

# Sago Festival Development Strategy through a Community-Based Tourism Approach in Sebangun Village, Sambas

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## ABSTRACT

Since its establishment in 2021, the Sago Festival in Sebangun Village, Sambas Regency, has evolved into an annual cultural event that simultaneously celebrates local heritage and promotes community-based economic empowerment. This study aims to formulate strategic directions for enhancing the festival's development within the framework of Community-Based Tourism (CBT), ensuring its sustainability and optimizing socio-economic outcomes. A qualitative descriptive approach was employed, integrating field observations, in-depth interviews, and literature analysis. The collected data were systematically examined using the SWOT analytical framework. The findings indicate that the festival's primary strengths include active community participation, well-established local branding, and the abundance of sago resources. Conversely, internal weaknesses consist of venue instability, declining sago tree availability, and limited promotional efforts. External opportunities—such as collaboration with governmental and academic institutions and the expansion of digital media—further enhance the festival's development prospects. Drawing from these insights, five strategic directions are proposed: (1) establishing a permanent festival venue; (2) implementing sustainable sago cultivation programs; (3) strengthening digital marketing and destination branding; (4) fostering inter-village and stakeholder collaboration; and (5) enhancing youth engagement through cultural education and capacity-building initiatives. Collectively, these strategies emphasize the significance of participatory management and sustainable resource utilization in advancing cultural tourism. Accordingly, the Sago Festival represents a promising model for community-based cultural tourism development in Sambas.

**Keywords** : Development Strategy; Sago Festival; Community-Based Tourism; SWOT Analysis

## ABSTRAK

Sejak diselenggarakan pertama kali pada tahun 2021, Festival Sagu di Desa Sebangun, Kabupaten Sambas, telah berkembang menjadi sebuah acara budaya tahunan yang tidak hanya merayakan warisan lokal, tetapi juga mendorong pemberdayaan ekonomi berbasis masyarakat. Penelitian ini bertujuan untuk merumuskan arah strategis dalam pengembangan Festival Sagu melalui kerangka Community-Based Tourism (CBT) guna menjamin keberlanjutan dan mengoptimalkan dampak sosial ekonominya. Pendekatan yang digunakan adalah deskriptif kualitatif, dengan teknik pengumpulan data melalui observasi lapangan, wawancara mendalam, dan kajian literatur. Data yang diperoleh kemudian dianalisis secara sistematis menggunakan kerangka analisis SWOT. Hasil penelitian menunjukkan bahwa kekuatan utama festival meliputi partisipasi aktif masyarakat, branding lokal yang telah terbentuk, serta ketersediaan sumber daya sagu yang melimpah. Sementara itu, kelemahan internal mencakup ketidakstabilan lokasi pelaksanaan, menurunnya jumlah pohon sagu, dan upaya promosi yang masih terbatas. Peluang eksternal—seperti kolaborasi dengan lembaga pemerintah dan akademisi serta perkembangan media digital—semakin memperkuat potensi pengembangan festival ini. Berdasarkan hasil tersebut, dirumuskan lima arah strategi utama, yaitu: (1) menetapkan lokasi tetap pelaksanaan festival; (2) melaksanakan program budidaya sagu berkelanjutan; (3) memperkuat promosi dan branding berbasis digital; (4) mendorong kerja sama antardesa dan pemangku kepentingan; serta (5) meningkatkan keterlibatan generasi muda melalui pendidikan dan penguatan kapasitas budaya. Secara keseluruhan, strategi ini menekankan pentingnya pengelolaan partisipatif dan pemanfaatan sumber daya lokal secara berkelanjutan dalam memperkuat pariwisata budaya. Dengan demikian, Festival Sagu berpotensi menjadi model pengembangan pariwisata budaya berbasis masyarakat di Sambas.

**Kata Kunci** : Strategi pengembangan; Festival Sagu; pariwisata berbasis komunitas; analisis SWOT

## INTRODUCTION

Sago (*Metroxylon sagu*) is a carbohydrate-producing plant that grows abundantly in Indonesia, particularly in swamps and peatlands. This plant has long served as a traditional food source in eastern Indonesia, such as Papua and Maluku, where it is processed into papeda, sago flat, and sago porridge. In the Sambas region, West Kalimantan, sago is also used to make sago flour, sago tussocks, and sago noodles, as well as for non-food uses such as weaving leaves into traditional roofs, mats, woven baskets, and other handicrafts. This highlights that sago has roles not only as an agricultural product but part of cultural heritage and community livelihood.

