Analysis, Development Strategy, Customary Forest

#### **ABSTRAK**

Hutan memiliki arti penting dalam kehidupan manusia karena hutan mempunyai fungsi ekologis, sosial dan ekonomis. Salah satu pemanfaatan jasa lingkungan hutan guna menjaga kelestarian lingkungan dan menambah pendapatan adalah mengelolanya sebagai ekowisata. Salah satu yang memiliki potensi ekowisata dan perlu dikembangkan di Kabupaten Kampar adalah hutan Adat Imbo Putui dengan luas 251 Ha. Dibalik potensi yang beragam, Ekowisata Hutan Adat Imbo Putui memiliki beberapa tantangan dalam pengembangannya seperti SDM Pengelola dan fasilitas sarana prasarana wisata. Lokasi yang menjadi objek penelitian adalah Ekowisata Hutan Adat Imbo Putui Petapahan. Adapun tujuan penelitian adalah untuk menganalisis kondisi eksisting ekologi, sosial dan ekonomi potensi Ekowisata Hutan Adat Imbo Putui dan strategi pengembangan Ekowisata Hutan Adat Imbo Putui Petapahan. Penelitian ini menggunakan pendekatan *mixed methods* dengan dominan kualitatif. Data primer diperoleh langsung dari lapangan melalui wawancara, kuesioner, dan observasi. Untuk pengukuran kondisi eksisting potensi dilakukan secara *purposive sampling* dengan menggunakan analisis deskriptif kualitatif. Sedangkan untuk merumuskan strategi pengembangan ekowisata menggunakan analisis SWOT. Hasil analisis menunjukkan posisi strategis pengembangan Ekowisata Hutan Adat Imbo Putui berada pada kuadran I yaitu strategi S-O (*Strength-Opportunities*). Strategi yang dapat diterapkan adalah mengembangkan paket wisata terpadu berbasis daya tarik, aktivitas dan promosi digital, memanfaatkan kearifan lokal dan zonasi kawasan sebagai materi edukasi ekowisata, mengoptimalkan legalitas hutan untuk memperluas kerjasama *stakeholder* dan dukungan program serta menjadikan keanekaragaman pohon dan perlindungan flora fauna sebagai basis wisata edukatif dan riset.

**Kata Kunci:** Ekowisata, Analisis SWOT, Strategi Pengembangan, Hutan Adat

## INTRODUCTION

Forests have crucial ecological, social, and economic functions for human life, including providing environmental services that support life support systems and sustain the economy (Simarmata & Tarigan, 2023). One form of growing environmental utilisation is ecotourism, which uses areas as natural tourist attractions while maintaining sustainability (Tottong, 2023). Ecotourism is a strategic sector that integrates environmental conservation, cultural preservation, and community empowerment (Angela, 2023). According to Arida (2017), ecotourism is not only recreation-oriented but also contains elements of education, understanding, and support for nature conservation efforts.

One area with potential for ecotourism development is the Imbo Putui Customary Forest in Kampar Regency, Riau, covering an area of 251 ha, which has been established through the Decree of the Minister of Environment and Forestry Number 7503/MENLHK-PSKL/PKTHA/KUM.1/9/2019. The Kenegerian Petapahan indigenous community manages this area based on customary law and local wisdom (Lestari, 2022). The Imbo Putui Customary Forest has bio-physical attractions such as tropical forests, rivers, natural scenery, and potential for educational tourism, trekking, camping, and traditional bathing based on customs (Simatupang, 2023). Based on an interview with Said Afrizal, Head of the Tourism Awareness Group, the current number of visitors ranges from 100 to 200 people per month. With its good environmental quality and beautiful landscape, the community often uses the forest area as a recreation and tourism area (Agustian, 2024).

