ISSN: 2338-8412 e-ISSN : 2716-4411

Ekombis Review – Jurnal Ilmiah Ekonomi dan Bisnis
Available online at : https://jurnal.unived.ac.id/index.php/er/index
DOI: https://doi.org/10.37676/ekombis.v13i3

Sustainable Ecotourism In Keranggan Village: Economic, Socio-Cultural, And Environmental Insights

Novita Uki Hutami [1]; Nihan Anindyaputra Lanisy [2]
[1,2] Department of Tourism, Economy and Business Faculty, Universitas Terbuka
Email: [1] novita.uki.hutami@ecampus.ut.ac.id ;[2] nihan@ecampus.ut.ac.id

How to Cite :
Hutami, U, N., Lanisy, A, N. (2025). Sustainable Ecotourism In Keranggan Village: Economic, Socio-Cultural, And Environmental Insights. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(3). DOI: https://doi.org/10.37676/ekombis.v13i3

ARTICLE HISTORY
Received [31 January 2025]
Revised [31 May 2025]
Accepted [04 June 2025]

KEYWORDS
Economic Impact, Environmental Impacts, Socio Cultural Impacts, Ecotourism.

ABSTRACT

Ecotourism development is considering as a part of implementation of sustainable tourism development that emphasizes on community empowerment for achieving the equality of economic growth, socio-cultural improvement, and environment sustainability. This study aims to analyze the economic, socio-cultural, and environmental impacts on the management of Keranggan Village Ecotourism. The researchers conduct quantitative research by collecting primary data with questionnaires on 100 tourism workers in Keranggan Recency that uses the analysis technique of Structural Equation Model-Partial Least Square (SEM-PLS) 4.0. Based on hipotesis test, economic factors are not the most important, meanwhile socio cultural and environmental factors are the main factors for the sustainability of community based ecotourism. In order to achieve the sustainability, it is necessary to increase the infrastruktur for educating and training as well as empowering the community.

INTRODUCTION

Ecotourism is increasingly recognized as a form of tourism that promotes responsible and sustainable interactions with the environment and enhances the well-being of local communities, with particular emphasis on natural, rural, and cultural experiences (Saefullah et al., 2023; Honey, 2008). This paradigm has significant implications for rural development, particularly as it pertains to poverty alleviation initiatives (Soeroso, 2023). The practice has been shown to foster long-term economic growth, generate employment opportunities, encourage sustainable management of natural resources, address local community needs, and mitigate social inequalities (Friedmann, 1981, as cited in Salouw & Widodo Dwi Pramono, 2023). Research conducted by Astawa (2019) further substantiates this notion, revealing that the establishment of tourism villages positively influences the household incomes of local residents (Astawa et al., 2019). To optimize the development of ecotourism, it is essential to implement strategic initiatives encompassing planning, resource utilization, regulatory control, institutional fortification, and community empowerment. These strategies must thoughtfully integrate

economic, socio-cultural, and environmental considerations, engaging various stakeholders throughout the process (Permendagri Regulation No. 33 of 2009).

Beyond the evident economic advantages, local communities also experience various socio-cultural and environmental repercussions stemming from tourism activities. Research by Anggoro indicates that the establishment of tourism villages fosters not only economic prospects but also enriches cultural performances and heightens community consciousness regarding environmental cleanliness (Anggoro et al., 2023). In a similar vein, prior investigations by Putri et al. (2022) identified socio-cultural and environmental dimensions as the primary drivers of community-based ecotourism development, while economic factors appear to exert minimal influence. Additionally, Fionasari (2024) corroborates this finding, indicating that while economic considerations may not significantly impact community-based ecotourism, social dynamics are critical to its sustainability. This notion is further supported by Bhatta (2023), who used an explanatory methodology to conclude that the current implementation of community-based ecotourism has yet to yield substantial economic benefits for local populations.

A pertinent case study illustrating the principles of community-based ecotourism development can be found in the Keranggan Tourism Village, situated in South Tangerang City. The transformation of Keranggan Village from a slum area and waste disposal site into a sustainable tourism destination has significantly altered its image and improved the economic conditions of the local community. By utilizing both natural and cultural resources—including culinary tourism and traditional village experiences—Keranggan Ecotourism Village is equipped with essential facilities that promote environmental preservation, foster sustainable tourism, stimulate the regional economy, and enhance community well-being (Paramita & Ritonga, 2023).

