



Strategy to Improve Community Welfare in Tanjungjaya Tourist Village Through the Asset-Based Community Development (ABCD) Approach

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Abstract.

Background. Tanjungjaya Village has high tourism potential in Pandeglang Regency. Still, its community welfare remains relatively low, characterized by high unemployment rates, limited MSME involvement in the tourism sector, and fluctuating incomes.

Aims. This study aims to formulate a strategy for improving community welfare in Tanjungjaya Tourism Village through an Asset-Based Community Development (ABCD) approach. This approach emphasizes community development based on local assets, including physical, human, social, economic, and environmental assets. **Methods.** This study used a qualitative case study method with data collection techniques including interviews, observation, and documentation.

Result. The results indicate that the majority of residents work in the informal sector, such as fishermen, traders, or daily coastal workers, but have not yet received significant economic benefits from tourism activities. Through asset mapping and increasing community literacy, the ABCD strategy can help the community recognize, manage, and develop its potential independently.

Conclusion. This study concludes that community empowerment through the ABCD approach can be a strategic alternative for promoting inclusive and sustainable village-level tourism management and improving equitable community welfare.

Implementation. The proposed plan includes improving tourism literacy, empowering local MSMEs, establishing community-based tourism institutions, and participatory evaluation.

Keywords: Community welfare, Asset-Based Community Development, Tanjungjaya Village



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INTRODUCTION

Indonesia boasts a wealth of destinations, so it's only natural that local communities recognize the importance of becoming tourism-conscious due to the numerous benefits it offers. However, some local communities, including those in Pandeglang Regency, are unaware of the importance of tourism as a key driver of the regional economy.

Table 1 1Data for 2024

Month	Number of Tourists
January	256,382
February	265,809
March	227,179
April	457,976
May	243,531
June	309,504
July	210,082
August	233,868
September	279,242
October	214,172
November	208,680
December	-

Source: BPS Banten Province, 2024

Meanwhile, tourist visits to Pandeglang Regency itself have declined, especially over the last three months. Efforts to develop tourism in Pandeglang Regency, including tourist villages, beach tourism, nature tourism, religious tourism, culinary tourism, and other forms, are still far behind those of other regions, both in Banten Province and in Indonesia. Two main factors influence the slow development of tourism potential in Pandeglang Regency, namely the Regional Budget, which is still minimal in tourism management, and the minimal understanding of Pandeglang human resources (residents) regarding the importance of tourism (Surachman & Suhandi, 2021).

There are many examples of tourist villages in Pandeglang Regency, as seen in the table:

Table 2. 2 Tourist Destinations in Pandeglang Regency

1	Sukarame Village
2	Tanjungjaya Village
3	Banyuresmi Village
4	Bandung Village
5	Mangkualam Village
6	Tamanjaya Village
7	Rancapinang Village
8	Tugu Village
9	Cibadak Village
10	Kramatjaya Village
11	Banyuasin Village

Source: Tirto.id, 2022

Villages have significant potential. The development of tourism villages has played a substantial role in increasing employment and entrepreneurial opportunities for local communities. The gradual development of tourism villages has created opportunities for local communities to establish new businesses, such as food stalls, shops, kiosks, workshops, and

drug stores. Furthermore, the impact of increased income is felt more by the community directly involved as owners of key tourist attractions and traders. Therefore, the distribution of social welfare from village development is crucial.

Pandeglang Regency, which has many tourist villages, should also ensure these things, including Tanjungjaya Tourism Village. Based on research results Surachman & Suhandi (2021), explained that many people around the area are still unable to take advantage of tourism, many of them refuse to be invited to cooperate with the relevant agencies in this case the Pandeglang Regency Tourism Office and local village officials, in increasing the development or progress of tourism potential around their area for several reasons including the land being a legacy from their parents, they are afraid that their land will be damaged and lost, they are afraid that their land will be used as a place of sin, illegal levies and everything is associated with Islamic religious law (too many prohibitions) .

