



Optimizing Village Sustainability, Village Funds, And Tourism Strategic Plan For Household Welfare In The Coastal Area Of South Nias Regency

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ABSTRACT

This research is motivated by the implementation of the Sustainable Development Goals (SDGs) applied by the central government to regions up to the village level, through programs tailored to local conditions. Sustainable development is expected to reduce inequality between villages and cities. However, its implementation in South Nias Regency still faces obstacles, especially in the allocation of village funds that have not had a significant impact on the development and economy of the community. This problem is related to politics, unilateral policies, and the slow process of fund disbursement, which has led to community complaints due to the lack of income and support from the government. The research was conducted in Botohili Sorake Village, with the aim of analyzing the influence of Village SDGs, Village Funds, and Tourism Strategic Plan on tourist visits and household welfare. The research sample consisted of 200 households with data collected through questionnaires and analyzed using the SEM (Structural Equation Modeling) method with Amos version 23.0 software. The results showed that the variables of Village SDGs, Village Fund, and Tourism Strategic Plan had a significant effect on tourist visits. However, only the Tourism Strategic Plan has a significant effect on household welfare, while the Village SDGs and Village Fund do not. This study recommends that the government manage village funds wisely and transparently, and support infrastructure development and tourism promotion. In addition, it is important to work with educational institutions to improve people's understanding of the SDGs, which can ultimately improve their welfare.

INTRODUCTION

In the context of developing village sustainability, especially in coastal areas such as South Nias, it is important to understand how the optimization of village funds and tourism strategies can contribute to household welfare. One important aspect of sustainable tourism development is the effective utilization of village funds. Village funds can be used to build infrastructure that supports tourism, such as roads, public facilities, and environmentally friendly accommodation.

Research shows that the proper use of village funds can have a significant positive impact on local economic development (Rahmawati, 2023). The use of village funds has been shown to improve the quality of life of communities through sustainable development and improved accessibility.

Community-based tourism development strategies are also key in creating sustainability. This approach not only involves local communities in decision-making, but also empowers them to manage and market tourism potential in their villages. Research shows that community-based tourism development can increase local capacity and create jobs, which in turn contribute to household welfare (Alimi, 2023; Putro et al., 2022). For example, in Selasari Village, a community service program focused on developing community-based tour package products has successfully increased community participation in the tourism sector (Putro et al., 2022).

In the post-COVID-19 pandemic era, changes in tourist behavior must also be considered. Travelers now prefer destinations that offer authentic and sustainable experiences. Therefore, villages in South Nias need to adapt appropriate marketing strategies to attract increasingly sustainability-conscious tourists (Kurniasari, 2023; Zakiah, 2023). The use of social media and digital marketing can be an effective tool to promote the tourism potential of villages and increase their visibility in the global market (Zakiah, 2023; Rubiyatno et al., 2021).

Optimizing village sustainability, particularly in the context of the Village Fund and the Tourism Strategic Plan (Renstra), is an important issue for the welfare of households on the South Nias Coast. In this context, village sustainability includes not only economic but also social and environmental aspects. Previous research shows that sustainable resource management can improve the welfare of village communities through active participation and collaboration between community members (Arman, 2024). The "Together We Advance" concept implemented in Laut Biru Village, for example, demonstrates how communities can collaborate to achieve common goals without relying on external assistance, which contributes to improved knowledge and skills in local resource management (Arman, 2024).

The Village Fund, as a government policy instrument, has great potential to support village sustainability. Research shows that the direct cash transfer (BLT) program can increase household food consumption, which is an important indicator of welfare (Ahda, 2021). In addition, good management of the Village Fund can encourage the development of infrastructure and public services that support the tourism sector, which in turn can increase community income (Sukma et al., 2020). In the context of tourism, appropriate strategies in ecotourism management can help fishing households to adapt and reduce their economic vulnerability (Gani & Dharmawan, 2021).

The Tourism Strategic Plan should also consider aspects of environmental sustainability. Research shows that community behavior in waste management and environmental health greatly affects the quality of life in coastal areas (Indrayanti, 2023; Chrismawati, 2023). Therefore, it is important to integrate environmental education into tourism programs, so that people can understand the importance of maintaining coastal ecosystems for long-term sustainability (Arman, 2024; Indrayanti, 2023).

Optimizing village sustainability through the Village Fund and Tourism Strategic Plan in Coastal South Nias requires a holistic approach, involving community participation, and considering social, economic, and environmental aspects simultaneously. Existing research

provides a strong basis for understanding the relationship between resource management, household welfare and village sustainability (Ahda, 2021; Sukma et al., 2020; Indrayanti, 2023).

