

SETTING UP BEACH OF KOTA JOGO AS A GEMSTONE HIDDEN IN ANAKOLI VILLAGE BECOMES A LEADING DESTINATION

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Abstract. The Uniflor Mengabdi Community Service Program (KKN) is a form of community engagement carried out by students at the University of Flores in collaboration with Field Supervising Lecturers (DPL). This program was designed to support the community of Anakoli Village in developing the tourism potential of Kota Jogo beach. The objective of the program is to enhance the destination's attractiveness through environmental management and the provision of simple, eco-friendly facilities grounded in local wisdom. The implementation method employed a participatory approach, actively involving the community in the stages of needs identification, program planning, activity implementation, and joint evaluation. The activities implemented included constructing waste bins, bamboo seating, photo spots in the form of swings and signage, and community service to clean the access road to Kota Jogo beach. The results of these activities demonstrated positive changes, including a cleaner coastal environment, the availability of basic tourism facilities, and increased community participation in destination management. The impact of this program is expected to increase tourist visits and create opportunities for the community to develop tourism-based businesses. Thus, the KKN program contributes to sustainable tourism development by actively involving the local community.

Keywords: Anakoli Village tourism, Kota Jogo beach, NTT hidden gem

Abstrak. Kegiatan KKN Uniflor Mengabdi merupakan salah satu bentuk pengabdian kepada masyarakat yang dilaksanakan oleh mahasiswa Universitas Flores bersama Dosen Pendamping Lapangan (DPL). Program ini dirancang untuk mendukung masyarakat Desa Anakoli dalam mengembangkan potensi wisata Pantai Kota Jogo. Tujuan utama kegiatan adalah meningkatkan daya tarik wisata melalui penataan lingkungan dan penambahan fasilitas sederhana yang ramah lingkungan serta berbasis kearifan lokal. Metode pelaksanaan menggunakan pendekatan partisipatif yang melibatkan masyarakat secara aktif dalam tahap identifikasi kebutuhan, perencanaan program, pelaksanaan kegiatan, hingga evaluasi bersama. Program kerja yang dilaksanakan meliputi pembuatan tempat sampah, pembuatan tempat duduk, pembuatan spot foto berupa ayunan dan plang foto, serta kerja bakti pembersihan akses jalan menuju Pantai Kota Jogo. Hasil kegiatan menunjukkan adanya perubahan positif pada lingkungan pantai yang lebih bersih, tersedianya sarana wisata sederhana, dan meningkatnya partisipasi masyarakat dalam pengelolaan destinasi. Dampak dari kegiatan ini diharapkan dapat meningkatkan jumlah kunjungan wisatawan dan membuka peluang bagi masyarakat dalam mengembangkan usaha berbasis pariwisata. Dengan demikian, kegiatan KKN dalam pengembangan pariwisata berkelanjutan melibatkan peran aktif masyarakat.

Kata Kunci: pantai Kota Jogo, permata tersembunyi NTT, wisata Desa Anakoli

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INTRODUCTION

Anakoli Village is one of the villages with promising marine tourism potential, particularly through the presence of Kota Jogo Beach. This beach offers beautiful natural panoramas, a pristine atmosphere, and local uniqueness that have the potential to attract tourists (Yosua & Suwartono, 2025). With the uniqueness which it is owned, Kota Jogo beach can develop as one of the leading tourist destinations that can strengthen the identity of Anakoli Village (Utami et al., 2025). Despite its significant potential, Kota Jogo Beach remains under-managed. The main



challenges faced by partners include a poorly maintained coastal area, a lack of supporting tourism facilities, and suboptimal promotion (Garcia & Cater, 2022). This has resulted in low tourist visits, limiting the tourism sector's contribution to improving the well-being of the Anakoli Village community, and under-promotional efforts. This has led to relatively low tourist arrivals and, consequently, Kota Jogo Beach's lack of significant economic impact. If this situation continues, the existing potential will be further neglected, making it difficult for the village to develop its tourism sector.

