Abstract: This research aims to analyze more deeply the development of a weaving tourism village in Pontianak City. The method used in this research is descriptive qualitative data collection techniques using in-depth interviews and literature studies, where metadata is taken from books, online journals, and secondary references related to this research. This research was analyzed using sustainable tourism development. The results of the study found that the development of the equator weaving village has paid attention to economic, ecological, and social aspects so that the equator weaving village can become one of the booming tourism village pilots in Pontianak City.

Keywords: Sustainable Tourism, Social Development, Social Welfare

INTRODUCTION

The development of tourism as one of the world's industrial sectors that is quite attractive is something that was not predicted before (Adnyana, 2020). This is because tourism has become a significant sector in many countries. Tourism development contributes to economic development, job creation, and cultural exchange. Income generated from the tourism industry can improve a country's economy. Therefore, currently, many countries are starting to compete to focus economic activities on tourism (Yulianah,
This then makes tourism one of the development tools, both in developed and developing countries; this is because the development of tourism areas has a share in development at the international and national levels.

Overall, the growth of tourism as a popular industry was not predicted before due to various factors, one of which is globalization. This is because, in the past, countries were not yet connected with advances in technology and transportation (UNWTO, 2020). The rise of the middle class, government support, and changing consumer preferences are the leading causes of the current increase in the tourism industry. The tourism industry is expected to continue to grow, which can present opportunities and challenges for destinations and stakeholders involved in tourism. One of the opportunities presented is economic growth, foreign exchange earnings, and new job creation (Yakup & Haryanto, 2021).

Meanwhile, the challenge that will be present due to the existence of the tourism industry is the negative potential of the economy, namely the marginalization of communities around the tourism area if Sustainable Tourism Development is not implemented. All tourism industries must develop innovations and fix various things related to the technology used to achieve smart tourism. Currently, tourism development efforts that provide development opportunities for local communities are sustainable tourism development, which has three indicators of size: social, economic, and ecological (Gretzel et al., 2020).

As a country that has made tourism one of the tools in the nation's economic development since the 1970s, Indonesia has modified the development of tourism areas with various models. Tourism development requires a comprehensive model. The model must consider the role and involvement of local communities in the sustainability of tourist areas. The tourism development model in Indonesia is characterized by the mainstreaming of local communities in planning, implementation, and decision-making. Therefore, many tourist villages or kampongs have been developed in Indonesia. The development of tourist areas in Indonesia must adapt to local communities' needs, knowledge, and skills so that the tourism experience can give an authentic impression (Anugrah et al., 2021). Currently, Indonesia focuses on developing tourist villages and villages, intending to offer the potential and uniqueness of each tourist village or village. A tourist village is a form of combination between accommodation, attractions, and supporting facilities.
presented in the system and system of community life. In a tourist village, a group of tourists are close to the traditional environment (Fadlina, 2021). The emergence of tourist villages in the tourism industry can provide new alternatives in conducting tourism activities. The tourist village not only invites tourists to enjoy nature's beauty but can take advantage of this natural beauty through the attractions carried out and the culture offered. Tourists will learn and get to know the life of rural communities directly through the products sold and services provided from the various potentials owned by the village (Fadlina, 2021).

Tourism villages are exciting things to study because tourism villages in each region in Indonesia have different uniqueness, so many studies discuss the development of tourism villages in various regions in Indonesia. One of them is research conducted by Rachmat Astiana in 2022 titled Community Empowerment Assistance Based on Tourism Potential in Cibiru Tourism Village. The research shows that tourism activities in Cibiru have not been managed properly because there is no legal management to run these activities. The tourism potential in the Cibiru tourism village includes nature, culture, and special interests, namely the art of benjang and reak (Astiana, 2022).

Research on tourism villages was also conducted by Wisnu Hadi in 2019 with the title Exploring the Potential of Tourism Villages in Yogyakarta City as a tourist attraction. This research shows that the potential of tourism villages in Yogyakarta City has a variety of things that can be offered to tourists. This is in the form of culture, heritage, culinary, education, economy, and art. In addition, Sleman, Bantul, Gunung Kidul, and Kulon Progo Regencies have tourist villages that can be relied upon to attract tourists for the welfare of their communities (Hadi, 2019).

