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The Role of Youth in The Development of Puncak Steling Tourist Attractions in Samarinda

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Abstract

This research aims to find out the role of youth in the development of Puncak Steling tourist attractions in Samarinda, the research method used is a descriptive qualitative method. Data was obtained through observation, semi-structured interviews, and documentation. The research informants consist of eight people, namely the Head of Sungai Dama Village, the Head of RT, the Head of Youth, youth members, and visitors. Data analysis is carried out using the Miles and Huberman models which include data reduction, data presentation, as well as drawing conclusions and verification. Research results show that youth has a very important role in the development of the Puncak Steling tourist attraction. These roles include the management and maintenance of tourist areas, promotion through social media such as Instagram, Facebook, and TikTok, maintaining the cleanliness and preservation of the environment, and helping to maintain the safety and comfort of visitors. The involvement of youth has a positive impact on the increase in the number of visitors, the change in the image of tourism to be more attractive and well-maintained, as well as the increase in the economic activity of the surrounding community through small businesses and MSMEs. Challenges faced by young people include limited facilities, lack of funding support, and low awareness of some visitors towards environmental cleanliness. To overcome these challenges, young people carry out various strategies such as community work, digital promotion, and building cooperation with the community and local governments.

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INTRODUCTION

Indonesia is a country that has a wealth of natural resources and diverse cultures and has great potential in the development of the tourism sector. Natural beauty in the form of beaches, mountains, tropical forests, and lakes, as well as cultural diversity that includes tradition, art, and culinary become important capital in the development of tourist destinations. Tourism not only functions as a recreational sector, but also has a strategic role in supporting economic development through job creation, increasing community income, local business development, and infrastructure development. Good tourism management also needs to pay attention to the aspects of environmental sustainability and cultural preservation so that the benefits can be felt in the long term (Salim, 2015).

Samarinda as the capital city of East Kalimantan Province has the potential for natural and cultural tourism that can be developed to support regional economic growth. The existence of hills, rivers, and various natural tourist attractions provides opportunities for the development of nature-based tourism and ecotourism. According to Pitana and Gayatri (2005), the tourism potential of a region is greatly influenced by the uniqueness of natural and cultural resources as well as the ability of the community and the government to manage it. Therefore, tourism development in Samarinda not only requires the construction of facilities, but also requires the involvement of the local community as part of the destination management and development process.

One of the natural tourist attractions that has the potential to be developed in Samarinda City is Puncak Steling which is located in Sungai Dama Village, Samarinda Ilir District. Puncak Steling is a natural tourist area that offers a panorama of Samarinda City from a height and an attractive hilly atmosphere. With an altitude of about 117 meters above sea level, this area has an attraction in the form of natural scenery, relatively cool air, and quite easy access from the city center. This condition makes Puncak Steling have the potential to be a natural tourist destination that can be developed for various activities, such as recreation, photography, tracking, camping, and community activities.

The development of Puncak Steling is not only related to the increase in tourist attraction, but also has a relationship with community empowerment and local economic development. The existence of tourism can open up business opportunities for the surrounding community through

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trade activities, services, transportation, and creative economic businesses. In addition, the management of tourist areas that is carried out in a participatory manner can support environmental maintenance and increase the community's sense of belonging to tourist destinations. Thus, Puncak Steling has the opportunity to be developed as a tourist destination that integrates economic, social, environmental, and community empowerment aspects.

The development of Puncak Steling can be seen from the number of tourist visits. Based on visitor data in 2025, the number of tourists who visited Puncak Steling reached 8,400 people. The number has increased compared to 2024 which was recorded as many as 7,200 people. Thus, there was an increase of 1,200 people or around 16.7%. Although the number of visits has increased, the pattern of visits every month still shows fluctuations. These conditions can be influenced by various factors, such as holiday season, weather conditions, community activities, and tourism promotion activities through social media. Therefore, a development strategy is needed that is able to maintain and increase the attractiveness of Puncak Steling sustainably.

In the development of tourist destinations, youth have an important position because they are a group of people who have creativity, energy, adaptability, and are relatively close to the development of digital technology. Youth can be involved in various tourism activities, ranging from destination management, promotion, tourist service, development of creative activities, to environmental conservation (Hidayah et al., 2025; Hidayah & Singh, 2021). The utilization of social media, websites, and various digital platforms can be an effective means for young people to introduce the potential of local tourism to the wider community. Permadi (2020) explained that youth have a role in introducing and preserving local culture through the utilization of technology and digital media.

The involvement of youth in Puncak Steling can be realized through various activities, such as maintaining the cleanliness of the area, taking care of the hiking trails, providing and repairing support facilities, making information boards, and doing promotions through social media. Youth also have the opportunity to develop community-based tourism activities and creative economies that can provide added value to the destination. Youth creativity can be used to produce promotional content, develop tourism activities, and build the image of Puncak Steling as an attractive natural tourist destination for the community, especially the young generation. According to Akbar et al. (2022), youth creativity is one of the factors that can support innovation and growth of the local tourism sector.