This research aims to analyze the influence of Village SDGs, Village Funds, and Tourism Strategic Plans (Renstra) on the number of tourist visits and household welfare in coastal villages in South Nias Regency. By exploring the impact of these three factors, this research is expected to contribute to the formulation of more effective solutions in improving the performance of village development programs and tourism management, while supporting the improvement of community welfare in the coastal areas of South Nias Regency.

LITERATURE REVIEW

Community Welfare

Community well-being can be defined as a condition in which the basic needs of individuals in a community, including material, social, and emotional needs, are well met. This includes access to adequate food, decent housing, quality education, adequate health services, and decent employment opportunities. In addition, welfare also includes a high quality of life, a sense of security, and social stability, which enables every member of society to live with dignity and have the opportunity to develop optimally.

According to (Zastrow, 2017), community welfare includes all forms of social interventions that are primarily and directly aimed at improving the good condition of individuals and society as a whole. Community welfare is a system that includes programs and services that help meet the social, economic, educational and health needs that are fundamental to maintaining society. Indicators in village welfare are (Sense of security, Public Facilities, Income and Access to Information).

In the context of resource management, the Pareto Principle, known as the "80/20 Rule", becomes relevant. This principle was introduced by Joseph M. Juran, a business management thinker, and states that 80% of results usually come from 20% of the effort put in. Applied in the business world, this principle encourages companies to focus more on the key aspects that have the greatest impact. Thus, companies can improve their efficiency and productivity by concentrating resources on the areas that need the most attention. The Pareto Principle is also relevant in natural resource management, where wise resource allocation that focuses on strategic aspects can provide maximum results and support long-term sustainability.

Tourist Visits

According to (Wijaya, 2014), the number of tourist visits is one of the important indicators used to measure achievements in the tourism industry. The number of visits not only has a direct impact on the local community, but also contributes to government revenue through the tourism sector. Furthermore (Yanti, Aziz, and Wulandari, 2021) explain that tourist visits include the activities of a person who comes to a tourist destination with various purposes, such as enjoying natural beauty, culture, or other purposes.

In general, tourist visits can be defined as trips made by individuals or groups to a place for the purpose of recreation, entertainment, or knowledge development. Tourists usually visit locations that have cultural value, history, natural beauty, or interesting entertainment attractions. In this context (Nasrul, 2010) adds that tourists who make visits are not only limited to visits to tourist attractions, but often also visit other places, such as family or relatives' homes, with the duration of temporary visits in tourist destinations.

Law Number 10/2009 on Tourism also explains that tourists are people who carry out tourism activities, both on a national and international scale. This law emphasizes that tourists are individuals or groups who make visits with various motivations, so not everyone who comes to a destination can be categorized as a tourist. Academically, this distinction is important to

clarify the definition of tourists in the context of destination management and measuring the impact of tourism on the local and national economy.

Village SDGs

The Village SDGs Program is an initiative launched by the Ministry of Villages with the main objective of reducing poverty and increasing security in villages. This program was formalized through Permendes No. 13 of 2020 as a legal basis for sustainable village development efforts. The Village SDGs program is a top priority in sustainable development in villages, which is supported by the Village Fund allocation (Putri, 2023).

SDGs Village is also a local implementation of the national policy stated in Presidential Regulation No. 59/2017 on the implementation of sustainable development goals. The program is then localized through the Minister of Villages, Development of Disadvantaged Regions, and Transmigration Regulation Number 21 of 2020, which provides general guidelines in village development as well as community empowerment at the village level.

Based on the Minister of Villages, Disadvantaged Regions, and Transmigration Regulation No. 13 of 2020, eighteen (18) development goals have been established that must be achieved through the Village SDGs program. These goals are prioritized in the use of Village Funds since 2021, with a focus on sustainable development, improving the welfare of rural communities, and reducing economic and social disparities in rural areas.

Some of the factors that influence the implementation of the Village SDGs program include various environmental and social aspects that are crucial in sustainable development. One of them is the marine environment care village, which aims to utilize the economic and social potential of Indonesia's marine environment. With 99,093 km of coastline and 6.3 million km² of water area, Indonesia has one of the most diverse marine ecosystems in the world. This potential, if properly managed, can contribute significantly to the welfare of coastal communities, while safeguarding valuable marine biodiversity.

Environmentally conscious villages are an important initiative in the effort to reduce negative impacts on the earth, achieved through the adoption of more thoughtful and sustainable production and consumption patterns. This environmental awareness aims to create a balance between human needs and ecosystem sustainability, so that the impact of environmental damage can be minimized, and natural resources can be properly managed for future generations. Thus, these two factors are very important in supporting the success of the Village SDGs program which aims to improve the welfare of the community through sustainable development.