Further research was conducted by Upik Dyah Eka Noviyanti in 2018 in Maspati Lawas Village. The research showed that Kampung Lawas Maspati has the potential to be developed into a new tourist destination in Surabaya. The strategy that can be done in developing this village is a strategy to overcome weaknesses and take advantage of opportunities (Noviyanti, 2018). The three studies above have yet to discuss sustainable tourism development in tourist villages, so they have not explored the sustainability of the uniqueness of tourist villages in Indonesia. Meanwhile, the number of tourist villages in Indonesia continues to grow.

There are 4,674 tourist villages in Indonesia (Kemenparekraf RI, 2023). Of the many tourist villages in Indonesia, one of the tourist villages that offers
uniqueness in West Kalimantan is the equator weaving tourism village in Pontianak City. The Equatorial Weaving Tourism Village, which will be called Kanun hereafter, has introduced tourists to weaving activities. Kanun is very interesting to develop because there are potentials that can help the community in Kanun to gain prosperity from the existence of Kanun, such as the weaving habit that has been maintained since 1990. The development of Kanun in its efforts to maintain the uniqueness offered requires sustainability to support the local community's welfare. This research looks at how Kanun develops its tourism potential from the perspective of sustainable tourism development. Goals of sustainable tourism are the welfare of local communities, while in the concept of social development, welfare or benefits will be obtained if the tourism site is "sustainable." Sustainable tourism development is a model that can have a long-term impact on aspects of the present and future, both for local communities and visiting tourists (Mussadad, 2019). Socio-cultural sustainability refers to efforts to preserve local culture carried out by the community so that it does not disappear and disappear even though tourism and ecotourism activities are growing along with globalization and modernization. Economic sustainability is something related to the income received directly by local communities. Ecological sustainability refers to maintaining environmental order on Earth so that it can continue to be preserved (Ira, 2020).

The equator weaving tourism village is a tourist destination developed and managed independently by the local community through Pokdarwis (tourism awareness group). This then shows that the role of the local community in Kanun is vital and a cog in realizing sustainable tourism development. Sustainable tourism development is a tourist area development model that is seen as an anti-thesis of mass tourism. Sustainable tourism is a model that aims to minimize the negative impacts of tourism on the environment, society, and the economy and maximize its positive impacts (Gidebo, 2019). This model involves developing and managing tourism activities in a way that conserves natural resources, respects local culture, and benefits local communities (Gidebo, 2019). Through the background and existing problems, this research aims to analyze the Development of the Equator Weaving Tourism Village with the sustainable tourism development model. This is done by researchers so that the management of weaving village tourism can be more optimal in accordance with the aspects of sustainable tourism development, namely social, ecological,
and economic, so that the local community can get social welfare from the tourism location of the Equator Weaving Village.

**METHOD**

The design in this study uses descriptive qualitative methods. Qualitative methods have more diverse approaches to academic research than quantitative methods (Creswell, 2018). Qualitative research was chosen because researchers explore tourism activities that already exist in Kanun. The qualitative approach focuses on describing group experiences and behaviors to explore unexplored research areas (Lewis, 2015). Qualitative research procedures rely on data in the form of text and images sourced from different research strategies and have unique steps in data analysis (Raco, 2018). In-depth interviews with the head of the Pokdarwis and the head of the Kanun drive, field observations at the Equatorial Weaving Village, documentation, and literature study conducted data collection techniques in this study. This research was sourced from two data, namely primary data and secondary data. Primary data was obtained by researchers through observation of the equator weaving tourism village and in-depth interviews with informants. Meanwhile, secondary data was obtained by researchers through literature studies by looking for references that follow the research discussion and the theory used.

**RESULT AND DISCUSSION**

Weaving tourism village, abbreviated as Kanun, has a history of how this tourism village can survive since 1999 until now. No doubt, this was spearheaded by Mrs. Kurniarti, more familiarly known as Makcik. Makcik shared her experience with the history of Kanun, which was established until it grew and was recognized by local, national, and foreign tourists. Makcik is a native of Sambas with Madurese ethnicity who has long lived in West Kalimantan. However, in 1999, Makcik was moved to Pontianak due to a significant riot between ethnicities in Sambas 1999. After moving to Pontianak, Makcik settled in a residential area on Jalan Khatulistiwa Gang Sambas Jaya, Batu Layang Village, North Pontianak until now. In the settlement, Makcik saw that artisans needed to improve at weaving. Finally, Makcik invited mothers around his house who needed weaving activities and skills to be taught and opened a weaving business.