However, ecotourism development in the Imbo Putui Customary Forest still faces challenges, such as limited facilities, suboptimal community involvement, a lack of structured tour packages, and inadequate human resource capacity in ecotourism management. The economic impact on local communities is also limited. If not managed properly, environmental degradation and the loss of traditional values can occur. Therefore, a comprehensive, sustainable, and environmentally-friendly ecotourism development strategy is needed, considering social and economic aspects and involving the active participation of the community, government, and stakeholders.

## MATERIALS AND METHODS

This study used a mixed-method approach, primarily qualitative. This approach was chosen to combine the strengths of qualitative and quantitative data, thereby providing a more comprehensive picture of the development strategy for Imbo Putui Petapahan Indigenous Forest Ecotourism in Tapung Subdistrict, Kampar Regency, Riau Province. Qualitative methods explored various stakeholders' views, experiences, and knowledge, including residents, community managers, government agencies, and experts. Quantitative methods, in particular, were used to obtain numerical data to support the analysis, specifically through surveys of research respondents.

### Research Location

This research was conducted from March 2025 to May 2025 at the Imbo Putui Customary Forest Ecotourism Site in Petapahan Village, Tapung District, Kampar Regency, Riau Province. Geographically, the research location is located at coordinates 0° 33' North Latitude to 0° 32' South Latitude and 101° 7' West Longitude to 101° 4' East Longitude.

### Types and Sources of Research Data

The primary and secondary data in this study are primary and secondary data. Primary data was obtained directly in the field through in-depth interviews with key informants, questionnaire surveys, observation of conditions in the area, and documentation of ecotourism facilities and activities. Meanwhile, secondary data was collected from official documents, reports from relevant agencies, journals, books, village statistics, and archives of the Imbo Putui Customary Forest Management Institution. Primary data was used as the main source for answering research questions, while secondary data strengthened the analysis, provided context, and compared research findings.

### Sampling Techniques

This study used purposive sampling for qualitative informants, including indigenous peoples, managers, relevant agencies, and academics who understand the situation of Imbo Putui Indigenous Forest Ecotourism. The number of informants was determined through snowball sampling until the saturation point was reached.

Meanwhile, for quantitative respondents, accidental sampling was used, involving tourists who happened to be encountered at the research location and were willing to participate. The number was adjusted based on the average visitor population and the research period.

### Data Collection Techniques

Data collection in this study was conducted using qualitative and quantitative approaches through observation, interviews, questionnaires, and documentation studies. Primary data was used to analyse the ecotourism area's ecological, social, and economic conditions, including natural attractions, tourism activities, biodiversity, management institutions, facilities, accessibility, community involvement, economic opportunities, and local products. Secondary data was obtained from official documents of relevant agencies to strengthen the analysis. In addition, internal and external factors were identified to formulate a strategy for developing ecotourism in the Imbo Putui Customary Forest.

### Data Analysis Techniques

Data analysis in this study was conducted using a qualitative descriptive approach to examine the ecological, social, and economic conditions of the Imbo Putui Customary Forest Ecotourism area, including tourist attractions, biodiversity, institutions, facilities, accessibility, and local economic opportunities. SWOT analysis was applied to formulate development strategies by identifying internal factors (strengths and weaknesses) and external factors (opportunities and threats). These factors were then processed using the IFAS–EFAS matrix and mapped onto a Cartesian diagram to determine the strategic position of the ecotourism area. The results of this analysis form the basis for formulating alternative strategies (SO, ST, WO, WT) to support sustainable ecotourism development.

## RESULT AND DISCUSSION

### IFAS Matrix Analysis

Based on the results of the IFAS Matrix analysis, the main internal strengths of Imbo Putui Customary Forest Ecotourism include natural attractions, types of tourist activities, tree diversity, local community wisdom, availability of zoning areas, protection of flora and fauna, and the legal status of the forest. The total strength score obtained was 2.62, indicating that the internal potential of the area is relatively strong to support ecotourism development. On the other hand, its weaknesses include limited tourism facilities and infrastructure, weak institutional management, low understanding of ecotourism among managers, low income levels, and relatively low educational backgrounds, with a final score of 0.38. Overall, the total score of 3.00 indicates that the internal conditions of Imbo Putui Ecotourism are dominated by strengths rather than weaknesses, thus providing a solid foundation for formulating appropriate development strategies. For more details, see Table 1.