The latest data shows that the tourist village in Tanjungjaya has a fairly high unemployment rate, as explained in the following data:

Table 3. Community Data in Tanjungjaya

Status	Amount	Man	Woman
Not Working Yet	262	126	136
Taking care of household	107	1	106
Students	34	17	17
Retired	2	1	1
civil servant	4	1	3
TNI	4	4	0
POLICE	1	1	0
Trader	1	1	0
Farmer	188	137	51
Private Employee	15	10	5
Honorary Employee	4	1	3
Daily Labor	16	15	1
Agricultural Labor	4	4	0
Teacher	1	1	0
Village Apparatus	9	7	2
Village head	1	1	0
Self-employed	7	7	0
Other Workers	5	2	3
Amount	665	337	328

Source:Tanjungjaya Village (2024)

The data shows that, despite having tourist village status, many people have not been able to use it to earn income from tourism.

Therefore, researchers were interested in developing strategies to improve community welfare in Tanjungjaya Tourism Village through the Asset-Based Community Development (ABCD) method. The ABCD method is a sustainable empowerment approach based on the community's assets, strengths, and potential. Therefore, the community is responsible for developing the tourism village.

LITERATURE REVIEW

Community Welfare Through Tourism

Tourism is a sector that can directly improve community welfare by creating jobs and increasing incomes.

1. Employment is a key indicator of community involvement in tourism activities. Research by Rahmawati and Rachmawati (2021) shows that the development of tourism villages in Yogyakarta creates new jobs for local communities, particularly in the accommodation, food and beverage, and transportation sectors. Kurniawati and Rambe (2020) similarly found that community participation in tourism activities, both formal and informal, increases employment opportunities and reduces unemployment, particularly in rural areas.
2. The next indicator is community income, which serves as a concrete measure of economic well-being resulting from tourism. According to a study by El Yamin and Nugroho (2024), increased tourist visits directly affect the income of residents involved in managing homestays, food stalls, equipment rentals, and craft product sales. The study also highlighted that the success of community-based tourism depends on the village's ability to manage local assets and expand market access. Meanwhile, a survey by Hakami (2023) confirmed that improving tourism facilities and the availability of accommodations positively impact community per capita income and strengthen the regional economic structure through the resulting multiplier effect.

Thus, tourism can be an effective development tool for improving community welfare if managed inclusively, participatively, and sustainably. Village governments, businesses, and communities need to work together to ensure that the benefits of job creation and income generation through this sector are truly felt equally by residents.

Asset-Based Community Development

Asset-Based Community Development (ABCD) is a sustainable empowerment approach grounded in a community's assets, strengths, and potential. Consequently, in this

case, the community is responsible for this development (Setyawan, 2018). Communities are empowered through capacity building, association-based structures, and social institutions, and are not built on existing assets or on community problems or needs. The ABCD approach utilizes all community resources, skills, and experiences as the primary foundation for improving the quality of life in various aspects. The ABCD method is based on the principle that recognition of individuals' potential, strengths, talents, and assets, as well as those of the broader community, can inspire positive change. By focusing on needs and problems. This glass-half-full perspective does not mean denying the problems facing society, but rather uniting the energy of each individual to continue participating in more meaningful ways for asset development (Ansori & dkk, 2021)

ABCD is an approach that focuses more on residents' assets and potential than on cases and needs. Many previous approaches began with a needs analysis or a serious focus on the cases residents face, which in turn led to labeling residents or individuals as dysfunctional. The more dysfunctional a community is, the more funds are invested and controlled by external parties. (Ahmad, 2007).

The Community Development (ABCD) approach conceptually focuses on community assets as the primary basis for program development. It is often said that it does not take a "glass half empty" approach to identifying problems and gaps in what the community lacks. Instead, the ABCD approach focuses on the "glass half full" approach, exploring community strengths, capacities, and assets to provide a strong foundation for community development programs. This approach aims to foster a positive mindset and encourage communities to explore their own potential. (Setyawan & dkk, 2018).