Sebangun Village, part of Sambas Region, West Kalimantan, has great potential for sago cultivation and serves as a local center for sago flour production (Profil Desa Sebangun, 2024). The village is also historically important, home to Surau Raden Sulaiman—the oldest mosque in Sambas Regency—which represents the region's cultural heritage. This combination of living agricultural tradition and tangible historical sites provides Sebangun Village with distinctive foundation that can support local identity formation and expand its tourism offerings. Building on its rich natural and cultural assets, Sebangun Village started the Sago Festival in 2021, following the COVID-19 pandemic.

This festival designed to translate local sago traditions into dynamic, experiential event. The festival highlights sago as its main theme and features activities such as sago trunk-pushing, log-running, leaf-weaving competitions, and cooking contests using both traditional recipes like *lempeng sagu* and new sago-based dishes. These activities strengthen community bonds, revives traditional knowledge about sago processing, and increases pride in local heritage while encourage visitors to take part directly, creating enjoyable and meaningful cultural experiences.

Despite having been held five times as of 2025, Sebangun Village's Sago Festival faces various challenges. Head of village expressed his concern about not having permanent location to hold the festival, resources (sago tree) depletion, insufficient promotion of the festival, and and competition from other regional festivals (Sarhini, personal communication, August 28, 2024). These challenges could be threats for festival sustainability. Yet, sustaining this festival is crucial in order to strengthen local identity and promote socio-economic development through community-based tourism. To address these challenges and unlock the festival's full potential, strategies for development is needed. To formulate effective development strategies, this study need to develop an analytical framework, grounded in participatory and sustainable tourism principles.

The framework underlying this research is community-based tourism (CBT). The Association of Southeast Asian Nations (ASEAN) defined community-based tourism as tourism activity, community-owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and national and cultural heritage resources (ASEAN Secretariat, 2016). CBT emphasizes the active involvement of local communities in the planning, management, and sustainability of tourist destinations. CBT then evolved from participatory development theory, which emphasizes the importance of community empowerment and local resource management as the foundation for successful sustainable tourism. Research suggests that CBT not only improves economic well-being (economic sustainability) but also strengthens cultural identity (socio-cultural sustainability) and preserves the environment (ecological sustainability) (Hidayah et al., 2023; Krittayaruangroj et al., 2023; Putra et al., 2020). These are the main principles of community-based tourism in sustainable context.

Specifically, festivals is a dynamic platform that operationalize these principles. Community-based festival can involve the local community for a holistic cultural, economic,

environmental, political and social development (Adi et al., 2017; Fatihah et al., 2023; Getz & Page, 2016). Festivals (including food-related events) are often links to cultural or tradition p(Getz & Page, 2016), creation of unique experiential tourism (Kurniawan & Susanti, 2021; Rossetti & Quinn, 2021) and function as instruments of place branding and local economic development while simultaneously reinforcing social capital through festival planning and management (Arcodia & Whitford, 2006; Buam & Bharule, 2024) and collective identity of community (Getz & Page, 2016). Folk festivals are seen as a strategic means to strengthen social ties, preserve cultural heritage, and enhance the attractiveness of tourist destinations (Darnita, 2024). Furthermore, tourism development strategies through festivals have been shown to stimulate regional economic growth and expand the market network for local products (Muhammad & Santosa, 2023). In a related study, culinary and cultural festivals have proven effective in strengthening community collective identity while facilitating sustainable destination promotion (Folgado-Fernández et al., 2019). The existing literature confirms the value of CBT and festivals across at least 5 (five) dimension: cultural, economic, environmental, political, and social aspect. However, key research gaps remain. These include the need for strategic frameworks that holistically formulate strategies for sustainability of the festival as well as focused studies on festival-driven CBT in specifics contexts like Kalimantan's sago festivals. Previous research has often addressed tourism villages in general without examining festivals in depth as a model for community empowerment (Irawati et al., 2021). Therefore, this study seeks to bridge these gaps by employing structured analysis to formulate strategies for a specific, under-researched case.