Table 1. IFAS matrix analysis.

| No          | Strength                              | Weight | Rating | Score |
|-------------|---------------------------------------|--------|--------|-------|
| 1           | Ecotourism appeal                     | 0.12   | 4      | 0.48  |
| 2           | Type of tourism activity              | 0.12   | 4      | 0.48  |
| 3           | Tree species diversity                | 0.09   | 3      | 0.27  |
| 4           | Local community wisdom                | 0.13   | 4      | 0.52  |
| 5           | Availability of zoning areas          | 0.10   | 3      | 0.30  |
| 6           | Flora and fauna protection            | 0.10   | 3      | 0.30  |
| 7           | Forest legality status                | 0.09   | 3      | 0.27  |
| Total       |                                       |        |        | 2.62  |
| No          | Weaknesses                            | Weight | Rating | Score |
| 1           | Facilities and infrastructure         | 0.06   | 1      | 0.06  |
| 2           | Institutional management              | 0.06   | 1      | 0.06  |
| 3           | Managers' understanding of ecotourism | 0.05   | 2      | 0.10  |
| 4           | Managers' income level                | 0.03   | 2      | 0.06  |
| 5           | Manager's education level             | 0.05   | 2      | 0.10  |
| Total       |                                       |        |        | 0.38  |
| Total Score |                                       |        |        | 3.00  |

### EFAS Matrix Analysis

Based on an assessment of external factors, accessibility, stakeholder collaboration, employment and

business opportunities, ecotourism potential, tourism promotion, and education and training are categorised as opportunities for the development of Imbo Putui Customary Forest Ecotourism. Meanwhile, the availability of marketable local products, funding constraints, community involvement, forest rehabilitation programs, land clearing, and forest and land fires are categorised as threats. The total opportunity score is 2.15, while the threat score is 0.57, resulting in an overall EFAS score of 2.72. Details are presented in Table 2.

Table 2. EFAS matrix analysis

| No.         | Opportunities                                | Weight | Rating | Score |
|-------------|----------------------------------------------|--------|--------|-------|
| 1           | Accessibility                                | 0.11   | 3      | 0.33  |
| 2           | Stakeholder Cooperation                      | 0.14   | 3      | 0.42  |
| 3           | Employment and business opportunities        | 0.11   | 4      | 0.44  |
| 4           | Ecotourism potential                         | 0.11   | 3      | 0.33  |
| 5           | Tourism promotion                            | 0.09   | 3      | 0.27  |
| 6           | Socialization, Education, and Training       | 0.12   | 3      | 0.36  |
| Total       |                                              |        |        | 2.15  |
| No.         | Threats                                      | Weight | Rating | Score |
| 1           | Types of local products that can be marketed | 0.06   | 2      | 0.12  |
| 2           | Budget availability                          | 0.07   | 1      | 0.07  |
| 3           | Community involvement                        | 0.06   | 2      | 0.12  |
| 4           | Forest rehabilitation program                | 0.05   | 2      | 0.10  |
| 5           | Land clearing activities                     | 0.04   | 2      | 0.08  |
| 6           | Forest and land fire activities              | 0.04   | 2      | 0.08  |
| Total       |                                              |        |        | 0.57  |
| Total Score |                                              |        |        | 2.72  |

### SWOT Cartesian Diagram Analysis

After obtaining the IFAS and EFAS matrices, the next step is to analyze the coordinates to determine the appropriate strategy for developing Imbo Putui Customary Forest Ecotourism. The calculation of each total score for strengths, weaknesses, opportunities, and threats produces the following values: Internal Analysis Coordinates (X-axis): Total Strength Score – Total Weakness Score =  $2.62 - 0.38 = 2.24$ ; External Analysis Coordinates (Y-axis): Total Opportunity Score – Total Threat Score =  $2.15 - 0.57 = 1.58$ . Based on these results, the position of Imbo Putui Indigenous Forest Ecotourism is in Quadrant I of the Cartesian SWOT diagram (see Figure 1).