Village Funds

According to (Setianingsih, 2016), the village fund is an allocation of funds from the State Budget (APBN), which is channeled through the Regency / City Budget (APBD). These funds are given to each village to finance various activities, including the implementation of village governance, development implementation, community development, and community empowerment. Based on Article 25 of the Minister of Finance Regulation No. 247/2015, the use of village funds is prioritized to support village development and community empowerment, where the implementation of activities is prioritized to be carried out in a self-managed manner by utilizing local resources and prioritizing the absorption of labor from the local community.

Financing village development often relies on village own-source revenues and community self-help, which are unpredictable and vary in amount. Therefore, to strengthen development in rural areas, the central government encourages several districts to allocate funds directly to villages through the APBD. This step aims to accelerate sustainable village development and reduce dependence on unstable village revenues, thereby creating a more equitable improvement in the welfare of rural communities.

The objectives of the Village Fund based on Law No. 6/2014 on villages include improving public services in villages, alleviating poverty, promoting the village economy, reducing development gaps between villages, and strengthening village communities as subjects of development.

Tourism Strategic Plan

Strategic issues are important elements that must be considered in regional development planning because they have a significant impact on the development of the region, especially in the medium and long term. Tourism development in South Nias Regency aims to make this area a community-based tourism destination, with a focus on marine and cultural ecotourism. The local government has determined several key aspects of tourism development based on the Regional Tourism Development Master Plan (RIPPDA), including destination development, tourism industry, marketing, and tourism institutions.

The tourism strategic plan of South Nias Regency for the 2021-2026 period, with the tagline "Pesona Pulau Impian," focuses on providing facilities and infrastructure, improving accessibility and transportation, and developing the spatial layout of tourist destinations. Tourism management in the region is also geared towards tourism sector-based business development, particularly surfing at Sorake Beach supported by cultural events such as Sail Nias and stone jumping festivals.

This development strategy targets the market segment of special interest tourists, such as domestic and international surfers, as well as tourists interested in local culture. To achieve this goal, cooperation with other tourist attractions in North Sumatra, such as Lake Toba, is carried out to create integrated tour packages. Tourism promotion is done through the internet, print media, and collaboration with BUMDes and travel agents.

The South Nias Regency Government also seeks to strengthen relationships with customers through the development of tourist information in the form of videos, magazines and websites that showcase the tourism potential of South Nias. Revenue from the tourism sector is expected to come from a variety of sources, including surf equipment rentals, user fees, lodging, restaurants, and local products produced by the local community.

In supporting tourism development, key resources required include infrastructure, such as supporting facilities at Sorake Beach, as well as human resource development related to tourism management. Strategic partners, such as the local government, Ministry of Tourism, BUMDes, and travel agents, play an important role in this development. The required cost structure includes infrastructure development, promotion, development of a tourist information system, as well as agro-industry development in the surrounding area.

METHODS

This study uses a causal approach, where the relationship between variables is analyzed to understand the influence of underlying cause and effect of the phenomenon being studied. This approach is often used in economic and management research to explore the relationship between various factors, such as government policies and their impact on people's well-being. This approach is useful in experimental research, where independent variables are controlled by researchers to observe their impact on dependent variables. This research was carried out in Botohili Sorake Village, South Nias Regency, with a planned time from July to November 2023. This research is qualitative with a descriptive approach. According to (Sudjarwo, 2001), the descriptive approach aims to describe situations or phenomena that occur in the field. In the context of qualitative research, data collection is not based on theory, but on facts found in the field.

This study involved a population of 844 Heads of Families (KK), with a sample selected based on criteria of 200 families. The sampling technique used is the simple random sampling

method, which is a simple random method without considering strata in the population. This method is used because the population is considered homogeneous (Taherdoost, 2022).

This study uses data analysis using the Structural Equation Modeling (SEM) method, a statistical modeling technique that is cross-sectional, linear, and general. SEM is related to other analysis techniques such as factor analysis, path analysis, and regression, but SEM is superior because it is able to model interactions, non-linearity, and handle correlated independent variables, measurement errors, and latent variables measured with several indicators. In SEM, the latent variable is displayed as a circle or ellipse, while the manifest variable is a box. SEM can map the relationship between latent (exogenous) variables and dependent variables (endogenous) by showing the direction of influence using arrows. SEM is divided into two parts: the Measurement Model, which describes the relationship between latent variables and indicators using Confirmatory Factor Analysis (CFA), and the Structural Model, which describes the relationship between latent variables or between exogenous variables and latent variables with multiple regression analysis to test the significant relationships between these variables.

RESULTS

The univariate and multivariate normality data to be used in this analysis will be tested with AMOS 22. The results of the analysis can be seen in the Appendix to the normality assessment. The reference to state the assumption of data normality is the value in the C.R column (critical ratio). Estimation of the maximum likelihood in a structural equation model that has conditions that must be met for the data to be processed. These assumptions include data used to have a normal distribution, free from outliers data, and there is no multicollinearity (Ghozali, 2008) in (Agung 2018).