These issues highlight the urgency and importance of managing and developing Kota Jogo beach in a structured, inclusive, and sustainable manner. The tourism sector has proven to be capable of driving local economic growth, creating jobs, increasing household income, and improving overall community well-being when managed appropriately and supported by adequate resources and stakeholder engagement (Bakalo et al., 2025). Without proper management and strategic intervention, the potential of natural tourism assets such as Kota Jogo beach risks remaining underutilized, leaving the surrounding community unable to benefit from the economic opportunities it could offer. Therefore, intervention through empowerment-based community service activities is necessary so that the Anakoli Village community is not merely spectators but also key actors and decision-makers in the development of their tourism destination (Dushkova & Ivlieva, 2024).

Empowering local communities in this way ensures that development efforts are more contextually relevant, culturally sensitive, and economically beneficial in the long run. Therefore, the University of Flores' Community Service Program (KKN) addresses this need by actively involving students and field supervisors (DPL) in the process of managing, facilitating, and empowering the local community. Through this program, students serve not only as agents of change but also as bridges between academic knowledge and grassroots community needs, contributing meaningfully to the sustainable development of Kota Jogo beach as a competitive and community-driven tourist destination. The success of a similar approach in developing tourist destinations has been proven by various previous studies and community service programs, demonstrating that participatory methods yield more sustainable and meaningful outcomes compared to top-down interventions (Mtapuri et al., 2022). Several previous studies have shown that developing coastal tourism destinations requires not only community involvement but also strong institutional support, policy frameworks, and inter-stakeholder collaboration to ensure long-term sustainability (Quang et al., 2023).

The active participation of local communities is particularly critical, as they possess indigenous knowledge, cultural values, and a direct stake in the preservation of their natural and social environment. In line with this, strengthening the role of the community through training programs, socialization, and development of basic infrastructure such as access roads, supporting facilities, and the development of local products is an important strategy in improving community-based coastal tourism management (Kuba et al., 2024). These efforts not only enhance the economic capacity of residents but also foster a sense of ownership and responsibility toward the sustainable development of their tourism destinations.

Based on this description, the Uniflor Community Service Program in Anakoli Village is designed to develop Kota Jogo beach so that it can develop into a leading tourist destination. This includes environmental planning, provision of facilities, and increasing capacity. community in managing and promoting tourist destinations. In this way, it is hoped that Kota Jogo beach will be capable of attracting more Lots travellers as well as strengthening the identity of Village Anakoli as a village tour, as well as giving a positive impact to improvement of local community welfare

METHOD

The KKN activities carried out in Anakoli Village used a participatory approach, actively involving the community, village government, and youth groups in every stage of the activity. This approach was chosen because the development of tourist-based public can only be sustainable if the community is actively involved in every stage of planning, implementation,

and evaluation. The work program focuses on adding simple facilities, environmental management, and strengthening the identity of Kota Jogo beach as a tourist destination. Program formulation is not carried out unilaterally, but through deliberation with village officials and the community, so that each activity is aligned with local needs and available potential. In this way, KKN activities not only produce physical facilities but also foster a sense of community ownership of the beach, which serves as a village asset. Furthermore, the development of new facilities at tourist destinations has been proven to increase attractiveness and open new economic opportunities for local communities (Bakalo, 2025).

The program is implemented through several interconnected stages. The first stage is problem identification through discussions with village officials and the community. The second stage is joint planning, determining priority activities, such as adding facilities and developing coastal areas. The third stage is implementation. activity which covered manufacturing place rubbish, development spot photo, these included swings and boards with written words, portable seating, and community service to clean the access road to the beach. The fourth stage, participatory evaluation, was conducted with the community and village officials to assess the success of the activity.

RESULTS AND DISCUSSION

The Community Service Program (KKN) in Anakoli Village has resulted in several programs designed to manage and develop the tourism potential of Kota Jogo beach. All programs implemented are a follow-up to the previously formulated implementation method using a participatory approach. The work programs have been developed as a strategy for developing Kota Jogo beach tourism. The following work programs have been implemented:

Making a Rubbish Bin

The initial condition of Kota Jogo beach before the implementation of KKN showed serious problems related to rubbish management. Rubbish is scattered in various corners of the beaches. This situation not only diminishes the beauty of the beach as a tourist destination but also has the potential to negatively impact environmental health and public comfort (GhulamRabbany et al., 2013). The availability of sanitation facilities and infrastructure at tourist destinations is a crucial factor that positively and significantly influences tourist satisfaction and the quality of the experience (Karim et al., 2024). Therefore, Uniflor Community Service Program students believe it is crucial to make trash bin construction a key program in their community service activities in Anakoli Village.