This study is directed at two main questions: (1) what factors support and hinder the implementation of the Sago Festival in Sebangun Village? and (2) what strategies can be formulated for the festival's sustainable development? These two questions are intended to uncover the internal and external dynamics in festival management and design strategies that integrate cultural, social, and economic dimensions. This article contributes to the literature on community-based tourism and local food festivals, especially in West Kalimantan, which is still minimally studied compared to other regions.

## RESEARCH METHOD

This study uses a qualitative approach to provide a clear and systematic understanding of the social dynamics related to the development strategies of the Sago Festival in Sebangun Village. According to Sugiyono (2019), qualitative descriptive research aims to describe social realities, perceptions, motivations, and behaviors of individuals or groups in their natural settings, with the researcher acting as the main instrument for data collection and interpretation. Qualitative approach is appropriate for research that include community involvement (Creswell & Creswell, 2018) which allows for a deep exploration of meanings, experiences, and socio-cultural processes that arise from community participation in the Sago Festival. Rather than focusing on numerical data, this study emphasizes understanding and interpreting the process of community-based tourism (CBT) development at the village level.

The study used both primary and secondary data. All the data collected between 2023 and 2025 (after the fifth festival). Primary data were collected through field observations and semi-structured interviews. A purposive sampling technique was applied to select participants based on specific criteria related to the research objectives (Sugiyono, 2019). There are eight informants interviewed for this research included: (1) Sebangun Village officials: Village Head, Dusun Heads, and RT representatives; (2) community members directly involved in organizing the Sago Festival; and (4) individuals who actively participated in planning and implementing the festival. The interviews aimed to identify supporting and inhibiting factors affecting the management and sustainability of the festival. Secondary data came from

literature reviews, previous studies, and relevant official documents. Triangulation was used by comparing interviews, observation, and the festival's documentation.

In this study, the Miles and Huberman model was used as the main framework for analyzing qualitative data, while the SWOT analysis was used in the final stage to develop strategic recommendations. This combination ensured that the proposed strategies were based on real field data and remained practical for managing community-based festivals.

According to Miles & Huberman model, qualitative data were analyzed according to this flow: (1) data condensation, (2) data display, and (3) conclusion drawing/verification (Miles et al., 2014). Data condensation is the process of selecting and focusing data on important things, and looking for themes and patterns. Second flow of analysis activity is data display, which is presenting data in the form of more organized information (narrative text is the most widely used). The third stage is conclusion drawing/verification: interpreting the data and verifying findings.

Based on information and analysis derived from these 3 (three) flows activity, a SWOT framework used to turn qualitative findings into practical development strategies. The results from the Miles and Huberman model were used to identify internal factors (strengths and weaknesses) and external factors (opportunities and threats). SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis provides a structured way to identify and evaluate internal and external factors that affect the success of a program, project, or organization (Rangkuti, 2019). Strengths (S) refer to internal advantages such as skills, expertise, or resources. Weaknesses (W) means internal limitations like lack of infrastructure or management challenges. Opportunities (O) refer to external conditions that can support development, such as government policy, technology, or market potential. Threats (T) refer to external risks that may hinder success, such as competition or environmental issues. The main goal of SWOT analysis is to connect these four factors to create a practical strategic plan that aligns internal capabilities with external conditions. These factors were arranged into a SWOT matrix following the frameworks that resulting in four types of strategies: (1) SO strategies – using strengths to take advantage of opportunities; (2) ST strategies – using strengths to reduce threats; (3) WO strategies – improving weaknesses by making use of opportunities; and (4) WT strategies – minimizing weaknesses and avoiding threats (Helms & Nixon, 2010; Rangkuti, 2019).

## RESULTS AND DISCUSSION

There are several factors were identified that either support or hinder the development of the Sago Festival in Sebangun Village. The main findings include community participation and enthusiasm; economic and social benefits; promotion and branding; infrastructure and location; environmental and resource concerns; and youth engagement and cultural continuity.