Research conducted by Paramita & Ritonga (2023) revealed that economic factors account for only 17.8% of the village's overall development success, suggesting that a substantial 82.2% of economic influences remain unexplored. Consequently, this study aims to address the research gap by conducting a comprehensive examination of the economic, socio-cultural, and environmental impacts associated with the Keranggan Ecotourism Village. The objective is to identify the supporting factors that will contribute to the long-term sustainability and viability of this ecotourism initiative.

LITERATURE REVIEW

Sustainable Tourism

The evolution of tourism has transitioned from a paradigm characterized by mass tourism to a more sophisticated global framework that emphasizes flexibility, segmentation, and product diversification. This transformation is a response to the burgeoning trend of special interest tourism, which necessitates economic development that aligns with the preservation of social, cultural, and natural resources (Sulistyadi et al., 2017).

Sustainable tourism has emerged as a pertinent policy directive, as it seeks to accommodate the needs of present tourists while safeguarding the interests of future generations (Fletcher et al., 2018).

Ecotourism

In an applied context, tourism activities that adhere to the principles of sustainable tourism encompass ecotourism, which accounts for the economic, socio-cultural, and environmental impacts that affect both current and future stakeholders. This model addresses the needs of tourists, industry stakeholders, and local communities alike. The International Ecotourism Society (TIES) defines ecotourism as a form of responsible travel that prioritizes the conservation of natural environments while enhancing the well-being of local populations (Honey, 2008).

The implementation of ecotourism is associated with a complex interplay of both positive and negative effects, as highlighted by various theoretical frameworks. From a macroeconomic perspective, Yoeti (2008), as cited in Fionasari (2024), articulates that ecotourism can yield substantial benefits for both regional and national economies, including: (1) the establishment of new business ventures within the ecotourism sector, encompassing accommodations, food and beverage services, transportation, and local enterprises; (2) job creation within the community; (3) economic growth stemming from the relatively high expenditure patterns of ecotourists, which can benefit local businesses and communities alike; (4) increased fiscal revenues from regional taxes and levies; (5) growth in regional Gross Domestic Product (GDP); (6) enhanced investment opportunities (Harilal & Tichaawa, 2020).

Conversely, Briney (2020) elucidates several potential negative ramifications associated with ecotourism, including economic dependency. This dependency may compel local populations to abandon traditional domestic economic practices, thereby engendering regional economic instability. Furthermore, interactions between tourists and local communities can result in significant socio-cultural impacts. Positive social impacts may include alterations in individual and societal relationships, moral frameworks, religious practices, health issues, and linguistic barriers (Saarinen & Manwa, 2008, as cited in Soeroso, 2022). Cultural impacts can manifest through material changes, such as modifications in handicrafts, as well as non-material changes encompassing shifts in traditions and the processes of acculturation. Pitana & Diarta (2009) in their study of tourism dynamics, find that long-term effects of tourism engagement may become evident during these acculturation processes. The dual nature of socio-cultural impacts, encompassing both benefits and drawbacks (Anggoro et al., 2023). Tourism has also the potential to elevate community quality of life by improving living standards, enhancing facilities, and increasing access to services. Moreover, tourism can facilitate the preservation of cultural heritage, foster mutual understanding among diverse social groups, and promote social cohesion.

Nonetheless, Soeroso (2022) has documented various negative outcomes, including heightened crime rates associated with increased tourist presence, alterations in livelihoods spurred by economic tourism influences, increased migration pressures on local resources and infrastructure, and the commodification of cultural heritage. Such commodification can precipitate a degradation of original cultural values. The activities associated with ecotourism are intrinsically linked to environmental stewardship, integrating abiotic and biotic resources along with anthropogenic elements such as cultural practices (Soeroso, 2022; Fionasari, 2023). These environmental components are interconnected, yielding both positive and negative outcomes. Nugroho (2015) posits that ecotourism can contribute to environmental conservation; however, it may also introduce challenges. Notably, ecotourism can heighten community awareness regarding the importance of environmental preservation, influenced by the behaviors of ecotourists (Soeroso, 2022; Fionasari, 2023). Nevertheless, tourism activities in sensitive ecosystems pose risks, including the potential for exceeding ecological carrying capacities, resulting in environmental degradation from road construction, threats to wildlife habitats, and declines in soil quality and native plant species due to increased foot traffic in conservation areas (Soeroso, 2022).