The activity began with a survey to determine strategic locations for placing trash bins, particularly in areas frequently visited or passed by tourists. This initial step was important to ensure that the bins would be placed in accessible and visible spots so visitors could easily dispose of their waste. By identifying these key points, the program aimed to support better waste management around the beach area and reduce the possibility of litter being scattered in the environment. After determining the locations, the students proceeded with the construction of the trash bins using local materials such as bamboo and wood, which are readily available around the village (Yudhistira, 2021). The use of these materials was chosen because they are affordable, environmentally friendly, and easy to obtain by the local community. In addition, using local resources supports sustainable practices and encourages the community to maintain or reproduce the bins in the future if needed.

Community participation played an important role in the implementation of this activity. Residents assisted the students in several ways, including cooperation in the construction process and providing bamboo and wood as the main materials for building the bins (Ekawati et al., 2023). This collaboration not only made the process more efficient but also strengthened the sense of shared responsibility for maintaining the cleanliness of the beach environment. Furthermore, the selection of bamboo and wood ensured that the trash bins were not only functional but also aesthetically compatible with the natural surroundings of Kota Jogo Beach. The natural appearance of these materials blends well with the coastal landscape, making the

bins look more harmonious with the environment while still serving their practical purpose of supporting waste management in the tourist area.



Figure 1 . *Process manufacturing rubbish bin*

It is hoped that the existence of trash bins made from local materials can be the first step. Towards sustainable tourism management at Kota Jogo Beach. With adequate supporting facilities, tourists will feel more comfortable, while the local community will benefit economically and socially from increased visits. Ultimately, simple activities like building these trash bins can have a long-term impact on sustainable tourism development and increased environmental awareness in Anakoli Village.

Making Spot Photo

Photo spots are an important component in supporting Local potential-based tourism development (Soeswoyo et al., 2022). Its presence can increase the attractiveness of destinations because tourists, especially the younger generation, are not only looking for travel experiences but also opportunities to document the moment (Haddouche & Salomone, 2018). Documentation, which is then shared through social media, makes photo spots an effective visual promotional tool (Romdoni et al., 2024). The trend of locally based tourism Aesthetic photography is becoming increasingly popular because it can strengthen a destination's image and serve as a cheap and sustainable promotional medium (Therkelsen, 2003). Therefore, the addition of photo spot facilities at Kota Jogo beach can be seen as a strategic step to increase the competitiveness of village tourism (Mokodongan, 2025).



Figure 2 . *Installation of seaside swing*

In its implementation, Uniflor KKN students created a photo spot consisting of a swing

and a sign bearing a romantic phrase. The use of local materials such as bamboo, wood, and rope is a form of adaptation to the availability of resources in Anakoli Village. The swing installation process was carried out with attention to the safety and comfort of visitors (Grønbaek, et al., 2012). Furthermore, the students also added aesthetic elements in the form of sea coral decorations hung around the swing, creating a natural beach atmosphere (Gray, 2006). Meanwhile, the romantic sign was designed simply, yet attractive enough to easily function as a backdrop for tourist selfies (Dinhopl & Gretzel, 2016).



Figure 3. *Installation of photo board*

The existence of this swing and photo board not only beautifies the coastal area of Kota Jogo Beach but also become innovation that supports the contemporary trend of tourist tours (Crowe-Delaney & Crowe-Delaney, 2020). Spot Unique and aesthetic photos are expected to provide a distinct visual identity for Kota Jogo beach, and photos uploaded by tourists to social media have the potential to expand destination promotion sustainably (Mokodongan, 2025).