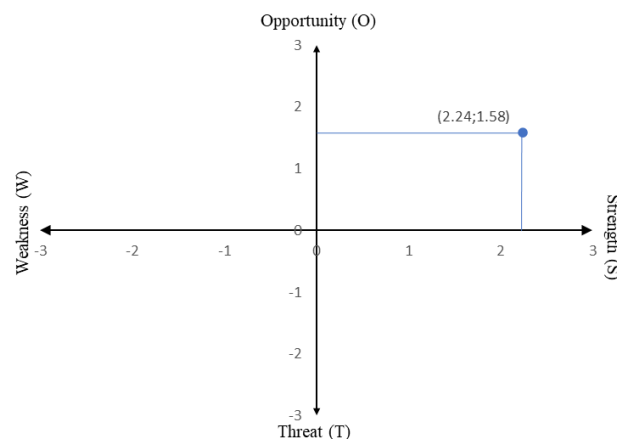


Figure 1. Cartesian SWOT diagram

This quadrant indicates a favorable situation, where the strengths of the ecotourism area can be maximized to take advantage of existing opportunities. Therefore, the most appropriate strategic approach is an aggressive growth strategy, which focuses on optimizing tourist attractions, community wisdom, stakeholder collaboration, and promotion to increase the competitiveness of ecotourism destinations, according to the study's findings.

### SWOT Matrix

The research findings show that the strategic focus lies in Quadrant I, where the approach emphasises the effective utilisation of organisational strengths while taking advantage of existing opportunities. A comprehensive SWOT matrix related to the development of Imbo Putui Customary Forest Ecotourism, Petapahan Village, Tapung District, Kampar Regency, is detailed in Table 3.

Table 3. SWOT matrix.