Rural Tourism

Rural areas present considerable potential for transformation into tourist destinations through a focus on community-based tourism that capitalizes on local wisdom and cultural heritage, while simultaneously fostering economic development through collaborative and sustainable practices (Kemenparekraf, 2021). In this context, Hadiwijoyo (in Amalia et al., 2018) defines a tourist village as a rural locale characterized by the authenticity of rural life and grounded in indigenous knowledge, which possesses the capacity to engage visitors seeking

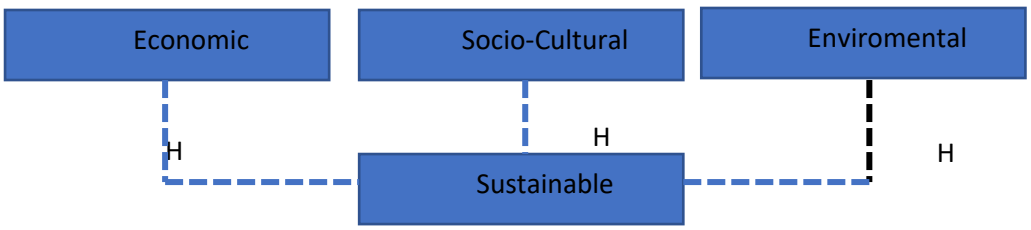
unique and genuine experiences. Typically, these tourist villages encompass multiple attractions, often integrating elements of agro-tourism, cultural tourism, and eco-tourism.

Based on The Village Tourism Guidelines (Kemenparekraf, 2021) further delineate critical principles for the effective development of tourist village products, including (1) authenticity: tourism attractions must originate organically from the community's cultural and social landscape; (2) local community: the traditions and practices showcased should reflect the daily routines of the local populace; (3) community involvement: active participation of local residents in the various activities within the tourist village is essential for fostering an authentic experience; (4) attitudes and values: there must be a commitment to preserving the values upheld by the local community, ensuring they align with prevailing social norms and practices; (5) conservation and carrying capacity: it is imperative to safeguard the community from any physical or social detriment, while ensuring that tourism development remains within the ecological and social limits of the village. To assess the progress of a tourist village based on its implemented programs, the development trajectory can be classified into four distinct stages: pioneering, developing, advanced, and independent. This framework serves as a vital tool for evaluating the maturity and sustainability of tourist villages within the broader landscape of rural tourism development.

The innovative aspect of this research lies in its focus on the community-based Keranggan Ecotourism Village, which exemplifies a significant transformation of a previously marginalized area, specifically a slum or landfill, into a sustainable and environmentally conscious tourism destination. The success of the Keranggan Ecotourism Village is fundamentally linked to the active participation of the local community, which enables the utilization of the region's natural resources to generate economic value without compromising environmental integrity. In contrast, previous scholarship has predominantly emphasized the application of ecotourism concepts in the development of tourism villages centered on local cultural resources. Prominent examples include Blekok Tourism Village in Situbondo (Arsad et al., 2021), Gamplong Tourism Village (Putri et al., 2022), and Tenganan Tourism Village in Bali (Fionasari, 2024). Furthermore, Bhatta's (2023) investigation concentrated on the implementation of ecotourism principles within the Annapurna Conservation Area of Nepal, illustrating the diverse applications of ecotourism across different contexts. This research seeks to address this gap in the literature by elucidating the distinctive attributes and outcomes of the Keranggan Ecotourism Village initiative. In doing so, it contributes to the broader discourse on sustainable tourism development and underscores the critical role of community engagement in facilitating successful ecotourism endeavors.

Building upon the insights garnered from prior studies and theoretical frameworks, the following is a description of the conceptual framework in this research:

Figure 1



Thus, the following hypotheses are proposed regarding the influence of economic, socio-cultural, and environmental impacts on the management of tourism villages:

1. H1: The economic impact of tourism villages has a direct and statistically significant positive effect on sustainable ecotourism management.
2. H2: The socio-cultural impact of tourism villages has a direct and statistically significant positive effect on sustainable ecotourism management.