At first, there were few weaving craftsmen in Sambas alley and they were rarely found. Then, over time, with the existing limitations, Makcik taught mothers how to weave with makeshift tools. From year to year, finally, the
people there began to be able to weave by themselves. Within one month, the Kanun community, especially mothers who have mastered weaving, usually produces 4 to 5 fabrics. The results of the cloth depend on whether the craftsman is diligent or not. Based on the researcher's interview with Makcik, the fastest time to make one cloth is within a week. In its development, Kanun was assisted by the village by sending assistance such as the necessary tools. In 2018, lecturers from Tanjungpura University assisted Kanun for three years. During the assistance process, Kanun received a decree from the Mayor of Pontianak City in December 2018 as a tourist village. Makcik explained that many local and foreign guests visited Kanun before receiving the decree. Makcik also shared the origin of this tourist village named Kampung Wisata Tenun Khatulistiwa and why Kanun has yet to become a tourist village. This is because the potential here is indeed weaving, so the main magnet is weaving.

"A tourist village is a bit like that, so if a village is suitable for a village, it is not suitable. In the past, we have applied for the Tourist Village award but did not qualify. Maybe the location is also a township, so it is called a village. So, if it is a village, it is unsuitable" (Researcher Interview with Makcik 13 July 2023).

Figure 1. Location of the Equatorial Weaving Tourism Village.

Location The equator weaving tourism village has a specialty, the only place to produce original weaving in Pontianak City with manual artistry. This means that the artistry of Kanun uses hands, unlike in other places that use modern machines. The number of attraction houses in Kanun is 22 community houses, each with a loom. In addition, there are three knitting houses, coconut shell handicraft houses, and houses processing waste waste, with a total of 1 house each. The Khatulistiwa Weaving Tourism Village results are woven fabrics, bags, knitting products (accessories), coconut waste, and goods made from coconut shells. It is known through the results of the researcher's interview with Makcik the results of this weaving have also been sold outside
Pontianak City, including abroad, precisely in the Netherlands, financed by PT Pertamina. Equatorial Weaving Tourism Village.

Figure 2. Various kinds of products from the Equatorial Weaving Tourism Village.

Through researcher interviews with informants, Kanun is said to be in a reasonably strategic area. This is proven because Kanun is located between the Golden Triangle. The golden triangle means a place surrounded by icons of Pontianak tourism objects, namely the Equator Monument, Bukit Rel, and the tomb of Sultan Syarif Abdurrahman located in Batu Layang so that Kanun deserves to be further developed. The name of Kampung Wisata Tenun Khatulistiwa is also based on the area of the tourist village adjacent to the Equator Monument, so the name "Kampung Wisata Tenun Khatulistiwa" was given. Kanun is an abbreviation created to make it easier to mention. This also makes us learn history from the existence of tourist icons in Kanun and its surroundings. Makcik also said that initially, the attractions carried out in Kanun were only weaving, but over time, other crafts and attractions grew, such as sewing and knitting.

"The location is also strategic, let us say in the Golden Triangle, because it is between the Equator Monument, Bukit Rel, and Batu Layang Cemetery. Incidentally, the area here is touristic and certainly equatorial, so the name "Kampung Wisata Tenun Khatulistiwa" was given. Kanun is an abbreviation to make it easier to mention it is short. Initially, what was done here was weaving, but crafts and other activities grew over time, such as sewing." (Researcher Interview with Makcik, 13 July 2023).