Supardi & Diana (2022) explain that this asset-based approach will make people proud of their assets. They will realize that they have the power to make changes. In this regard, there are five dimensions in assessing community resources, often referred to as Pentagonal Assets:

1. Physical Assets. Physical assets, in this case, refer to physical resources, usually known as natural resources. In this case, their tangible form is the actual situation in the village itself.
2. Economic Assets. Economic assets are anything that is owned by the community related to finance and financing, or anything that belongs to the community related to their survival and livelihood.
3. Environmental Assets. Everything that surrounds or encompasses a community, both physical and non-physical. The physical aspect here can be defined as everything within the

village's environment . The village's strategic location presents a significant opportunity for developing trade, which is engaged in by the local community.

4. **Human Assets.** Human assets are the potential inherent in humans to fulfill their role as social beings. This potential can be interpreted as skills, as skills are a crucial asset for improving societal well-being. The most important thing is the community's knowledge in facing the challenges of change.
5. **Social Assets.** Social assets are everything related to the community's life together, both potential related to social processes and existing realities.

Through this ABCD approach, each person must be able to identify the assets they possess to make a difference. The potential for change depends on the assets they offer. Therefore, if they can identify their own assets, external assistance becomes less necessary. This process will also empower them.

METHODS

This research uses a qualitative case study approach because the aim is to conduct an in-depth exploration of the phenomenon of the less prosperous community in Tanjungjaya Tourism Village. Maleong, in Hardani et al. (2020), states that qualitative research is research that aims to understand phenomena experienced by research subjects, such as behavior, perception, actions, motivation, and so on, holistically, using descriptions using words and scientific methods. Kasim et al. (2020) add that, in qualitative research methods, researchers engage directly with informants to obtain data.

This research was conducted in Banten Province, with the research location in Pandeglang Regency, Tanjungjaya Tourism Village, which is one of the areas categorized as a special economic zone. For data collection in this study, three techniques were used: interviews, observations, and field notes as primary data. While secondary data were obtained from previous research documents, they were relevant to the research. This study uses the community as key informants, tourists as primary informants, and managers as additional informants to obtain the desired research results. Furthermore, all data obtained are analyzed using the SWOT and IFE/EFM matrices.

DISCUSSION

Level of Community Welfare in Tanjungjaya Village Through Tourism

The impact of tourism on community welfare can be seen through two leading indicators: employment opportunities and income (Yamin, 2024). Based on interviews with various

parties (managers, employees, MSME traders, and tourists), it can be concluded that the level of welfare of the people in Tanjungjaya Village is at the lower-middle level. Tourism has had a positive impact, but it has not been evenly distributed and has not significantly improved the quality of life for all residents. The level of community welfare, based on research results, is as follows.

Jobs

The occupations of the people of Tanjungjaya Village reflect the close link between local potential and the region's thriving tourism sector. The three main occupations most frequently encountered are farmers, coastal workers, and small and medium enterprise (MSME) traders. Each of these occupations plays a vital role in the village's socio-economic ecosystem, but they also face structural challenges that limit their contribution to improving overall community well-being.

Farmers constitute the largest group in the village's occupational structure, representing a significant proportion. They generally depend on traditional agricultural products, such as rice and horticultural crops, for their livelihoods. Despite their crucial role in local food security, agricultural activities have not been optimally integrated with the tourism sector. However, with an agrotourism approach, or agricultural-based educational tourism, farmers can transform their daily activities into educational attractions that generate added economic value, as successfully implemented in other tourist villages such as Nglanggeran (Gunungkidul) or Penglipuran (Bali).

Meanwhile, employees in coastal areas play a crucial role in the technical management of tourist destinations, including cleaning, security, parking, and public facilities. Their presence ensures the continuity of tourist area operations, yet their position is often overlooked and lacks social protection. They work in precarious conditions, are dependent on the tourist season, and rarely receive training or capacity development. This reliance on daily work makes their economic position fragile and leaves them without clear pathways to social mobility.