3. H3: The environmental impact of tourism villages has a direct and statistically significant positive effect on sustainable ecotourism management.

METHODS

This study employs a descriptive quantitative methodology aimed at systematically examining the impacts of ecotourism. Data collection was executed through an online questionnaire employing a purposive sampling technique, successfully targeting a cohort of 100 respondents, all of whom reside in proximity to the Keranggan Ecotourism Village. To evaluate the economic, sociocultural, and environmental impacts, the data processing was grounded in established theoretical frameworks and the specific conditions pertinent to the research context. Research variables were operationalized utilizing interval scales, measured on a five-point Likert scale delineating the following response categories: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The formulation of the structural model and associated hypotheses was meticulously crafted in alignment with relevant theoretical underpinnings. Due to the confined sample size, the researcher opted for Structural Equation Modeling-Partial Least Squares (SEM PLS) as the analytical approach, utilizing Smart PLS version 3.0 software to assess the model and test the proposed hypotheses. The exogenous latent variables (ξ) encompassed economic, sociocultural, and environmental impacts, operationalized through various indicators, while the endogenous latent variable (η) pertained to the tourism village (Ghozali & Latan, 2015).

The analytical procedure utilizing SEM PLS commenced with the design of both the structural model (inner model) and the measurement model (outer model), followed by data collection, evaluation of measurement and structural models, hypothesis testing, and subsequent interpretation of results. Prior to hypothesis evaluation, a thorough assessment of the structural and measurement models was conducted, grounded in foundational theoretical principles (Hair Jr et al., 2017). To ensure data integrity and accuracy, a series of validity and reliability tests were performed. The validity assessment comprised both convergent and discriminant validity measures. Convergent validity was evaluated via loading factors and composite reliability metrics, while discriminant validity was appraised through the Fornell-Larcker Criterion, cross-loading analyses, and Cronbach's Alpha calculations. Hypothesis testing was executed by analyzing path coefficients alongside the corresponding p-values.

RESULTS AND DISCUSSION

Among the 100 respondents who completed the questionnaire, 75% were women, with 32% falling within the age range of 35 to 44 years. A strong 42% of the participants reported having a high school education, and 53% were housewives. Furthermore, 42% of respondents indicated an average monthly income of one million five hundred thousand rupiah, while 45% reported an average monthly expenditure of the same amount. This data clearly underscores the participants' demographic and economic profile, asserting the need for targeted initiatives that address their specific circumstances.

Tabel 1. Characteristic Respondents

Characteristic	Criteria	Number of Respondents	Percentages
Gender	Female	75	75
	Male	25	25
Age	18 – 24 years old	14	14
	25 – 34 years old	13	13

	35 – 44 years old	32	32
	45 – 54 years old	30	30
	Older than 55 years old	11	11
Highest Education	Primary School	32	32
	Junior High School	10	10
	Senior High School	42	42
	Diploma	4	4
	Bachelor's	10	10
	Master	1	1
	Doctoral	0	0
	No Schooling	2	2
Occupation	Private Employee	15	15
	Government Employee	2	2
	Housewife	53	53
	Entrepreneur	8	8
	Merchant	6	6
	Student	5	5
	Others	11	11
Income/month	0 IDR – 1.500,000 IDR	45	45
	1.500,000 IDR – 3,000,000 IDR	34	34
	3,000,000 IDR - 5,000,000 IDR	17	17
	Above 5,000,000 IDR	4	4
Expenses/month	0 IDR – 1.500,000 IDR	45	45
	1.500,000 IDR – 3,000,000 IDR	34	34
	3,000,000 IDR - 5,000,000 IDR	17	17
	Above 5,000,000 IDR	4	4

Source: data processed 2024

The analysis of the economic, socio-cultural, and environmental impacts on community involvement is conducted using the Structural Equation Model Partial Least Squares (SEM-PLS) version 3.0 analysis technique, as illustrated in Figure 1. This approach effectively captures the connections between these factors and their influence on community engagement.

Figure 2 First Model

Before testing the hypothesis, a comprehensive model evaluation is crucial for establishing the correlation measurements between indicators and latent variables. A minimum loading factor value of 0.5 to 0.6 is required; any indicator falling below this threshold will be eliminated.