Table 1 Data Normality Critical Ratio Assessment Of Normality

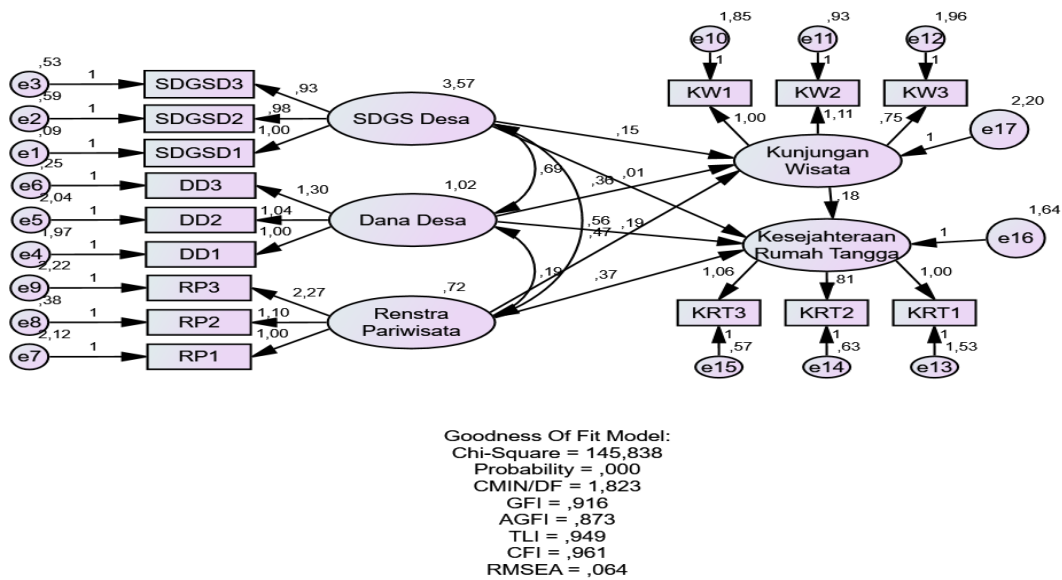
Variable	Min	Max	skew	C.R.	Curtosis	C.R.
KRT3	2,000	6,000	,346	1,999	-1,565	-4,518
KRT2	2,000	6,000	,214	1,234	-1,460	-4,215
KRT1	2,000	9,000	,226	1,304	-1,401	-4,045
KW3	2,000	9,000	-,390	-2,252	-,791	-2,284
KW2	3,000	10,000	-,112	-,645	-1,247	-3,599
KW1	3,000	10,000	-,348	-2,011	-1,172	-3,384
RP3	2,000	10,000	-,335	-1,934	-1,377	-3,976
RP2	4,000	8,000	-,252	-1,457	-,827	-2,387
RP1	2,000	9,000	-,215	-1,238	-,844	-2,435
DD3	2,000	8,000	-,333	-1,920	-,723	-2,088
DD2	2,000	10,000	-,129	-,747	-,160	-,462
DD1	2,000	9,000	-,129	-,745	-1,005	-2,901
SDGSD3	2,000	8,000	,018	,104	-1,187	-3,426
SDGSD2	2,000	8,000	,141	,815	-1,349	-3,895
SDGSD1	2,000	8,000	-,017	-,101	-1,266	-3,654
Multivariate					6,367	1,994

Source: AMOS 23.0 output

The criterion used is that if the score contained in the C.R column is greater than 2.58 or less than minus 2.58 (-2.58), then it is proven that the data distribution is normal. This study used a total of 200 observation data, so it can be said that the assumption of normality can be met.