### Community Participation and Enthusiasm

Observations showed strong participation from the community, with residents working together to prepare venues, competition materials, and food stalls. According to the Village Head, Mr. Sarbini (45) (personal communication, August 28, 2024), “The festival has become part of our village identity; everyone contributes according to their ability.” However, community involvement changes each year depending on available funding and the location of the festival.

### Economic and Social Benefits

Vendors and committee members reported that the festival creates short-term job opportunities and increases family income. As explained by Aya (21) (personal communication, August 29, 2024), a committee member, “During the festival week, our sago

products sell out quickly, and our income can double.” Besides the economic impact, the festival also promotes cooperation among hamlets and strengthens community relationships.

### **Promotion and Branding**

Interview and observation results showed that promotional activities are still limited. The organizing committee mostly relies on word-of-mouth and local announcements. Youth respondents, such as Along (18) (personal communication, August 30, 2024), mentioned that online promotion remains weak: “We want to help through social media, but there is no official account or design team.” The lack of digital promotion reduces the festival’s visibility beyond the local area.

### **Infrastructure and Location**

The festival’s location changes every year between hamlets, creating logistical challenges and confusing visitors. As one Dusun Head (52) stated, “If the location changes every year, visitors become confused about where to go” (personal communication, August 29, 2024). The absence of a permanent site affects consistency, accessibility, and the overall visitor experience.

### **Environmental and Resource Concerns**

Environmental issues were also noted, particularly the decline in sago trees caused by overharvesting during the festival and minimal replanting efforts. The Village Head commented, “We cut many sago trees each year, but few are replanted” (Sarhini, personal communication, August 28, 2024), highlighting a long-term threat to sustainability if resource management is not improved.

### **Youth Engagement and Cultural Continuity**

Many young people take part in the festival as performers or volunteers. However, some expressed a desire for greater involvement in decision-making and management. One Gen Z participant said, “We want to be part of the committee, not just help during the event” (personal communication, 2024). This shows the need to involve youth more actively to maintain cultural traditions and prepare future community leaders.

The Community participation, established local branding, and the availability of sago resources are key internal strengths of the Sago Festival. In contrast, weak promotion, declining resources, and logistical difficulties remain important internal weaknesses. Externally, government and institutional support, along with the growth of digital media, create opportunities for development. However, environmental issues, competition from other festivals, and lower youth interest pose external threats. These findings highlight the need to adopt a Community-Based Tourism (CBT) approach that promotes collaboration, sustainability, and cultural preservation. Such an approach is essential to ensure the long-term success of the Sago Festival and to position it as a model of sustainable community-based cultural tourism in Sebangun Village.

The following table summarizes the supporting and inhibiting factors identified through fieldwork and interviews.

Table 2. Supporting and Inhibiting Factors

No	Internal Supporting Factors (Strengths)	Internal Inhibiting Factors (Weaknesses)
1	Participatory Human Resources (HR) (Creativity/skills of the Sebangun Village Community)	Non-permanent location and inadequate infrastructure
2	Identity and branding has been formed.	Sago palms are dwindling.
3	Various attractions.	Promotion is still limited.
4	Availability of sago raw materials	Road access is still poor.
No	External Supporting Factors (Opportunities)	External Inhibiting Factors (Threats)
1	Support from the government, academics, and sponsors.	Environmental damage and seasonal changes.
2	Collaboration with other sago-producing villages.	Competition with other, more prestigious festivals
3	Digital Media Development	Decreased interest among the younger generation in preserving traditions

Source: Research results (2025), processed by researchers

#### A. Internal Supporting Factors

Interviews with community leaders, festival committee members, and local residents show that people in Sebangun Village are highly active and cooperative. The success of the Sago Festival largely depends on their voluntary participation and creativity in using sago for culinary and cultural activities. According to the Village Head, Mr. Sarbini (45) (personal communication, August 28, 2024): “When the first festival was held in 2020, we had no budget at all. But people worked together—some contributed money, others brought materials, and many helped organize the event.” Field observations during the 2024 festival confirmed this strong community spirit. Residents from different hamlets worked together to prepare stages, booths, and decorations. This finding supports Ridwan and Aini (2022), who emphasize that community involvement is essential for tourism development. Sponsorship mainly comes from local business owners who contribute voluntarily, showing strong community solidarity. This also demonstrates the strong cultural and social capital that underpins festival development, consistent with findings that the success of community-based tourism is heavily influenced by community participation and local resource management (Putra et al., 2020).