MSME traders are informal economic actors that provide tourists with necessities such as food, drinks, and souvenirs. Although their businesses contribute directly to the circulation of money in tourist areas, the number of MSMEs remains very limited, and their incomes fluctuate significantly. Their main challenges include limited capital, a lack of entrepreneurial training, and the absence of collective institutional systems such as cooperatives or MSME associations. Without adequate support, MSMEs' potential to create prosperity will stagnate.

These three types of jobs share similarities in their dependence on tourism, minimal social protection, and inadequate capacity and institutional strengthening . This suggests that local communities still play a complementary role in the tourism economy, rather than a primary actor. Their involvement tends to be passive and informal, leaving them highly vulnerable when tourist arrivals fluctuate or policy changes occur.

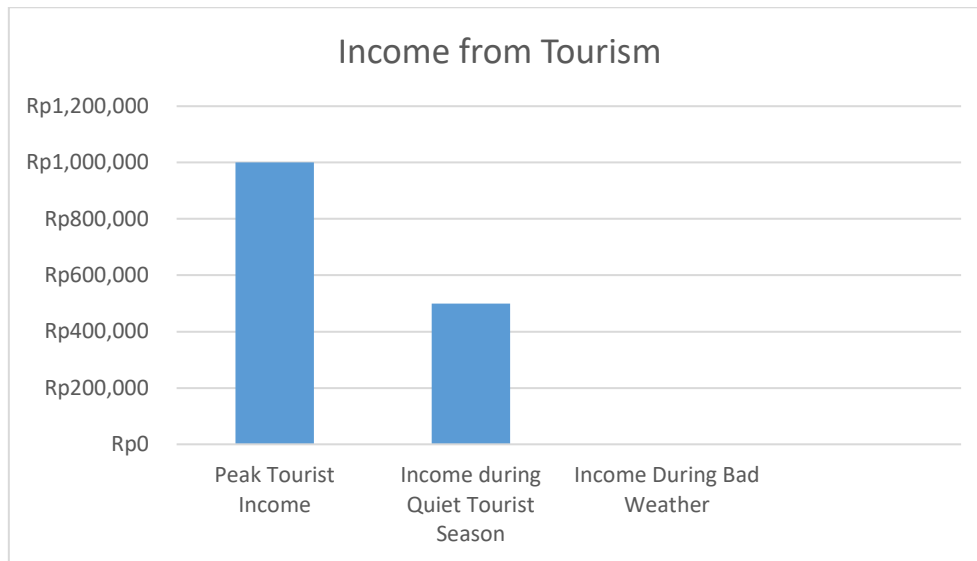
From the perspective of the Asset-Based Community Development (ABCD) approach, each occupation is actually a vital village asset that can be empowered. Farmers bring a wealth of agricultural knowledge and land resources; coastal workers possess local knowledge and familiarity with destination operations; and MSME traders have the potential to become creative economy actors. However, utilizing these assets requires strengthening literacy, establishing institutions, and engaging in collaborative interventions with the village government, the tourism office, and other development partners.

Strategic steps include providing integrated cross-sector training, establishing tourist village cooperatives that encompass these three groups, and integrating their activities into comprehensive, sustainable tourism packages. This way, communities will not only become workers or micro-economic actors but also participate in the planning, management, and evaluation of tourist village development.

With proper planning and empowerment, the work of farmers, coastal workers, and MSME traders in Tanjungjaya Village can transform into a strong pillar of the local economy. Integrating these three into a community-based tourism system will not only improve welfare but also strengthen local identity and village independence. This empowerment is a crucial prerequisite for inclusive, equitable, and sustainable tourism development.