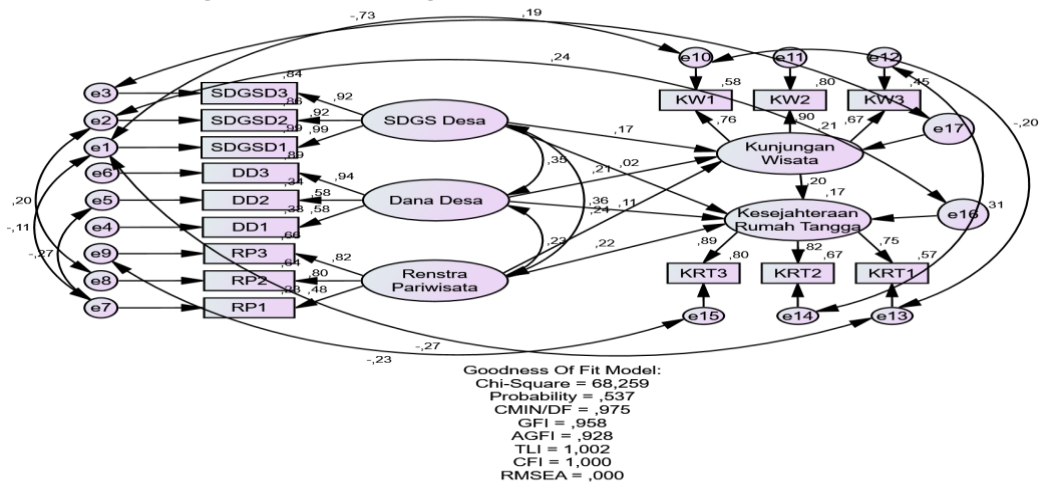
After the data can be said to be assumed that normality can be met, then it will enter the *Goodness of Fit Model* testing stage. The test results of the suitability of this research model are used to test the level of goodness of fit from the research model. The GFI measure, which is basically a measure of the ability of a model, explains a diversity of data concepts. Nilia GFI ranges from 0 - 1. In fact, there is no standard criterion for a good GFI value limit. However, it can be concluded that a good model is one that has a GFI value close to 1. In practice, many researchers use a minimum limit of 0.9. The following are the results of the AMOS analysis test.

Figure 1 Initial Diagram Model



From the image above, it can be seen that the model as a whole has not shown an adequate level of conformity. This is reflected in the results of *the goodness of fit* test, which indicates that the standard model applied in this study has not succeeded in optimally representing the observed data. In other words, the empirical data obtained is not completely consistent with the theory or model formulated. These findings indicate the need for further adjustments to the model to improve the validity and accuracy of the data compatibility with the theory underlying this study.

Figure 2 Model Diagram After Model Modification



Based on the results of the Fit Model Assessment, it is known that all model analyses have good conditions as an SEM model. To see the relationship between each variable is carried out by path *analysis* of each variable, both direct and indirect, the test results can be seen below.

Table 2 Estimation Of C.R (Critical Ratio) And P-Value

			Estimate	S.E.	C.R.	P	Label
KW	<---	Village SDGS	,148	,070	2,128	,033	par_11
KW	<---	Village Fund	,345	,136	2,543	,011	par_12
KW	<---	Strategic Plan for Tourism	,497	,188	2,645	,008	par_13
KRT	<---	Village SDGS	,018	,061	,293	,769	par_14
KRT	<---	Village Fund	,154	,124	1,236	,217	par_15
KRT	<---	Strategic Plan for Tourism	,382	,171	2,235	,025	par_16
KRT	<---	KW	,175	,077	2,289	,022	par_17
SDGSD1	<---	Village SDGS	1,000				
SDGSD2	<---	Village SDGS	,974	,031	31,006	***	par_1
SDGSD3	<---	Village SDGS	,919	,031	29,855	***	par_2
DD1	<---	Village Fund	1,000				
DD2	<---	Village Fund	1,027	,150	6,858	***	par_3
DD3	<---	Village Fund	1,327	,224	5,925	***	par_4
RP1	<---	Tourism Resources	1,000				
RP2	<---	Tourism Resources	1,111	,179	6,219	***	par_5
RP3	<---	Tourism Resources	2,479	,405	6,114	***	par_6
KW1	<---	Visit	1,000				
KW2	<---	Visit	1,150	,100	11,461	***	par_7
KW3	<---	Visit	,779	,083	9,370	***	par_8
KRT1	<---	KRT	1,000				
KRT2	<---	KRT	,808	,069	11,666	***	par_9
KRT3	<---	KRT	1,052	,089	11,822	***	par_10

Source: AMOS 23.0 output

The results of the causality test show that there are 5 (five) variables that have a causality relationship, except for social and welfare which do not have a causality relationship. The causal test of the probability of *the critical ratio* can be presented in the following explanation:

1. There is a causal relationship between village SDGS and tourist visits. The *critical value* of 2.128 is twice as large as the *standard error* value and the probability value (p) of $0.033 < 0.05$.
2. There is a causal relationship between village funds and tourist visits. The *critical value* of 2.543 is twice as large as the *standard error* value and the probability value (p) of $0.011 < 0.05$.
3. There is a causal relationship between the tourism strategic plan and tourist visits. The *critical value* of 2.645 is twice as large as the *standard error* value and the probability value (p) of $0.008 < 0.05$.
4. There is a causal relationship between the tourism strategic plan and household welfare. The *critical value* of 2.235 is twice as large as the *standard error* value and the probability value (p) of $0.025 < 0.05$.
5. There is a causal relationship between tourist visits and household welfare. The *critical value* of 2.289 is twice as large as the *standard error* value and the probability value (p) of $0.022 < 0.05$.