An addition, the Sago Festival has also become a key part of Sebangun Village’s local identity. As stated by committee member Hidayat (25) (personal communication, August 31, 2024): “People in Sambas now recognize Sebangun because of the Sago Festival—it has made our village well-known.” According to Razak and Novianti (2022) effective branding helps shape a destination’s image and supports tourism sustainability.

The festival’s activities have also become more diverse each year—from simple competitions in 2020 to creative culinary contests and traditional dance in 2024. A youth participant, Aya (21) (personal communication, August 29, 2024), shared: “Each year we try to add something new, like the sago noodle competition or weaving demonstrations.” These results support Salsabila and Nathalia (2023) and Putra et al. (2020), who found that local creativity and cultural participation are key factors in successful community-based tourism.

## B. External Supporting Factors

Support from the government, academics, and sponsors are external factors driving the development of the Sago Festival in Sebangun Village. The local government and village government are involved in providing assistance to the community in preparing qualified human resources. According to the Head of RT (52) (personal communication, August 28, 2002): “Every year the village government helps with infrastructure, such as repairing roads, while the district office provides coordination and small grants.” The government also plays a role in providing the facilities needed for tourism activities (Pendong et al., 2020). Academics from the Sambas State Polytechnic and the Islamic University of Sambas also provide assistance through community service programs and other assistance.

The next driving factor is the opportunity to collaborate with other sago-producing villages. Because the Sago Festival is held annually and uses a large number of sago trees, collaborating with other villages is a good choice. The goal is to ensure the number of sago trees in Sebangun Village is maintained. Furthermore, partnering with other villages in the Sago Festival will encourage better collaboration in the future. Finally, a driving factor that can be maximized in the development of the Sago Festival in Sebangun Village is digitalization. Digitalization is a form of information technology, which can be defined as the process of transforming information in various forms, including text, photos, and videos, into digital media (Ichsan et al., 2024).

## C. Internal Inhibiting Factors

The main inhibiting factor is the unstable location of the sago festival. Each year, the festival location rotates among hamlets, requiring organizers to rebuild facilities. A committee member (25) said: “Changing the venue means rebuilding everything—tents, toilets, electricity—and visitors get confused” (personal communication, August 30, 2024). This situation clearly creates an internal obstacle because different hamlets require different preparations. In addition to preparation, the unstable location also confuses potential Sago Festival visitors, as not all potential visitors are familiar with the locations of the hamlets in Sebangun Village. Observations also found that road access in some hamlets is poor, especially during the rainy season.

Another concern is the decreasing number of sago palms due to overharvesting and limited replanting. As the Hamlet Head explained: “We use dozens of sago trunks every year, but replanting is rare because it takes a lot of time and space” (personal communication, August 29, 2024). This threatens the long-term sustainability of the festival. Although the informants do not have specific data, but based on their observation by years, the dwindling number of sago trees is due to the use of large quantities of sago trunks during the Sago Festival. The imbalance between the number of sago trees used and the number of available sago trees will hinder the future development of the Sago Festival.

Another weakness is weak promotion. A youth volunteer (18) said: “We rely only on banners and WhatsApp groups; there’s no official digital promotion.” Effective promotion is essential to attract visitors and increase visibility (Efrenza, et al., 2023). Observations from the 2024 festival showed that most attendees were local, indicating limited external outreach. It was discovered that the organizing committee focused solely on the series of events during the Sago Festival and paid little attention to promotion through various media. Consequently, not everyone is aware of the Sago Festival celebrations in Sebangun Village. Weak promotion will hinder the development of future Sago Festivals. The less information about the Sago Festival is disseminated within the community, the less likely visitors will attend the Sebangun Village Sago Festival.