The income of the people of Tanjungjaya Village exhibits an uneven pattern and is highly dependent on the informal and seasonal sectors, particularly tourism. Interviews with several traders, beach workers, and MSME managers revealed that daily income fluctuates significantly. During peak tourist periods, such as weekends and national holidays, some small business owners can earn between Rp 500,000 and Rp 1,000,000 per day. However, on weekdays or during the low season, their income can drop drastically to below Rp 100,000 per day, or even zero in some cases.

Table 4 Tanjungjaya Community Opinion on Tourism



Source: Researcher Data Processing Results, 2025

This income inequality indicates that the local economy in Tanjungjaya lacks a stable and sustainable structure. Most residents lack a steady source of income and are unable to develop year-round businesses. This leaves the majority of residents in the lower-middle class, as reflected in village data, which shows a high number of unemployed or informal-sector residents.

Within the context of social welfare theory, Midgley, as cited in Lamber et al. (2021), states that fluctuating incomes, without social protection and access to basic security, reflect low levels of community well-being. Unstable incomes not only impact families' economic resilience but also limit their ability to meet basic needs such as children's education, healthcare, home repairs, or business development.

This situation is further exacerbated by limited access to entrepreneurship training, capital, and economic diversification. Most MSMEs and local employees lack savings or emergency funds to sustain their livelihoods when income declines. This puts communities at risk of seasonal poverty—a situation where they appear to thrive during the peak tourist season, only to struggle again during the low season.

Even income from the agricultural sector is not a complete economic buffer, as the sector itself still faces productivity challenges, low crop prices, and dependence on the growing season. Some farmers can only harvest twice a year, with incomes insufficient to cover monthly living expenses. Meanwhile, the traditional fisheries sector, run by fishermen, is also seasonal and dependent on ocean weather conditions.

In the *Asset-Based Community Development* (ABCD) approach, low community income reflects underutilized local assets. The potential of beaches, agricultural products, community skills, and strong social networks has not been converted into a productive local economic system. To increase community income, a strategy is needed that focuses not only on increasing the number of tourists but also on strengthening the community's capacity to manage its economic assets.

Efforts to increase income in Tanjungjaya Village can be directed through several strategic steps: (1) developing diversified household businesses (such as local culinary, homestays, and handicrafts), (2) digitalizing the marketing of village products and services, (3) providing business assistance through training and mentoring, and (4) establishing collective economic institutions such as cooperatives or Village-Owned Enterprises (BUMDes). If these steps are implemented systematically, community income can become more stable and equitable.

Overall, the low income of Tanjungjaya Village residents is not solely due to a lack of opportunities, but instead to the failure to link local potential to an inclusive and sustainable economic system. With a community-based approach, residents' incomes can be gradually increased through active participation, collaboration between local actors, and village policies that favor the people's economy.

Asset-Based Community Development (ABCD) Strategy in Improving Community Welfare

Community-based development has become an important approach to improving local well-being, particularly in rural areas. One emerging approach considered adequate in this context is *Asset-Based Community Development* (ABCD). This approach emphasizes the importance of recognizing and optimizing local community assets, such as natural resources, community skills, social relationships, cultural values, and local institutions, rather than solely focusing on existing deficiencies or problems.

In the ABCD approach, communities are positioned as key actors in development, not as objects awaiting external intervention. This strategy encourages communities to identify available assets, build internal and external collaborative networks, and develop participatory and inclusive development strategies. By utilizing five asset categories—human, social, physical, economic, and environmental—the ABCD approach aims to build community strength to promote self-reliance, economic resilience, and long-term well-being.

In the context of a tourist village like Tanjungjaya Village, the ABCD strategy is highly relevant, as the community lives amidst significant natural, cultural, and economic tourism potential that remains largely untapped. This approach provides a framework for connecting this potential with community needs through active community involvement in productive economic activities, the formation of community institutions, and the enhancement of local capacity. With the right strategy, ABCD can be a path to equitable, sustainable, and empowered village development.