| IFAS<br><br>EFAS                                                                                                                                                                                                                                                                                    | Strengths                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | Weaknesses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|                                                                                                                                                                                                                                                                                                     | <ol style="list-style-type: none"> <li>1. Ecotourism appeal</li> <li>2. Types of tourism activities</li> <li>3. Tree species diversity</li> <li>4. Local community wisdom</li> <li>5. Availability of area zoning</li> <li>6. Flora and fauna protection</li> <li>7. Legal status of the forest</li> </ol>                                                                                                                                                                                                          |  | <ol style="list-style-type: none"> <li>1. Facilities and infrastructure</li> <li>2. Management institutions</li> <li>3. Management's understanding of ecotourism</li> <li>4. Managers' income level</li> <li>5. Education level of managers</li> </ol>                                                                                                                                                                                                                                                                                                                                                                               |  |
| Opportunities                                                                                                                                                                                                                                                                                       | S-O Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  | W-O Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |
| <ol style="list-style-type: none"> <li>1. Accessibility</li> <li>2. Stakeholder cooperation</li> <li>3. Employment and business opportunities</li> <li>4. Ecotourism potential</li> <li>5. Tourism promotion</li> <li>6. Socialization, Education, and Training</li> </ol>                          | <ol style="list-style-type: none"> <li>1. Develop integrated tourism packages based on attractions, activities, and digital promotion (S1, S2, O4, O5)</li> <li>2. Utilizing local wisdom and area zoning as educational materials for ecotourism (S4, S5, O6)</li> <li>3. Optimizing forest legality to expand <i>stakeholder</i> collaboration and program support (S7, O2)</li> <li>4. Making tree diversity, flora, and fauna protection the basis for educational tourism and research (S3, S6, O6)</li> </ol> |  | <ol style="list-style-type: none"> <li>1. Enhancing infrastructure facilities through CSR support and <i>stakeholder</i> partnerships (W1, O2, O5)</li> <li>2. Strengthening institutional management through ecotourism management training (W2, O2, O6)</li> <li>3. Enhancing managers' understanding of ecotourism through educational programs and mentoring (W3, O6)</li> <li>4. Developing tourism-based job/business opportunities to increase managers' income (W4, O3, O4)</li> <li>5. Encourage collaboration with academics to improve the capacity of non-tourism human resources (W5, O2, O6)</li> </ol>                |  |
| Threats                                                                                                                                                                                                                                                                                             | S-T Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  | W-T Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |
| <ol style="list-style-type: none"> <li>1. Types of local products that can be marketed</li> <li>2. Availability of funding</li> <li>3. Community involvement</li> <li>4. Forest rehabilitation programs</li> <li>5. Land clearing activities</li> <li>6. Forest and land fire activities</li> </ol> | <ol style="list-style-type: none"> <li>1. Utilizing forest legality and <i>stakeholder</i> cooperation to ensure funding and marketing of local products (S7, O2, T1, T2)</li> <li>2. Using area zoning and flora and fauna protection to control land clearing (S5, S6, T5)</li> <li>3. Integrating local wisdom into community-based forest rehabilitation programs (S4, T3, T4)</li> <li>4. Developing educational tourism on forest fire prevention by utilizing tree diversity (S3, T6)</li> </ol>             |  | <ol style="list-style-type: none"> <li>1. Strengthening institutional coordination to anticipate budget constraints and community participation (W2, T2, T3)</li> <li>2. Developing creative financing schemes such as <i>crowdfunding</i> and conservation donation tourism packages (W1, T2)</li> <li>3. Conducting fire mitigation and disaster management training (W3, T6)</li> <li>4. Increasing the diversification of environmentally friendly local products to overcome market limitations (W4, T1)</li> <li>5. Developing simple facilities using local materials to reduce dependence on large funds (W1, T2)</li> </ol> |  |

### Strategy and Recommendations

Based on the analysis, the ecotourism development strategy in the Imbo Putui Petapahan Customary Area. Forest, Tapung District, Kampar Regency, is quadrant I. Therefore, the strategy used is S-O (Strength-Opportunity). This strategy combines internal factors, namely strengths, with external factors, namely opportunities. This conducive environment allows for the utilisation of all existing strengths and opportunities. Possible strategies include:

Developing integrated tourism packages based on attractions, activities, and digital promotion. Developing tourism packages based on natural and cultural attractions, interactive activities, and locally produced goods that are effectively promoted digitally increases the competitiveness of ecotourism and empowers the community. Active community involvement in tourism management can increase income, create jobs, and encourage conservation (Tohopi et al., 2025). Digital marketing through social media and visual content strengthens the destinations, attracts tourists, and creates authentic experiences while expanding market reach (Jayanti & Prawiro, 2024).

Utilizing local wisdom and area zoning as ecotourism educational materials. Integrating local wisdom and reasoning into strategic ecotourism education programs helps preserve the environment and strengthen cultural identity. Local wisdom, such as customary rules and forest management practices, supports conservation and community well-being (Lasaiba, 2022). Area zoning ensures that educational and tourism activities are in harmony with the ecosystem's carrying capacity. This approach enhances tourist understanding, encourages responsible tourism behavior, strengthens community participation, and serves as a means of intergenerational knowledge

transfer for sustainable ecotourism.

Optimizing forest legality to expand stakeholder collaboration and program support. Forest legality provides legal certainty and strengthens the position of ecotourism managers in establishing partnerships with various stakeholders. Official status, such as customary forest or social forestry, opens access to government, NGOs, and the private sector support, including funding opportunities through CSR and conservation grants (Supriatna et al., 2024). Regulation-based partnerships encourage cross-sector collaboration, mitigate tenure conflicts, and strengthen program sustainability (Prayitno et al., 2020). Optimal utilization of forest legality enables managers to build extensive networks, develop credible funding proposals, and ensure sustainable ecotourism management.