Kampung Wisata Tenun Khatulistiwa has been known to have many tourists since its establishment. Tourists come in groups, both local, national, and foreign tourists, to see firsthand the typical weaving of Pontianak City. The number of groups of tourists increases from year to year, especially in 2015 when a group of tourists from Turkey came to see and buy products from Kampung Wisata Tenun Khatulistiwa. Over time, Kampung Wisata Tenun Khatulistiwa has developed by providing various tour packages to tourists. This package is a form of collaboration with
Pokdarwis and C.S.R. from P.T. Pertamina since 2020. Tourists who come to visit can choose tour packages according to their interests. The packages are known to total six tour packages offered, namely 1) Weaving and knitting packages, 2) Coconut shell craft packages, 3) Bead craft package, 4) Tour around Batu Layang, 5) Agro tourism, and 6) Food processing tour packages. Of all the activities offered, of course, have a positive impact, such as the waste management activities offered. This tour package is offered so that tourists who visit can learn to manage production waste into valuable goods. If the group of tourists is large, one package can consist of 35 to 45 people per package. The most popular tour package for tourists is the weaving package. This package teaches by introducing tools and materials and sound and correct weaving procedures. The things described previously prove that Kanun is an attractive tourist village because the tour packages and attractions offered are pretty diverse for tourists to enjoy.

“In this Kanun, the system is selling packages. This package was obtained through assistance from P.T. Pertamina. When tourists or guests come to visit, they can choose a tour package. There are six tour packages, namely weaving and knitting packages, coconut shell craft packages, bead craft packages, Batu Layang sightseeing tours, Agro tours, and food processing tour packages.” (Researcher Interview with Makcik 13 July 2023).

In improving foreign language skills for the Kanun community, English language training has begun to be held twice in the Khatulistiwa Weaving Tourism Village. This training was held with the aim that some people in Kanun could speak English and would not find it difficult to serve and introduce the weaving products produced to foreign tourists. Through researcher interviews with informants, sometimes foreign tourists bring translators from their country, so it is pretty easy to communicate. One of them is a foreign tourist who came from Qatar to visit Kanun by bringing a translator.

Figure 3. Tourist visits from the State of Qatar on the Instagram.com/@kanun_khatulistiwa page.

Khatulistiwa Weaving Tourism Village also provides accommodations and facilities they have built, such as
homestays for visitors who want to stay overnight. The total number of homestays in Kanun is six houses. Homestays that are used are converted houses. In addition, infrastructure such as roads has made it easy for tourists to come and visit. This is because, since 2019, Kanun has repaired and built easy-access roads. At first, the road was difficult to access, like a rat road, but now it has been repaired and is easily accessible to tourists who want to visit. Kanun has a large enough parking lot, so the parking lot is not an obstacle for tourists who want to visit. Behind the infrastructure that has been considered quite good, Kanun has obstacles in this regard. One is a production house that still needs to be operated because it is deemed inappropriate. Equatorial Weaving Tourism Village has no taboos that need to be heeded when visiting, especially something supernatural.

Kampung Wisata Tenun Khatulistiwa has been involved in many collaborations with various companies / state-owned enterprises such as Pertamina, Angkasa Pura, and B.R.I. Bank. Other agencies that work with Kanun are Tanjungpura University, BPN, and Disporapar. When there are activities from cooperating agencies, Kanun people are always invited to introduce weaving and goods produced by them. The unique fact is that agencies such as Pertamina and BRI are known to bring guests or tourists often to visit the Equatorial Weaving Tourism Village. This is an opportunity for Kanun to become a tour known by tourists with weaving activities. In tourism management and development, Tenun Khatulistiwa Tourism Village is following the regulations of the Regional Regulation in Pontianak City number 4 of 2022 concerning the Preservation and Management of Cultural Heritage. This is appropriate because weaving is a Malay cultural heritage that must be preserved; we are currently routinely borrowing fabrics for fashion shows from the Pontianak City tourism office in order to preserve woven fabrics as a cultural heritage.

Along with the development from time to time, weaving artisans in Kampung Wisata Tenun Khatulistiwa are increasing, and many are skilled. P.T. Pertamina is the agency that contributes the most to assist and support Kanun. This is proven by opening Tenun Fashion Class training as a program to develop and introduce Kanun. Tenun Fashion Class is a program from PT Pertamina for people who live in the Equatorial Weaving Tourism Village area to support Kanun, which is held every Thursday.
The role of cooperating agencies is to be an external supporter to help Equatorial Weaving Tourism Village develop well in the future. Disporapar also helped Kanun by providing sewing machines, display cases, looms, and threads. However, some of the equipment provided still cannot be used for one reason or another. One thing and another can be seen: Disporapar provides assistance but needs to teach how to maintain and use these tools. This causes the tools to be stored in the warehouse. It takes help from the local government to empower the community by providing training to teach the community to use these tools so that the tools provided can be effectively used.