Next is the test of Direct Effect, Indirect Effect and Total Effect The magnitude of the influence of each latent variable directly (*standardized direct effect*) and indirect effect (*standardized indirect effect*) as well as the total effect (*standardized total effect*) can be shown in the table below as follows:

Table 3 Standardized Direct Effects

	RP	DD	SDGSD	KW	KRT
KW	,242	,211	,173	,000	,000
KRT	,216	,109	,024	,203	,000
KRT3	,000	,000	,000	,000	,892
KRT2	,000	,000	,000	,000	,819
KRT1	,000	,000	,000	,000	,753
KW3	,000	,000	,000	,672	,000
KW2	,000	,000	,000	,897	,000
KW1	,000	,000	,000	,765	,000
RP3	,815	,000	,000	,000	,000
RP2	,799	,000	,000	,000	,000
RP1	,478	,000	,000	,000	,000
DD3	,000	,944	,000	,000	,000
DD2	,000	,581	,000	,000	,000
DD1	,000	,577	,000	,000	,000
SDGSD3	,000	,000	,918	,000	,000
SDGSD2	,000	,000	,925	,000	,000
SDGSD1	,000	,000	,993	,000	,000

Source: AMOS 23.0 output

From the table above, it can be seen that the tourism strategic plan, village funds, and Village SGDs have a direct effect on tourism visits and household welfare. and tourist visits have a direct effect on household welfare.

Table 4 Standardized Indirect Effects

	RP	DD	SDGSD	KW	KRT
KW	,000	,000	,000	,000	,000
KRT	,000	,000	,000	,000	,000
KRT3	,237	,135	,053	,181	,000
KRT2	,217	,124	,049	,166	,000
KRT1	,200	,114	,045	,153	,000
KW3	,163	,142	,116	,000	,000
KW2	,217	,189	,155	,000	,000
KW1	,185	,161	,132	,000	,000
RP3	,000	,000	,000	,000	,000
RP2	,000	,000	,000	,000	,000
RP1	,000	,000	,000	,000	,000
DD3	,000	,000	,000	,000	,000
DD2	,000	,000	,000	,000	,000
DD1	,000	,000	,000	,000	,000
SDGSD3	,000	,000	,000	,000	,000
SDGSD2	,000	,000	,000	,000	,000
SDGSD1	,000	,000	,000	,000	,000

Source: AMOS 23.0 output

Based on the table above, it can be seen that the tourism strategic plan, village fund allocation, and the achievement of *Sustainable Development Goals* (SDGs) goals at the village level have an indirect influence on the number of tourist visits and household welfare. This influence shows an indirect but significant relationship, where policies and programs implemented at the village level play a role in encouraging an increase in tourist visits, which ultimately affects the welfare of households in the South Nias region.

Table 5 Standardized Total Effects

	RP	DD	SDGSD	KW	KRT
KW	,242	,211	,173	,000	,000
KRT	,265	,152	,059	,203	,000
KRT3	,237	,135	,053	,181	,892
KRT2	,217	,124	,049	,166	,819
KRT1	,200	,114	,045	,153	,753
KW3	,163	,142	,116	,672	,000
KW2	,217	,189	,155	,897	,000
KW1	,185	,161	,132	,765	,000
RP3	,815	,000	,000	,000	,000
RP2	,799	,000	,000	,000	,000
RP1	,478	,000	,000	,000	,000
DD3	,000	,944	,000	,000	,000
DD2	,000	,581	,000	,000	,000
DD1	,000	,577	,000	,000	,000
SDGSD3	,000	,000	,918	,000	,000

	RP	DD	SDGSD	KW	KRT
SDGSD2	,000	,000	,925	,000	,000
SDGSD1	,000	,000	,993	,000	,000

Source: AMOS 23.0 output

Based on the table above, it is known that all exogenous variables affect the endogenous in total. The results of the total influence show that the largest influence on tourism visits in total is the tourism strategic plan of 0.242 and the largest influence on the total of household welfare is resources of 0.265.

DISCUSSION

The Influence Of Village Sdgs On Tourism Visits

The results of the analysis tested using the structural equation modeling (SEM) method with AMOS 23 software prove that the results of the test have a significant influence of village SDGS on tourist visits in Coastal Village, South Nias Regency. It shows that the estimation parameter between the influence of village SDGS on tourist visits shows significant results with a t value of CR 2.128. Thus, the first hypothesis is accepted, meaning that if the village SDGS increases or is met, the conditions for tourist visits will be stable. This is in line with the results of research (Nasir Rulloh, 2017) which shows that sustainable development has a positive and significant effect on increasing income, where with the development of a good and correct tourism sector starting from infrastructure development, transportation and tourist locations will increase income through visitors who come. Sustainable development is an effort to develop a country that includes economic, social, environmental and even cultural aspects for the needs of the present but does not sacrifice or reduce the needs of future generations and so that it can create a society that can interact with each other and with the environment.