Making tree diversity, flora, and fauna protection the basis for educational tourism and research. Tree diversity and fauna protection are key for educational ecotourism, offering natural beauty and a learning platform for ecology and conservation. Interpreting flora and fauna through educational trails, information boards, and tour guides enhances visitor knowledge and encourages environmentally friendly behavior. Protecting animal habitats supports ecosystem sustainability and strengthens the destination's image as a conservation-based tourist destination (Kebu et al., 2020), leveraging natural resources as an educational tool and a key selling point for ecotourism. Based on the strategies identified above, several program recommendations that can be implemented are presented in Table 4.

Table 4. Programs and activities recommendations

| No | Strategy                                                                                          | Programs and Activities Recommendations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | Develop an integrated tourism package based on attractions, activities, and digital promotion.    | <ol style="list-style-type: none"> <li>1. Developing integrated tourism packages that combine natural and cultural attractions with educational activities.</li> <li>2. Packaging local products (crafts, especially cuisine, and kelulut honey) as part of the added value of tourism packages.</li> <li>3. Producing digital promotional content through documentary videos and digital brochures, and strengthening the manager's official social media.</li> <li>4. Conducting digital marketing training for LPHA and POKDARWIS members to enhance promotional capabilities.</li> </ol> |
| 2  | Utilizing local wisdom and area zoning as educational materials for ecotourism                    | <ol style="list-style-type: none"> <li>1. Development of modules and curricula based on local wisdom and area zoning (protection, utilization, and rehabilitation).</li> <li>2. Creation of interpretation trails equipped with cultural, ecological, and conservation information boards.</li> <li>3. Training local guides in delivering interpretive materials related to customs and ecology.</li> <li>4. Implementing environmental education programs for schools, universities, and community groups as part of educational tourism.</li> </ol>                                       |
| 3  | Optimizing forest legality to expand stakeholder cooperation and program support                  | <ol style="list-style-type: none"> <li>1. Preparation of ecotourism development program proposals based on the Decree on Customary Forest to obtain funding and program support.</li> <li>2. Organizing a multi-stakeholder coordination forum (government, private sector, NGOs, universities) to strengthen cooperation networks.</li> <li>3. Signing of memorandum of understanding (MoUs) between managers and relevant stakeholders.</li> <li>4. Developing a transparency-based reporting and evaluation system to increase partner trust.</li> </ol>                                  |
| 4  | Making tree diversity, flora, and fauna protection the basis for educational tourism and research | <ol style="list-style-type: none"> <li>1. Periodic inventory and documentation of flora and fauna diversity.</li> <li>2. Development of educational tourism and biodiversity research trails based on conservation.</li> <li>3. Installation of interpretation boards displaying scientific information on endemic and protected species.</li> <li>4. Implementing wildlife protection monitoring and patrols involves collaboration between the community, academics, and conservation agencies.</li> </ol>                                                                                 |

## CONCLUSION

Internal and external factors influence the development of Imbo Putui Customary Forest Ecotourism. Internal strengths include ecotourism appeal, tourism activities, tree diversity, local wisdom, area zoning, flora and fauna protection, and forest legality. However, there are still weaknesses, including limited infrastructure, institutional capacity, understanding of management, income levels, and education. Meanwhile, external factors provide opportunities in the form of accessibility, stakeholder collaboration, employment and business opportunities, ecotourism potential, promotion, and education and training. However, threats arise from limited local products, budget availability, minimal community involvement, weak rehabilitation programs, and the risk

of land clearing and forest fires. The SWOT analysis places ecotourism development in quadrant I (S-O Strategy), with key strategies including: (a) developing integrated tourism packages based on attractions, activities, and digital promotion; (b) utilizing local wisdom and area zoning as educational materials; (c) optimizing forest legality to expand collaboration and program support; and (d) utilizing tree diversity and flora and fauna protection as the basis for educational tourism and research.

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