As a result, seven indicators (DE6, DE7, DE8, DS7, DS8, DS9, and DL5) have been identified for removal.

Table 2 clearly shows that the indicators of economic impact—such as increased business opportunities, job creation, the growth of environmentally friendly home-based industries, a rise in monthly income, and enhancements in the quality of tourism products—are both valid and reliable, with loading factor values ranging from 0.7 to 0.9. Similarly, the socio-cultural impact indicators—including improvements in healthcare, education, and entertainment facilities, enhancements in infrastructure quality, an increase in cultural and artistic activities, opportunities for participation in skills training, greater appreciation and tolerance within community groups, improved access to environmental education, and positive shifts in livelihoods—exhibit loading factor values between 0.6 and 0.8, thereby confirming their effectiveness in measuring socio-cultural impact. In addition, the environmental impact indicators—such as increased awareness of flora and fauna protection, heightened consciousness regarding environmental conservation, opportunities for creating eco-friendly energy solutions, awareness of tourism waste management, and improvements in environmental quality—demonstrate loading factor values from 0.5 to 0.8, affirming their validity in assessing environmental impact. Meanwhile, in community-based ecotourism management, indicators such as planning the development of tourism potential and tour packages, providing hospitable services to tourists, constructing access roads and directional signs, participating in collaborations with various public and private sectors, as well as engaging with investors, are considered valid and reliable, as indicated by loading factor values ranging from 0.6 to 0.8.

Table 2. Measurment Model Results

Variable	Indicator	Loading Factor (λ)	Indicator Reliability (λ^2)	Error	T Value	P Value	Conclusion
Economic Impact	DE1	0,856	0,733	0,267	24,001	0,000	Valid
	DE2	0,903	0,815	0,185	37,605	0,000	Valid
	DE3	0,833	0,693	0,307	15,465	0,000	Valid
	DE4	0,797	0,635	0,365	18,291	0,000	Valid
	DE5	0,914	0,836	0,164	29,776	0,000	Valid
Socia-Cultural Impact	DS1	0,795	0,632	0,368	18,846	0,000	Valid
	DS2	0,863	0,745	0,255	32,583	0,000	Valid
	DS3	0,833	0,694	0,306	23,669	0,000	Valid
	DS4	0,671	0,450	0,550	10,310	0,000	Valid
	DS5	0,798	0,637	0,363	19,139	0,000	Valid
	DS6	0,822	0,675	0,325	22,298	0,000	Valid
	DS10	0,702	0,493	0,507	10,529	0,000	Valid
Environmental Impact	DL1	0,820	0,673	0,327	17,997	0,000	Valid
	DL2	0,860	0,740	0,260	26,759	0,000	Valid
	DL3	0,813	0,661	0,339	15,695	0,000	Valid
	DL4	0,545	0,297	0,703	5,176	0,000	Valid
	DL6	0,531	0,282	0,718	4,813	0,000	Valid
Community based Ecotourism	DW1	0,698	0,487	0,513	7,511	0,000	Valid
	DW2	0,724	0,524	0,476	11,852	0,000	Valid
	DW4	0,846	0,716	0,284	26,643	0,000	Valid
	DW5	0,811	0,658	0,342	22,885	0,000	Valid
	DW6	0,626	0,392	0,608	6,208	0,000	Valid
	DW7	0,668	0,446	0,554	6,591	0,000	Valid
	DW8	0,667	0,445	0,555	9,447	0,000	Valid

Construct validity is measured using AVE, while construct reliability is assessed using Cronbach's alpha and composite reliability. Based on Table 3, the Cronbach's alpha value is relatively high, and the composite reliability value exceeds 0.7, indicating that the construct is reliable. The cross-loading values for each indicator meet the discriminant validity criteria, as presented in Table 4, where the cross-loading value of each indicator for its respective variable is the highest compared to its cross-loading values on other latent variables, thereby confirming its validity.