Making a bamboo seat

Making bamboo seats is one of the activities of Uniflor's Community Service Program students serving at Kota Jogo beach. This initiative arose when students noticed that there was still bamboo leftover from previous activities that had not been used (Dai & Hwang, 2019). By utilizing existing materials, students strive to provide additional facilities in the form of simple seating to support tourist comfort. Although several huts already exist on the beach, the students feel the need to present a facility place to sit down more flexible facility where visitors can sit down and be moved according to visitors' needs. (Gray, 2006)



Figure 4. *Process workmanship place sitting from bamboo*

The existence of these portable bamboo chairs provides added value for tourists because they can choose a position for relaxing on the beach (Aminuddin et al., 2025). Besides that, simple

design from bamboo chairs maintains an impression of naturalness and is in harmony with the use of bamboo as a local material supports economic, aesthetic, and sustainable values while demonstrating the students' commitment to providing creative, cost-effective, and environmentally friendly solutions (Ji & Nie, 2024).

Cleaning the road to Kota Jogo Beach

The community service activity of cleaning the access road to Kota Jogo Beach is one of the real collaborations between the public and the Anakoli Village government. This activity was carried out collectively and voluntarily by residents, village officials, and youth organizations who share a common vision of developing Kota Jogo Beach into a leading tourist destination (Utami et al., 2025). Community involvement in direct tourism development is already part of preserving the tourism environment (Khadijah et al., 2024). The active participation of the community in this cleaning activity reflects a strong sense of ownership and responsibility toward the natural resources surrounding their village (Syamsiyah et al., 2025). The path to the beach was previously overgrown with weeds and thick undergrowth, disrupting visitor comfort and significantly reducing accessibility for tourists who wished to reach the beach (Ali et al., 2025). The overgrown vegetation not only made the route difficult to navigate but also created an unfavourable first impression for visitors, which in turn affected the overall tourism experience (Khater et al., 2025). This condition necessitated immediate environmental management and cleanup efforts to restore the road to a proper and accessible condition (Lee et al., 2023). Accessibility is one of the key components in tourism development, as it directly influences the willingness of tourists to visit a destination (Robelo et al., 2022).

Through this cleanup activity, the access road to Kota Jogo Beach has been significantly improved, making it easier and more comfortable for visitors to reach the beach (Mokodongan, 2025). The collaboration demonstrated in this activity serves as a strong foundation for sustainable community-based tourism development in Anakoli Village, where local people play an active role not only as beneficiaries but also as agents of change in managing and preserving their natural tourism assets (Jugmohan et al., 2016).



Figure 5. *Cleaning the road acces to Kota Jogo beach*

During the program, students, along with village officials and members of the community, worked together to clean the access road to the beach. Weeds growing along the roadside were cut down, while twigs, dry branches, and accumulated trash were collected and removed to make the road cleaner and more organized. This collaborative activity aimed to improve the condition of the road so that it would be easier and safer for both residents and visitors to pass through. By working together, the participants were able to gradually transform the road into a neater and more comfortable path leading to the beach.

Furthermore, this community service program also served to strengthen the bonds among the KKN students, village officials, and the Anakoli Village community. Through this joint activity, participants had the opportunity to interact, cooperate, and build a sense of

togetherness. The spirit of mutual assistance created a positive atmosphere and encouraged stronger social relationships between the students and the local community. The results of this activity have had a positive impact on improving accessibility to Kota Jogo Beach. Clean and tidy roads not only facilitate visitor mobility but also create a positive first impression before tourists enjoy the panoramic views of Kota Jogo Beach. Good accessibility and a well-maintained environment can increase visitors' comfort and contribute to supporting the development of local tourism (Guides, 2014).

CONCLUSION

Uniflor's Community Service Program (KKN) in Anakoli Village has made a significant contribution to developing Kota Jogo beach into a more attractive and visitor-friendly tourist destination. Through simple yet impactful programs, such as providing sanitation facilities, developing creative photo spots, constructing portable seating, and clearing access roads, the students, along with the community, successfully created significant initial changes. The community's active participation in every stage of the program demonstrates that community-based tourism development can be effective when the community feels ownership and is directly involved.

As a follow-up, the next KKN students are expected to continue the program, focusing on digital promotion, entrepreneurship training, and community-based tourism management assistance. Meanwhile, the local community is expected to maintain and care for the facilities that have been built and continue to develop them. awareness collective about the importance of cleanliness and hospitality to tourists. The relevant parties, especially the village government and tourism office, need to provide further support through the development of additional infrastructure, business capital facilities, and institutional strengthening, such as the formation of tourism awareness groups.

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