The Influence Of Village Sdgs On Household Welfare

The results of the analysis tested using the structural equation modeling (SEM) method with AMOS 23 software proved that the results of the test had an insignificant influence of village SDGS on the welfare of households in Pesisir Village, South Nias Regency. The research is in line with the results of the research (Sutrisna, 2022) showing that the research results of the Village SDGs program are not significant to the welfare of the community because they are not well implemented in accordance with the priorities of use and have a negative impact, because the programs implemented do not provide good results and improve the welfare of the community. It can be seen in the field that the Village SDGs are not significant to the welfare of households in Coastal Villages, South Nias Regency, because the development carried out does not have an impact on all levels of society, especially people in coastal areas who always receive rights that are not in accordance with other communities, so that the development carried out by the village government does not have an impact on the level of household welfare in Coastal Villages in South Nias Regency.

Because in essence, the main goal in this program is to live a society free from poverty and a society free from hunger. The community is met with basic needs and gets a sense of security and comfort in social interactions. The main point in life is that food needs are met and it is appropriate for the government program to continue to alleviate poverty and food security in terms of agricultural land, the availability of jobs, and ease of access to social needs, public services. However, not with the welfare of coastal village households in South Nias Regency.

The Effect Of Village Funds On Tourism Visits

The results of the analysis tested using the structural equation modeling (SEM) method with AMOS 23 software proved that the results of the test had a significant influence on village

funds on tourist visits in Coastal Village, South Nias Regency. It shows that the estimation parameter between the influence of village funds on tourist visits shows significant results with a t-value of CR 2.543. Thus the first hypothesis is accepted. This result is in line with research (Mattoasi, 2021) showing that awareness of the potential of tourist villages in Banten, especially in Serang Regency which is rich in tourist attractions. The Banten local government has launched a village fund assistance program to encourage the growth of tourism villages as an effort to improve the tourism sector, starting from the development of infrastructure such as roads, bridges, public toilets, and other supporting facilities and training/empowerment of local communities to manage and develop existing tourism.

Village funds have an important role in encouraging the progress of tourism villages. This source of funds can be allocated for various purposes, including the construction of infrastructure facilities, the improvement of tourism products, and training for local residents. In addition to village funds, special allocations from the Village Special Allocation Fund (DAK) can also be used to advance tourism villages through better infrastructure, the development of unique tourism products, and training for local communities. The tourist village presents an interesting portrait of a village that has a variety of potentials, from natural wealth to cultural arts and local dishes that are appetizing and attract visitors.

The Effect Of Village Funds On Household Welfare

The results of the analysis tested using the structural equation modeling (SEM) method with AMOS 23 software prove that the results of the test have an insignificant influence of village funds on the welfare of households in Coastal Village, South Nias Regency. This is in line with the opinion expressed by (Irawan, 2022) which shows that the allocation of village funds has a negative and significant influence on community empowerment where this community empowerment aims to provide welfare to the village community, but in its implementation the use of village funds does not have an impact on the community and is not included in management, where the allocation of village funds is used for the maintenance of facilities government.

In accordance with the field, village funds are not significant to the welfare of households in Coastal Villages, South Nias Regency, because the allocation of village funds is not used for the construction of facilities or infrastructure for tourist attractions in coastal villages in South Nias Regency but for the construction of highways, schools, yandu posts, health centers and also houses of worship. So that it is not realized in residential areas of coastal communities, and in addition to the outbreak that has hit the whole world, namely the Covid-19 outbreak, so that village funds are used fully for health and social in temporarily disrupting people's living standards.

The Influence Of The Tourism Strategic Plan On Tourism Visits

The results of the analysis tested using the structural equation modeling (SEM) method with AMOS 23 software prove that the results of the test have a significant influence of the tourism strategic plan on tourist visits in Coastal Village, South Nias Regency. It shows that the estimation parameter between the influence of the tourism strategic plan on tourist visits shows significant results with a t value of CR 2.645. Thus the first hypothesis is accepted.

In line with the results of research (Dumilah, 2021) which shows that tourism restrains has a significant and positive effect on increasing tourist visits, by making various changes and managing tourist sites to increase visitor attraction.

Strategic planning is a way or stage that can help the local Tourism Office to know and describe what strategies can be carried out by the organization in order to develop existing tourism. There are several main stages of strategic planning that have been analyzed, especially in the final stage, the three most strategic issues are obtained, namely 1) Cooperation with investors in the development of tourist attractions. It is carried out with a program to create a

brand image, tourism promotion and marketing, 2) Expanding cooperation between tourism actors is carried out by implementing a program to coordinate the development of tourism objects with the center, provinces and between tourism actors, as well as increasing cooperation between institutions by functioning existing coordination institutions, and 3) Strengthening the quality of human resources to be more competent. It is carried out with periodic information technology training programs, and makes the development of technology and information a great opportunity to be able to develop tourism.