In addition to the promotion and economic aspects, youth also have a role in maintaining the sustainability of the tourist area environment. The increase in the number of tourists can

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provide economic benefits, but it also has the potential to cause environmental problems if not followed by good management. Therefore, young people can be the driver of cleaning activities, plastic waste reduction, greening, environmental education, and other conservation activities. Anwas (2014) explained that youth have potential in social development because they are able to adapt to change and have creativity in creating various solutions. In the context of tourism, the potential can be directed to support the management of more innovative and sustainable destinations.

A number of previous studies have shown that young people have contributed to the development of tourism. Antamayuan et al. (2024) emphasized the importance of increasing the capacity of local human resources and the utilization of digital promotion in increasing tourist visits. Tamrin et al. (2024) shows that a community-based approach can provide greater space for young people to participate in the development of natural tourism. Purnama (2020) found that tourism management involving youth can support the improvement of the local community's economy. Meanwhile, Akbar et al. (2022) highlighted the importance of youth creativity in creating tourism innovation, while Aryati and Annel (2024) emphasized that youth involvement can support cultural preservation and creative economic development.

Although research on the involvement of youth in tourism development has been carried out a lot, studies that specifically discuss the role of youth in the development of the Puncak Steling tourist attraction in Samarinda are still important to be done. Each destination has different characteristics, potentials, problems, and management patterns so a study that is needed in accordance with local conditions. This research is needed to find out the form of youth involvement, the contribution given, and the obstacles faced in the development of Puncak Steling as a natural tourist destination.

Based on the description, the role of youth is one of the important aspects that needs to be studied in the development of the Puncak Steling tourist attraction. Youth involvement in promotion, management, innovation, community empowerment, and environmental preservation is expected to contribute to improving the quality of destinations and tourism sustainability. The results of this research are expected to be input for local governments, tourism managers, communities, and youth groups in formulating a participatory, innovative, and sustainable development strategy for Puncak Steling. Thus, this research was conducted with the title “The Role of Youth in the Development of Puncak Steling Tourist Attractions in Samarinda”.

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METHODS

This research uses a descriptive qualitative method to understand the role of youth in the development of the Puncak Steling tourist attraction in Samarinda. Data was obtained through semi-structured interviews and non-participatory observations. Interviews were conducted with young people who are involved in tourism development to find out the form of involvement, activities, obstacles, strategies, and the impact of their involvement. Non-participatory observation is carried out by directly observing youth activities in tourism management, promotion, maintaining cleanliness, and helping visitors without being involved in those activities. According to Creswell (2014), qualitative research emphasizes the understanding of experiences and conditions based on narrative data. The data obtained is then analyzed descriptively according to the conditions in the field.

Sugiyono (2017) explained that the focus of research is the main issue that concerns researchers in conducting research. The research focus is needed so that the discussion is more directed and in accordance with the research objectives. Based on this, the focus of this research is directed towards the role of youth in the development of the Puncak Steling tourist attraction in Samarinda. This research examines several aspects, namely the form of youth involvement in tourism development, the impact of youth involvement on the development of Puncak Steling tourist attractions, strategies and initiatives of youth in overcoming various obstacles, as well as the challenges faced by youth in tourism development. The four aspects are used to determine the form of youth contribution, the influence of their involvement on the development of tourism, the efforts made in facing obstacles, and various obstacles that affect the optimization of the role of youth in the development of Puncak Steling tourist attractions.

The primary data in this study was obtained directly through interviews and observations of informants who are related to the development of tourist attractions. Key informants consist of the head of the village and the head of the RT who provide information about policies, community conditions, and support for youth activities. The main informant is the youth leader who provides information about the form of youth involvement and activities in tourism development. Supporting informants consist of youth members and visitors who provide information about the implementation of activities, obstacles, tourist conditions, and the impact of youth involvement. All information is used to get a comprehensive picture of the role of youth in the development of tourist attractions.

Research informants are selected based on their role, involvement, and knowledge of the development of Puncak Steling tourist attractions. Key informants consist of the village head and

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the head of RT who understand the policies and conditions of the community. The main informant is the leader or youth manager who is active in tourism development and knows the role and challenges of youth. Supporting informants consist of youth members and visitors or residents who know the conditions and the impact of tourism development. In addition to primary data, the research uses secondary data from youth leaders, BPS Samarinda City, and local governments. The data includes the number of tourist visits, youth involvement, and tourism development policies.