Tanjung Village Development Strategy through SWOT

A strategy is needed to identify the strengths, weaknesses, opportunities, and threats of a tourist destination so that it can be developed based on existing resources. Therefore, researchers have formulated a strategy using the SWOT approach, as follows:

Table 4.4: SWOT Analysis

IFE	<p>Strength</p> <ol style="list-style-type: none"> 1. Physical Assets: High marine tourism potential : Village location on the coast with white sandy beaches and calm waves (family and educational tourism). 2. Environmental Assets: Availability of supporting facilities : Basic infrastructure such as gazebos, public toilets, MSME stalls, as well as mangrove and coral reef ecotourism are available. 3. Social Assets: Local community involvement : There is active participation from village youth and KKN students in branding and digital tourism promotion. 4. Economic Assets: Creative economic activities : Local products such as Cikadu batik, bamboo weaving, and 	<p>Weakness</p> <ol style="list-style-type: none"> 1. Human Assets: Lack of literacy and human resource capacity : The community does not yet optimally understand the benefits of tourism; training and certification are still limited. 2. Economic Assets: Unequal Income : The economic benefits of tourism are still predominantly felt by outsiders or key actors. 3. Environmental Assets: Low number of MSMEs : Only around 9 active MSMEs even though the number of tourists is quite high. 4. Social Assets: Limitations of local institutional structures : There are no formal cooperatives or associations that cover coastal employees or MSMEs.
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<p>EFE</p>	<p>coconut shell crafts are developing and starting to be marketed.</p>	
<p>Opportunity</p> <ol style="list-style-type: none"> 1. Environmental Assets: Community-based homestay development : Can be an alternative source of income while increasing local ownership. 2. Social Assets: Government support and national programs : This village is included in the KEK area and has participated in the Indonesian Tourism Village Award (ADWI). 3. Physical Access: Improved accessibility : The Serang–Panimbang toll road and planned new routes open up opportunities for faster tourist visits from Jakarta. 4. Physical Assets: Potential for developing agrotourism and educational tourism : Not yet optimally developed, but very suitable for the character of farmers and the village environment. 	<p>Strategy (SO)</p> <ol style="list-style-type: none"> 1. Developing community-based homestays by utilizing existing physical assets and government support. 2. Enhancing agricultural and marine-based educational tourism through training and collaboration with KKN students and the tourism office. 3. Integrating creative economy products (batik, local crafts) into tourism packages and e-commerce. 	<p>Strategy (WO)</p> <ol style="list-style-type: none"> 1. Organizing tourism literacy and digital marketing training for the community and MSMEs. 2. Building local economic institutions such as MSME cooperatives and trader associations to ensure competitiveness and access to capital. 3. Facilitating the formation of tourism village institutions so that the role of the community is more organized and formal.
<p>Threat</p> <ol style="list-style-type: none"> 1. Human Assets: Dependence on external parties/investors : The majority of tourist accommodation is managed by investors outside the village. 2. Social Assets: Social inequality and land 	<p>Strategy (ST)</p> <ol style="list-style-type: none"> 1. Increasing village independence by prioritizing local assets in tourism management, reducing dependence on external investors. 2. Developing participatory village regulations to minimize land conflicts and strengthen the 	<p>Strategy (WT)</p> <ol style="list-style-type: none"> 1. Establish a local social security system (emergency funds, work cooperatives) for beach and accommodation employees. 2. Taking a cultural and religious approach to increase public awareness of the benefits of

<p>conflicts : Some residents refuse to cooperate for reasons of religion or family heritage.</p> <p>3. Physical Assets: Fluctuations in tourist visits : The tourist season greatly affects the income of daily workers (unstable).</p> <p>4. Social Assets: Lack of social protection and job security : Informal workers on the beach and in accommodation do not have BPJS insurance or permanent contracts.</p>	<p>role of residents in tourism management.</p> <p>3. Ensuring a community revenue system (e.g. tourism fees, MSME contributions) for emergency funds or social work security.</p>	<p>tourism and overcome resistance based on religious values.</p> <p>3. Establish job rotation mechanisms and seasonal incentives to address the impact of tourist fluctuations on informal workers.</p>
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Source: Researcher Data Processing, 2025

The SWOT analysis is then dissected through the internal factor evaluation (IFE) and external factor evaluation (EFE) matrix tables to see how far the strategy can be implemented.