In its development in Kanun, a Tourism Awareness Group, it was abbreviated as Pokdarwis was formed in 2021. Pokdarwis was formed with the aim that, first, Pokdarwis play an essential role in empowering local communities and promoting sustainable tourism (Yatmaja & Kelawi, 2019). Pokdarwis empowers the community in Kanun with training programs such as improving English language skills for the local community, making crafts from coconut shells, providing weaving training for new weaving houses, and making snacks that can be sold as souvenirs. Pokdarwis also provides service training to homestay owners in Kanun. Currently, the number of homestays in Kanun is six houses managed by the Kanun community. Second, Pokdarwis aims to improve tourism competitiveness as well as service quality by prioritizing local wisdom, providing an understanding of C.H.S.E. (Cleanliness, Health, Safety, and Environmental Sustainability), and planning and planning destinations or tour packages offered in Kanun (Arcana et al., 2021). Pokdarwis members initially numbered 15 people and have now increased to around 20 people until now. Pokdarwis is under the auspices of Disporapar and assisted by PT IT Pertamina Pontianak.

"So basically, this Equatorial Weaving Tourism Village, apart from being spearheaded by Makcik, is assisted by Pokdarwis in its management. Every tour must have a Pokdarwis, so Pokdarwis helps manage Kanun. Another task and role of Pokdarwis for Kanun is what Kanun needs to report to Pokdarwis. The term Pokdarwis is also a bridge for the
development of Kanun” (Researcher Interview with Mr. H. 13 July 2023).

Khatulistiwa Weaving Tourism Village has a production house managed privately by each artisan because the production house is their own home. In the production house, people weave makes products from knitting materials and other accessories. The results of the production are sold to Makcik for promotion. This is done so that people can create their own businesses and can continue to grow. Based on researcher interviews with informants, the number of weavers’ houses that are actively used is 40%, with a total of 22 houses. This number is part of the total of 55 weaver houses. Of the 22 active weaver houses, there are six houses that are used as homestays. In addition, the number of weavers is 50 people, with 25 active weavers. The number of knitters is three people, and the number of waste processors is one person. In reality, there are people who still do not fully have the awareness to help and contribute to developing the Equator Weaving Tourism Village, and this is a concern for Makcik as the pioneer of Kanun because many young people in Kanun have little interest in weaving activities. Until now various activities are still being pursued to increase the interest of the younger generation in the sustainability of the Equator Weaving Village.

**Strategy Promotion and Development of Equatorial Weaving Tourism Village.**

The steps taken by the Equator Weaving Tourism Village in the promotion strategy are using social media they use, namely Instagram, Facebook, and WhatsApp. Promotions that are more active and often carried out are on Instagram. Makcik also explained that he often promotes by posting woven products on his personal Facebook. After being posted, many incoming comments from his friends showed that they were interested in buying products from Kanun. Promotions that are often carried out then make Kampung Wisata Tenun Khatulistiwa increasingly recognized by the community both from Pontianak City and outside Pontianak City. Kanun also provides digital payments using the Qris application media to keep up with the times. Makcik revealed that daily income cannot be determined. In terms of planning, there are many expectations from the management of the Equator Weaving Tourism Village, considering the many potentials that exist in the Equator Weaving Tourism Village. Informants mentioned this through interviews that researchers conducted. The desired plans refer to the development of Kanun and the promotion strategy carried out so that, in the future, it can be recognized by many people. These plans include holding
bazaars and MSMEs. One of Makcik's other plans is to hold an exhibition once a year at Kanun. The exhibition was carried out to commemorate the inauguration of the weaving village, so the exhibition became a mandatory agenda to be carried out.

"A lot is planned for the future and still needs the help of several parties, for example, holding a bazaar and U.M.K.M. So Makcik's plan is launching products and holding an exhibition once a year in the weaving village. For example, the anniversary of the inauguration of Kanun and so on." (Researcher Interview with Makcik July 13, 2023).