Table 3 The Summary Of Variable Validity And Realibility Of The Constructs

Variable	AVE	Cronbach's Alpha	Composite Reliability
Economic Impact	0,862	0,912	0,935
Socio-Cultural Impact	0,786	0,895	0,918
Environmental Impact	0,728	0,777	0,844
Community Participation	0,724	0,847	0,884

Table 4 The Summary Of Cross Loading Test

Indicator	Economic Impact	Sociocultural Impact	Environmental Impact	*Community Based Ecotourism*
DE1	**0,856**	0,741	0,512	0,613
DE2	**0,903**	0,795	0,540	0,598
DE3	**0,833**	0,709	0,543	0,567
DE4	**0,797**	0,637	0,506	0,605
DE5	**0,914**	0,802	0,659	0,653
DS1	0,586	**0,795**	0,473	0,649
DS2	0,695	**0,863**	0,489	0,621
DS3	0,782	**0,833**	0,537	0,617
DS4	0,590	**0,671**	0,391	0,489
DS5	0,679	**0,798**	0,439	0,514
DS6	0,787	**0,822**	0,650	0,644
DS10	0,582	**0,702**	0,665	0,597
DL1	0,489	0,586	**0,820**	0,582
DL2	0,685	0,659	**0,860**	0,696
DL3	0,510	0,528	**0,813**	0,511
DL4	0,300	0,278	**0,545**	0,351
DL6	0,185	0,210	**0,531**	0,290
DW1	0,531	0,520	0,601	**0,698**
DW2	0,613	0,657	0,566	**0,724**
DW4	0,630	0,698	0,553	**0,846**
DW5	0,494	0,616	0,494	**0,811**
DW6	0,383	0,404	0,352	**0,626**
DW7	0,393	0,399	0,526	**0,668**
DW8	0,464	0,446	0,426	**0,667**

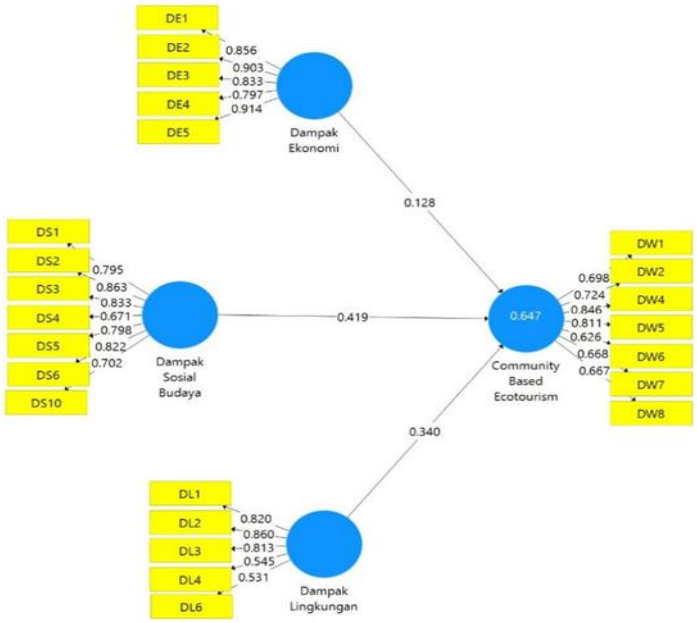
The Fornell-Larcker criterion method is used to measure discriminant validity, as shown in Table 5, where the square root of the AVE for each latent variable is higher than the correlations between other variables in the model. This result indicates that each construct is distinct from the others (Hair Jr et al., 2017).

Table 5 The Summary Of The Fornell-Larcker Criterion Test

Variabel	*Community Based Ecotourism*	Economic Impact	Environmental Impact	Sociocultural Impact
Community Based Ecotourism	**0,724**			
Economic Impact	0,706	**0,862**		
Environmental Impact	0,703	0,643	**0,728**	
Sociocultural Impact	0,757	0,857	0,669	**0,786**

structural model (inner model) is evaluated using R-squared (R^2), which indicates the accuracy of the model. The R^2 value in the final model is 0.647, meaning that the exogenous latent variables (economic impact, socio-cultural impact, and environmental impact) explain 64.7% of the variance in the endogenous variable, community-based ecotourism, while the remaining 35.3% is explained by other variables not included in the model or by error. The final model is presented in Figure 3.