Table 5: IFE Matrix

No	Internal Factors	Amount	Rating	Weight	Weight X Rating
	Strengths				
1	Physical Assets: High marine tourism	23	4	0.17	0.68
2	Environmental Assets: Availability of facilities	20	3	0.15	0.45
3	Social Assets: Local community involvement	20	3	0.15	0.45
4	Economic Assets: Creative economic activities	19	3	0.14	0.42

No	Weaknesses	Amount	Rating	Weight %	Weight x Rating
1	Human Assets: Lack of literacy and human resource capacity	15	2	0.11	0.22
2	Economic Assets: Unequal Income	12	2	0.09	0.18
3	Social Assets: The number of MSMEs is low	12	2	0.09	0.18
4	Social Assets: Limitations of local institutional structures	10	2	0.07	0.14
	Total	131			2.72

Source: Researcher Data Processing, 2025

A score of 2.72 indicates that Tanjungjaya Tourism Village's internal position is slightly above average (above the median value of 2.5 on a scale of 1–4). This means the village has significant strengths, but still has weaknesses that need to be addressed immediately.

In other words, internal strengths such as natural potential, community involvement, and creative economic products do exist. They can be developed, but they are not yet fully optimal because they still have structural weaknesses, such as limited human resource capacity, underdeveloped economic institutions, and income inequality among residents.

Table 6: EFE Matrix

No	External Factors	Amount	Rating	Weight	Weight X Rating
	Opportunity				
1	Environmental Assets: Community-based homestay development	19	0.10	3	0.3
2	Social Assets: Government support and national programs	20	0.11	3	0.33
3	Physical Assets: Accessibility improved	29	0.16	5	0.8
4	Physical Assets: Potential for developing agrotourism and educational tourism	20	0.11	3	0.33
No	Threat	Amount	Rating	Weight	Weight X Rating

1	Human Assets: Dependence on external parties/investors :	20	0.11	3	0.33
2	Social Assets: Social inequality and land conflicts .	25	0.14	4	0.56
3	Environmental Assets: Fluctuations in tourist visits :	20	0.11	3	0.33
4	Social Assets: Lack of social protection and job security	23	0.13	4	0.52
	Total	176			3.5

Source: Researcher Data Processing, 2025

Based on the identification of the strengths and weaknesses of the five main assets in the *Asset-Based Community Development (ABCD)* approach presented, it can be seen that Tanjungjaya Tourism Village has quite strong internal potential, particularly in the physical, social, and human aspects. However, several weaknesses remain, such as low institutional capacity and limited economic access, which need to be addressed immediately. To obtain a more comprehensive strategic picture, the results of this internal analysis are combined with external factors, including opportunities and threats to tourism village development.

CONCLUSION

Based on the results and discussion that the researcher has described above, the researcher then draws three main conclusions:

1. The research results show that despite Tanjungjaya Village's status as a tourist village and its location within the Tanjung Lesung Special Economic Zone, most residents have not been able to derive significant economic benefits. Employment remains dominated by informal workers, such as farmers, daily laborers, small traders, and coastal workers, who are seasonal and lack employment protection. Income inequality and limited ownership of productive assets contribute to the community's low economic, social, and cultural well-being.
2. *The Asset-Based Community Development (ABCD)* approach can be applied to improve community welfare through tourism. Through the ABCD approach, communities are encouraged to recognize, manage, and optimize their local assets, such as natural resources (beaches and agricultural land), human resources (youth and artisans), and

social capital (cooperation and community). This approach has successfully shifted the paradigm from dependence on external assistance to empowerment from within the community itself. Mapping five types of assets (physical, economic, human, social, and environmental) helps communities recognize potential that has not been fully utilized.

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