Sustainable Tourism Development, often called sustainable tourism, is a tourism development concept that can have a long-term impact on various aspects of the present and future, both for the local community and visiting tourists. According to the U.N. World Tourism World (U.N.W.T.O.), sustainable tourism can fully account for economic, social, and environmental impacts in the present and future to meet the needs of visitors, environmental industries, and local communities. Over time, sustainable tourism refers to principles that estimate economic, socio-cultural, and environmental aspects and impacts. In addition, sustainable tourism can be applied to all tourism activities that aim to maximize positive and minimize negative impacts to ensure long-term sustainability (Widiati & Permatasari, 2022). Specifically, Grundy (1993) states that the concept of Sustainable Development consists of 3 system elements: ecological sustainability, social sustainability, and economic sustainability (Sutiarso, 2018). The future hope for tourism development will be able to have a positive impact not only on economic development but also on socio-cultural conditions through community welfare by paying attention to environmental conditions. Therefore, sustainable tourism development is needed in the future (Qodriyatun, 2019). The concept of sustainable tourism is a concept that is very suitable in developing countries, for example, in Indonesia, which still needs to consider the level of sustainability of tourism in the future. This concept is also used to face various challenges in the future of globalization by focusing on three aspects, namely socio-cultural, ecological, and economic. This tourism development must be fully supported by participatory tourism development policies that involve the people who play a role in it.

In the analysis conducted on the Equator Weaving Tourism Village, the concept of sustainable tourism is very suitable to overcome the problems in the Equator Weaving Tourism Village.
Development efforts for a tourist spot must include all economic, social, and environmental aspects. According to Cooper, tourism development requires four components: attractions, accessibilities, amenities, and ancillary services (Qodriyatun, 2019). Attractions are an attraction offered by a tourist site in the form of an area's natural and cultural beauty. In reality, the thing that is offered to be the main highlight in the attractions offered in the equator weaving tourism village is weaving. In addition to weaving, various activities are knitting, processing waste, and planting vegetables. This is an attraction for local and foreign tourists who come to watch and experience a new experience in terms of weaving in the equator weaving tourism village.

Furthermore, accessibilities are transportation access contained in a tourist spot. In the equator weaving tourism village, there is a reasonably large parking lot and road access that is quite good. Transportation access is not an obstacle for tourists to come to visit using private vehicles, such as cars and buses. The third is amenities (facilities), and accommodations available in tourist areas, such as lodging. In the equatorial weaving village, homestay lodging is provided in the form of houses that are used for overnight stays. The homestay provided is quite large and spacious. Access to clean water and trash cans in the Kanun tourist area has also been provided. In addition, this tourist area also provides a place of worship for Muslims. The last component is ancillary services, which are tour guides in every tourist spot. In Kanun, there is also a tour guide, namely Makcik, who is the owner of Kawista Souvenir, as well as from the local Pokdarwis who drives this equator weaving tourism village so that it is more directed and organized to arrange all kinds of tourist services.

In tourism development, three main things need to be considered: the economic, socio-cultural, and environmental conditions of a tourism area. Through this, tourism development will have a positive impact not only from one side but all sides, which can encourage sustainable tourism development in the equator weaving tourism village.

Sustainable tourism is fully expected for tourism development for both the government and the tourism actors. Tourism activities must be by Law No. 10 of 2009, which discusses tourism in article 4, which explains that tourism aims to increase economic growth, improve people's welfare, advance culture, and preserve nature, the environment, and natural resources. In order to realize the target of sustainable tourism development, planning and developing tourism itself is essential. A plan has logical, flexible, and
objective requirements based on systematic considerations (Kanom & Darmawan, 2021). This planning also requires decisions about a tourist spot's future direction. This is done so that future needs do not reduce the needs of future generations to create a society that can interact with each other. As a form of one of the efforts made to improve the quality of life, it is essential to be socialized to all circles of society, with the aim that people can understand and develop following the development of an increasingly advanced era.

**Economic Aspects**

In developing sustainable tourism, it is essential to pay attention to the balance between tourism needs and ecosystem preservation. Conservation efforts and good management need to be done to maintain the biodiversity and natural beauty of the materials used in the processing of woven fabrics. The use of materials that damage biodiversity will harm the local environment. Thus, sustainable tourism development can provide long-term benefits for the environment and the local community. In addition, developing tourism infrastructure that supports economic growth is also an essential aspect of sustainable tourism development. Good infrastructure, such as buildings, roads, and other transportation facilities, can increase the accessibility and attractiveness of tourism destinations. This will positively impact local economic growth, including increased employment and community income. Overall, the economic aspect of sustainable tourism development involves economic empowerment of local communities, sustainable management of natural resources, and development of tourism infrastructure that supports economic growth. By paying attention to this aspect, tourism development can provide sustainable economic benefits to local communities and ensure the sustainability of the tourism sector as a whole.