### D. External Inhibiting Factors

Environmental and seasonal conditions also affect the festival’s success. During the 2024 event, heavy rain caused flooding in some areas, reducing attendance. A vendor (55) (personal communication, August 31, 2024) said: “When it rains, people don’t come. The ground becomes muddy, and stalls can’t operate properly.” Unfavorable seasons will impact the Sago Festival but on the other side, The sago festival always takes place at the end of the year, coinciding with high rainfall. Other natural factors, including climate (e.g., sunshine duration, air temperature, or rainfall), significantly impact the daily flow of tourists (R.-Toubes et al., 2020).

Competition with other festivals is also a challenge that the Sebangun Village community, as organizers of the Sago Festival, must be prepared to face. The Village Head said: “Sometimes our festival happens at the same time as others, and visitors prefer to go there” To stay competitive, the Sago Festival needs to strengthen its uniqueness and improve presentation quality. Other festivals will certainly offer something more festive, more unique, and more memorable than the Sago Festival. Therefore, it is important for the organizers of the Sebangun Village Sago Festival to maximize existing potential. Finally, illegal logging of sago trees. The ideal age for harvesting sago trees is 13-15 years, but harvesting can also occur at 7-12 years (Asmuruf et al., 2020). However, in practice, many sago palms are still being felled before this ideal age. As a result, the number of sago palms in Sebangun Village is decreasing every year.

The illegal logging and early harvesting of sago palms pose serious environmental risks. A local resident (45) (personal communication, August 28, 2024) said: “Many people cut sago trees before they are mature—they don’t wait until they are 13 to 15 years old.” This is consistent with Asmuruf et al. (2020), who report that premature harvesting reduces long-term yields and harms ecological balance.

### E. SWOT Analysis of the Sago Festival Development Strategies

Based on the driving and inhibiting factors described above, the following SWOT matrix was developed to formulate strategic recommendations.

Table 3 SWOT Matrix

<b>IFAS</b>	<b>Strengths (S)</b>	<b>Weaknesses (W)</b>
	1. Solid Human Resources (HR) 2. Established branding. 3. Diverse attractions	1. Unstable location. 2. Decreasing number of sago palms. 3. Weak promotion.
<b>EFAS</b>	<b>SO Strategies</b>	<b>WO Strategies</b>
<b>Opportunities (O)</b>	<b>SO Strategies</b>	<b>WO Strategies</b>
1. Support from the government, academics, and sponsors. 2. Collaboration with other sago-producing villages. 3. Digitization	1. Expanding collaborative networks with various parties (S1, S2, S3, O1, O2) 2. Sago palm cultivation (S1, S2, O1, O2) 3. Digital marketing (S1, S2, S3, O1, O3)	1. Create an integrated Sago Festival implementation plan (W1, W2, W3, O1, O2) 2. Endorsement by involving local influencers to expand promotion (W3, O1, O3)
<b>Threats (T)</b>	<b>ST Strategies</b>	<b>WT Strategies</b>
1. Environmental Damage and Seasonal Change	1. Strengthening the Sago Festival branding through	1. Creating an event calendar (W1, W3, T1, T2)

<p>2. Competition with other festivals.</p> <p>3. Declining Interest among the Younger Generation</p>	<p>scheduled promotions (S1, S2, S3, T2)</p> <p>2. Preparing attractions suitable for all seasons (S3, T1)</p> <p>3. Education and monitoring of sago palm areas (S1, T3)</p> <p>4. Utilizing community participation, especially among the younger generation, to prevent erosion by modernization (S1, T3)</p>	<p>2. Imposing legal sanctions (W2, T3)</p> <p>3. Alternative funding to address resource vulnerabilities (W3, T3)</p>
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These strategies align with a community-based tourism management approach that emphasizes leveraging internal strengths to address external dynamics (Irawati et al., 2021). The research findings indicate that the development of the Sago Festival in Sebangun Village can be understood through a SWOT analysis, highlighting internal strengths and weaknesses and external opportunities and threats. Key findings demonstrate that the availability of sago raw materials, community expertise in sago processing, and active local community participation are fundamental strengths in building the festival's identity. This addresses the research question regarding how development strategies can leverage local potential while addressing existing challenges. The research objective of formulating a community-based development strategy was achieved by developing an integrative strategy that optimizes cultural potential while addressing limitations in infrastructure and institutional support. Thus, the research findings emphasize the importance of linking festival planning to the goals of sustainable tourism development and community empowerment.