Figure 3 The Final Model



The hypothesis results, as presented in Table 6, indicate a positive path coefficient of 0.128 for the relationship between economic impact and community-based ecotourism, with a P-value of 0.485 > 0.05 (α), leading to the acceptance of H0 or insignificance. Consequently, H1 is rejected. This suggests that the economic factor is not the primary driver in the management of Kampung Ekowisata Keranggan. However, improving the quality of tourism products (DE5) can enhance community income, as indicated by its high loading factor value. The tourism products produced by the Kampung Ekowisata Keranggan community include local culinary offerings, recycled banana leaf crafts, maggot cultivation for decomposing organic household waste, and homestay accommodations. Residents can sell their culinary and craft products in a showroom gallery provided by tourism managers or the local tourism awareness group (Maryani, 2020).

Meanwhile, a positive path coefficient of 0.419 is observed for the relationship between socio-cultural impact and community-based ecotourism, with a P-value of 0.022 < 0.05 (α), leading to the rejection of H¬¬¬¬0 or significance. This indicates that socio-cultural factors, including infrastructure improvements (DSB2), are the primary drivers for maintaining Kampung

Ekowisata Keranggan. To become a leading tourism village, infrastructure is a crucial aspect, alongside hygiene, cleanliness, health, and technological readiness (Kemenpar, 2016). Additionally, in community-based ecotourism management, the sustainability of nature, society, and culture is key to ensuring Kampung Ekowisata Keranggan's long-term viability. Ecotourism practices that solely focus on maximizing economic profits will only provide short-term benefits while damaging nature and culture (Tien et al., 2024). Based on direct observations, the infrastructure that needs to be developed in Kampung Ekowisata Keranggan includes facilities that enhance human resource quality through education and training to improve ecological knowledge, ecotourism practices, and natural resource management (Ridhani et al., 2023). Training in local product innovation, packaging, hospitality, and digital marketing supports the infrastructure development of Kampung Ekowisata Keranggan to ensure its sustainability.

Furthermore, a positive path coefficient of 0.340 is found in the relationship between environmental impact and community-based ecotourism, with a P-value of 0.002 < 0.05 (α), leading to the rejection of H0 or significance. This means that environmental factors have a direct and significant influence on community-based ecotourism management. Therefore, H3 is accepted. Environmental factors, particularly increased community awareness of environmental conservation (DL2), are critical in ensuring the sustainability of Kampung Ekowisata as a tourism attraction. Community involvement in environmental conservation enhances the sustainability of ecotourism management (Gantait et al., 2024).

Table 6 The Hypothesis Results

	***Original Sample* (O)**	***Sample Mean* (M)**	***Standard Deviation* (STDEV)**	***T Statistics* (|O/STDEV|)**	***P Values***	**Conclusion**
Economic Impact -> *Community Based Ecotourism*	0,128	0,081	0,184	0,698	0,485	Insignificant
Sociocultural Impact -> *Community Based Ecotourism*	0,419	0,486	0,182	2,303	0,022	Significant
Environmental Impac -> *Community Based Ecotourism*	0,340	0,323	0,108	3,137	0,002	Significant

CONCLUSION AND LIMITATION

Based on the results, the research instruments have met the criteria for validity and reliability. The Keranggan community experiences economic impacts, including the opening of business opportunities, increased employment, the growth of environmentally friendly home industries, higher monthly income, and the potential to improve the quality of tourism products. All these indicators are considered valid and reliable. The socio-cultural impacts include improvements in healthcare, education, and entertainment facilities, enhanced infrastructure quality, increased cultural and arts activities, opportunities for skill training, greater appreciation and tolerance among community groups, easier access to education for environmental sustainability, and changes in livelihoods, all of which are also valid and reliable indicators. Furthermore, the Keranggan community also experiences increased awareness of the protection of flora and fauna as well as the surrounding environment, heightened environmental preservation awareness, potential for creating environmentally friendly energy, awareness of tourism waste management, and improved environmental quality. All of these indicators are also deemed valid and reliable.

The structural model of economic, socio-cultural, and environmental impacts in the management of Keranggan Ecotourism Village is considered good. Meanwhile, based on hypothesis testing, the economic factor does not have a direct and significant impact. However, socio-cultural and environmental factors have a direct and significant influence on community-based ecotourism. In the management of Keranggan Ecotourism Village, the economic factor is not the primary focus, but rather socio-cultural and environmental factors play a key role in the sustainability of the Ecotourism Village. The socio-cultural factor most closely related to sustainability is the improvement of infrastructure that empowers the Keranggan community. This study is expected to contribute to the development program of Keranggan Ecotourism Village towards sustainability.

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