The principle of sustainable development from an economic point of view is examined through improving workers' skills. In the equator weaving tourism village, skills improvement is honed through training activities, such as those organized by P.T. Pertamina. One of the training programs sponsored by P.T. Pertamina is Tenun Fashion Class. This training is a program to improve the weaving skills of the local community, especially for mothers looking for side jobs and those who live in the Khatulistiwa Weaving Tourism Village area. This training aims to make people who participate in activities more skilled in weaving and sewing and can even produce their own products from the training they
have participated in. This will later become a factor in improving the economy of the equator-weaving tourism village. Makcik, as the pioneer of Kanun, has high hopes that the surrounding community can work together to build the desire to develop and advance the equator weaving tourism village through what they have trained and produce products by weaving and knitting, as well as other activities that can support the improvement of the local economy together.

Economic development that takes place is closely related to economic growth and ways to find ways to advance the economy in the long term and improve welfare in the next generation as is the case in the equator weaving tourism village. Kanun presents many attractions and products to increase income by providing various tour packages, such as weaving packages, knitting packages, coconut shell waste processing packages, bead crafts, tours around Batu Layang, agro-tourism, and processed food. They do this to make it more organized and regular in its implementation. In terms of promotion, Kanun promotes through social media such as Instagram applications and Facebook applications. Every month, Kanun's income can increase by introducing products and inviting tourists to visit through wide-reaching promotions. Promotions by attracting customers and posting on social media can generate interest for tourists to buy and visit Kanun directly. In its implementation, the equator weaving tourism village has been recognized and glimpsed by the local government, so this is an extra point to introduce Kanun to local and foreign communities looking for a typical souvenir of Pontianak City. This makes the equator weaving tourism village included in the category of sustainable tourism in the economic field.

Social Aspects

In sustainable tourism development, social aspects play an essential role. Sustainable tourism should pay attention to and promote the social welfare of local communities and involve community participation in decision-making. This is done to respect their culture and traditions. One of the social aspects of sustainable tourism is the empowerment of local communities. Sustainable tourism should provide equitable economic and social benefits to local communities. These benefits can be achieved through active community participation in tourism development and management, as well as through employment opportunities and income generated from the tourism sector (Widari, 2020). Empowering local communities also involves education and training to
improve their skills and knowledge in the tourism industry. The purpose of paying attention to social aspects in the development of sustainable tourism is that it is expected that tourism can provide sustainable benefits for local communities, increase income, and improve their quality of life.

In the socio-cultural aspect, the equator weaving tourism village has its specialty. This is evidenced by the products produced by the surrounding community, in the form of sambas songket woven fabric from Sambas City. This is also based on the move of Mrs. Kurniati, commonly known as Makcik, in 1999. Makcik, who was in Sambas City, moved to Pontianak City, which is located on Jalan Khatulistiwa Gang Sambas Jaya, Batu Layang Village, North Pontianak. Makcik settled in the settlement and began to open Kanun, which exists to this day and is favored by local people and foreign tourists in the form of a weaving business in his house. Through this, the surrounding community, especially homemakers, began to learn and make woven fabrics they sold back to Makcik to be promoted and traded to the broader community. Makcik preserves the customary values and cultural heritage brought directly from his place of origin, namely Sambas, and applies these patterns to woven fabrics with gillnet patterns. The surrounding community also contributes to increasing the sense of tolerance and jointly developing Kanun with the hope that in the future, it will be even better.