The Influence Of The Tourism Strategic Plan On Household Welfare

The results of the analysis tested using the structural equation modeling (SEM) method with AMOS 23 software prove that the results of the test have a significant influence of the tourism strategic plan on the welfare of households in Coastal Village, South Nias Regency. It shows that the estimation parameter between the influence of the tourism strategic plan on household welfare shows significant results with a t-value of CR 2.235. Thus the first hypothesis is accepted.

In line with research (Jayadi, 2023) with the results of the research, that the tourism strategic plan has an influence and is significant on improving community welfare where with good tourism strategy planning and implementation will have an impact on the economic and socio-cultural aspects of the community, starting from the opening of new jobs, reducing the unemployment rate, increasing people's income and purchasing power, helping to bear the burden of building local facilities and infrastructure, very high revenue increase. And also the protection and preservation of culture and customs, increasing the level of education and increasing skills.

The development of optimal tourism destination potential is one of the qualified efforts that can increase development growth. This is because there is a relationship between tourism and development with tourism characteristics, first, it is part of development that has a strategic role in policy formulation; second, the strategic elements of policy planning must include the provision of tourism facilities and infrastructure; Third, the development of special tourism, including accommodation, in various types, hotels, motels, etc.; fourth, the impact forecast (including the carrying capacity study) of tourism development is reviewed from the economic, environmental, socio-economic aspects of the local community, culture and heritage; fifth, financing, marketing, promotion and information systems; sixth, the Tourism Awareness campaign for the community.

The Effect Of Tourist Visits On Household Welfare

The results of the analysis tested using the structural equation modeling (SEM) method with AMOS 23 software prove that the results of the test have a significant influence of tourist visits on the welfare of households in Coastal Village, South Nias Regency. It shows that the estimation parameter between the influence of tourist visits on household welfare shows significant results with a t value of CR 2.289. Thus the first hypothesis is accepted.

Research by (Nasir Rollah, 2017) shows that tourist visits have a significant effect on the welfare of the community, because there are transactions between tourists and the surrounding community where the transaction is the purchase of merchandise products and the use of community services around the tourist attraction, the purchase of merchandise products and the use of services of the surrounding community are based on the needs needed by tourists when visiting. Broadly speaking, the development of the tourism industry has an influence on three things, namely economic, social, and cultural, so that it has various impacts on the local community.

Some of the impacts of tourism on the community are that every tourism activity generates income, especially for the local community. The income is generated from transactions between tourists and hosts in the form of product purchases and the use of

services carried out by tourists. Distributed tourist spending is not only to parties directly involved in the tourism industry such as hotels, restaurants, travel agencies, and tour guides.

CONCLUSION

The conclusions made by the author are as follows:

1. Village SDGS has a significant effect on tourist visits in Coastal Village, South Nias Regency.
2. The village SDGS is not significant to the household welfare of Coastal Village, South Nias Regency.
3. Village funds have a significant effect on tourist visits in Coastal Village, South Nias Regency.
4. Village funds are not significant to the welfare of households in Coastal Village, South Nias Regency.
5. The tourism strategic plan has a significant effect on tourist visits in Coastal Village, South Nias Regency.
6. The tourism strategic plan has a significant effect on the household history of Coastal Village, South Nias Regency.
7. Tourist visits have a significant effect on the welfare of households in Coastal Village, South Nias Regency.

SUGGESTIONS

The author also added some suggestions as follows:

1. It is expected that the government to manage village funds wisely and transparently, the village government must plan the use of village funds that support the development of tourism infrastructure, training/education, and tourism promotion to have an impact on all levels of society.
2. It is hoped that the government together with the community to increase tourist visits, it is important to promote the tourism attraction in South Nias Regency by involving online marketing, cooperation with travel agents, and participation in regional or national tourism exhibitions.
3. It is expected that the government and tourism managers to improve household welfare, it is recommended to organize training and community empowerment programs, focusing on skills needed in the tourism industry such as hospitality, culinary, tourist guides, and local handicrafts.
4. It is expected that tourism managers will establish partnerships with external parties such as NGOs, private companies, or non-profit organizations that can provide financial support or additional knowledge in tourism development and village welfare.
5. It is hoped that the village government will collaborate with educational institutions and community organizations to develop educational programs about the SDGs at the village level, thereby increasing public understanding and awareness of the importance of sustainable development goals that have a positive impact on the level of welfare of the community.
6. It is hoped that further research can include a more in-depth analysis of the environmental impact of tourism growth and its long-term effects on the welfare of local communities, especially in South Nias Regency.

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