Within the framework of community-based tourism (CBT) theory, research findings demonstrate that community participation extends beyond providing attractions to managing them, creating added economic value, and preserving cultural identity. The CBT concept emphasizes community independence in designing, managing, and controlling tourism, ensuring direct economic and social benefits for the local community (Manyara & Jones, 2007). The findings of this study support this principle by demonstrating that community involvement in Sebangun Village has been a key factor in the festival's success. Furthermore, findings regarding limited resources and institutional capacity confirm the importance of tourism governance theory, which emphasizes cross-actor collaboration between government, communities, and the private sector to achieve sustainable development (Bramwell & Lane, 2011). The data demonstrate that community involvement extends beyond organizing events to participating in competitions, providing attractions, and providing culinary products. Meanwhile, visitors primarily come from the Sambas region and surrounding towns, primarily motivated by the unique cultural attractions and sago-based culinary delights. Visitors' direct involvement in festival competitions also demonstrates a pattern of active participation that enhances the cultural interaction-based tourism experience. This supports the view that festivals function not only as entertainment but also as a means of cultural learning for tourists.

This festival also has a positive impact in the form of increased community income, particularly through the sale of sago-based culinary products and crafts. Furthermore, the festival also strengthens social solidarity and the community's sense of belonging to local culture. This impact aligns with literature showing that community-based festivals can strengthen the local economy while increasing social cohesion (Ginting et al., 2024). Therefore,

this research opens up space for further study on community-based festival development models in other regions with different resource characteristics.

Village and district governments generally provide support in the form of funding, promotion, and basic infrastructure. However, interviews indicate that support is still limited and has not been comprehensively integrated into regional tourism policies. This suggests the need for a more systematic strategy to link festivals with regional tourism development programs, as emphasized by previous research on the integration of community-based tourism policies (Darnita, 2024).

## CONCLUSION

This study sought to identify factors influencing the Sago Festival and to propose strategies for its sustainable development. The findings reveal that the Sago Festival in Sebangun Village possesses considerable cultural and economic potential, supported by strong community participation, local creativity, and the availability of sago resources. These findings highlight the central role of the community-based tourism (CBT) approach in ensuring the festival's sustainability, where local residents actively serve as planners, organizers, and primary beneficiaries.

The analysis identified four main dimensions. From a socio-cultural perspective, the festival strengthens community identity, promotes social cohesion, and fosters intergenerational interaction by reviving local traditions through collective participation. From an economic perspective, the event provides short-term income opportunities for residents and small entrepreneurs, although the benefits remain temporary and require institutional support for long-term sustainability. In the environmental dimension, the excessive use of sago trees without adequate replanting threatens resource continuity, indicating the need for proper environmental management and replanting programs. Regarding management and promotion, the lack of a fixed venue, limited promotional efforts, and weak digital visibility constrain the festival's growth and competitiveness compared to other regional events.

Based on these findings, ten strategies are proposed to ensure sustainability of the festival: (1) expanding collaboration among government institutions, community groups, the private sector, academia, and media; (2) implementing structured sago cultivation programs; (3) enhancing digital marketing capacity; (4) developing a comprehensive annual festival plan; (5) engaging local influencers to promote the festival; (6) strengthening branding through consistent promotional activities; (7) designing attractions suitable for different seasons; (8) promoting environmental education and monitoring sago cultivation areas; (9) establishing a fixed annual festival calendar; and (10) enforcing legal measures against illegal logging and premature harvesting.

These strategies collectively emphasize the CBT principles of participatory management, cultural preservation, and sustainable resource use. They not only address immediate operational gaps but also align with long-term goals of cultural tourism development in Sambas. They reflect the integration of cultural, economic, and environmental dimensions within the framework of community-based tourism, emphasizing a holistic approach to sustainable festival development in Sebangun Village.

However, this study was limited to local stakeholder perspectives. Further, future studies can incorporate visitor feedback, planning and managing event, exploring the festivalscape component in developing Sago Festival in Sebangun Village as tourist attraction, or compare the Sago festival with similar community-based festival in other regions.

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