In the equator weaving tourism village, the management is assisted by a tourism awareness group, which will be abbreviated as Pokdarwis. Pokdarwis was formed in 2021 as a community supporter to interaction, interdependence and interrelation (Arida, 2016). This is the main measure in the social aspect, to fulfill Kanun's needs, Kanun stability, and maintain the cultural diversity produced through woven fabrics and other products produced by the equator weaving tourism village. The task of Pokdarwis is to mobilize its members to realize that the community needs to maintain a tourist spot. Pokdarwis is a bridge for Kanun for sustainable development in the future. So, this equator weaving tourism village is managed independently by the local community and by Pokdarwis (tourism awareness group). Based on researcher interviews with informants, the community around the equator weaving tourism village must be fully aware of helping and participating in developing Kanun. This can be an obstacle for Kanun managers, so human resources must be improved in tourism competence.
Ecological Aspects

Ecology is one of the critical aspects in sustainable tourism development. Tourism development in ecologically sensitive areas not only requires environmental resources to generate tourism experiences but also relies long-term on preservation (Williams & Ponsford, 2009). Sustainable tourism aims to minimize negative impacts on the environment and maximize positive impacts. In this context, sustainable tourism development must pay attention to preserving ecosystems and biodiversity. Managing natural resources and the environment is also a focus in developing sustainable tourism. U.N.W.T.O. provides recommendations to pay attention to environmental preservation in developing sustainable tourism. This is important to maintain the sustainability of tourism and provide good value for visitors (Budisetyorini et al., 2021). In developing sustainable tourism, it is essential to pay attention to the balance between tourism needs and ecosystem preservation. Conservation efforts and good management must be done to maintain biodiversity and natural beauty as a tourism attraction. Thus, sustainable tourism development can benefit the environment and local community long term.

Sustainable development always pays attention to the welfare of the people around it. It is intended that tourist attractions can continue to develop and rise without having to reduce the welfare of future generations. Environmental factors are needed to support sustainable tourism development. This makes environmental or ecological aspects the main highlight of a tourist spot because it is directly related to the state of nature. Creating a clean and healthy environment is one of the indicators of tourism development in an area to remain sustainable. One of the things that the equator weaving tourism village does directly is to optimally utilize resources derived from nature to become a key element in developing tourism.

Equatorial Weaving Tourism Village helps preserve ecology by managing the remaining waste from woven fabrics and coconut shells into souvenirs. The Kanun community also offers attractions in a tour package that can be enjoyed. One of the attractions offered through the tour package is processing waste. This tour package can later attract visitors' attention to help protect the environment by learning together to process waste into a functional product. What is offered is quite interesting by utilizing the remains of used materials from fabrics and coconut shells. This
attraction attracts attention in the environment or ecology field because it can be a driver of activities to preserve the environment by utilizing the things we fight for, namely garbage. This positive activity is carried out by transforming waste into products that can spoil the eyes in the form of decorative hangers, prayer mats, skullcaps, brooches, pillowcases, and other decorative products made from coconut shells. The attractions are positive and good for minimizing waste and environmental damage. This means that the participating communities around Kanun are helping to improve environmental conservation and show their concern for the natural resources around the tourist attractions. The attractions carried out are also one of the most effective things to support sustainable tourism so that there is a harmony between natural resources and human resources in the equator weaving tourism village in the future.

CONCLUSION

In general, the author concludes that the Equator Weaving Tourism Village has the opportunity to develop sustainable tourism through economic, social, and ecological aspects. More specifically, the author can conclude that the Equator Weaving Tourism Village has the potential and uniqueness through a variety of tour packages offered, namely weaving and knitting packages, coconut shell craft packages, bead craft packages, tour packages around Batu Layang, agro-tourism and processed food tour packages. In its management, Khatulistiwa Weaving Tourism Village has been supported by Pokdarwis (Tourism Awareness Group) and is part of the CSR carried out by PT Pertamina Patra Niaga Pontianak. In addition, in its development, Tenun Khatulistiwa Tourism Village has also provided accommodation in the form of facilities and houses that have become homestays as places to stay for tourists. Kanun also conducts English language training in its efforts to increase human resources capacity; it is intended that the manager of the weaving tourism village does not find it difficult to serve and introduce the Kanun products produced to foreign tourists. Through various attractions and strategies carried out, it can impact economic, social, and ecological aspects so that it can be a driving force for the creation of a sustainable tourism development village.

The suggestions from the author in the form of strategies for developing the Equator Weaving Tourism Village in a sustainable tourism development are the first need to strengthen the concept of sustainable tourism for the Kanun area. In addition, it is necessary to optimize the
potential and display the uniqueness of Kanun as a tourism attraction to compete with other tourist destinations. Finally, increasing awareness of the Kanun community, who are the main drivers in creating a Tourism Village with sustainable tourism. Indeed, development can occur if the local community moves and is aware of sustainable tourism.

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