The data collection technique in this study uses a qualitative approach with three main techniques, namely observation, interview, and documentation. Observations were carried out directly at the Puncak Steling tourist attraction to observe the activities, participation, and initiatives of youth in management, promotion, cleanliness, and tourist services. Interviews are conducted in a semi-structured manner to the village head, RT chairman, youth leader, youth members, and visitors to obtain information about their roles, contributions, experiences, and obstacles in tourism development. Documentation is done by collecting activity archives, photos, statistical data, and policy documents related to the development of tourist attractions. The three techniques are used to obtain in-depth data and support the validity of research results.

Data analysis in this study uses the Miles and Huberman models which include three stages, namely data reduction, data presentation, and drawing conclusions and verification. Data reduction is carried out by selecting and grouping information based on research focus, such as forms of involvement, challenges, strategies, and the impact of the role of youth in the development of Puncak Steling. Furthermore, data is presented systematically in the form of narratives, informant quotes, tables, or diagrams for easy understanding. The last stage is drawing conclusions and verification to obtain an overview of the role of youth in the development of tourist attractions. The validity of the data is checked through the triangulation of sources and techniques by comparing the results of interviews, observations, and documentation.

RESULTS AND DISCUSSIONS

Results

Based on the results of interviews and observations, young people have an active role in the development of Puncak Steling tourist attractions. Youth involvement began in 2020 on their initiative to open the hilly area as a recreational place for the community. As the number of visitors increases, young people are not only the initiators, but also directly involved in the management and maintenance of the area, such as cleaning the hiking trails, helping the construction of simple

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facilities, and helping visitors who have difficulty reaching tourist locations.

In addition, youth play an important role in tourism promotion through social media, such as Instagram, Facebook, and TikTok. Through uploading photos and information about the beauty of Puncak Steling, this destination is increasingly known by the general public, including tourists from outside Samarinda City. Youth are also active in maintaining the cleanliness and preservation of the environment through voluntary work activities and monitoring the behavior of visitors. In addition, they also help maintain security, order, and provide education to visitors to maintain the cleanliness and comfort of the tourist area. Thus, the role of youth includes aspects of management, promotion, environmental preservation, and social activities that support the development of Puncak Steling tourist attractions.

A. The Role of Youth in the Development of Puncak Steling Tourist Attractions

Based on the results of interviews, observations, and documentation, it was found that youth has several important roles in the development of Puncak Steling Tourist Attractions in Samarinda City. The role is not only focused on the management of tourist areas, but also includes promotion, environmental preservation, and community empowerment. The forms of youth roles are as follows.

1. The Role of Youth in the Management and Care of Tourist Areas

Based on the research results, youth has a very important role in the management and maintenance of the Puncak Steling Tourist Attraction. This role has been seen since the beginning of the formation of the tourist area in 2020 when the Covid-19 pandemic limited community activities to travel outside the area. This condition encourages local youth to take advantage of the hilly area as an alternative tourist destination that can be enjoyed by the community. The initiative became the starting point for the development of Puncak Steling as one of the tourist attractions in Samarinda City.

The Youth Chairman explained that the development of tourist areas began with the creation of simple facilities in the form of seating areas intended to meet the community's needs for recreational space during the pandemic.

> "In 2020 we took the initiative to make a kind of seat only, because at that time people could not go out of town. It turns out that many are interested and come to Puncak Steling." (Interview with the Youth Leader, January 20, 2026).

Based on the results of the interview, it can be understood that young people are not only users of tourist areas, but also play a role as the initiator of the birth of Puncak Steling Tourist

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Attractions. The initiative shows the concern and creativity of young people in utilizing the potential of nature that has not been optimally managed before to become a tourist destination that provides benefits for the community.

As the number of visitors increases, youth involvement is growing. They are not only pioneering tourist areas, but also actively maintaining and managing available facilities. The activities carried out include cleaning the hiking trail, repairing simple facilities, transporting construction materials, and helping visitors who have difficulty getting to tourist locations. This was conveyed by the Youth Leader as follows:

> "As for the infrastructure, we youth also help lift the materials up and help visitors who do not know the way." (Interview with the Youth Leader, January 20, 2026).

The results of the researcher's observation also showed that young people were involved in community service activities to keep the condition of the path to the summit clean and safe for visitors. The involvement is carried out voluntarily as a form of joint responsibility in maintaining the sustainability of the tourist area.

Based on the findings, it can be concluded that the role of youth in the management and maintenance of tourist areas is not only limited to helping physical work, but also becomes a driving force in maintaining the continuity of the Puncak Steling Tourist Attraction. This role gives a positive impact on the comfort of visitors as well as supporting the development of sustainable tourist destinations.

2. The Role of Youth in Tourist Attractions Promotion

In addition to playing a role in the management of the region, youth also contribute to introducing the Puncak Steling Tourist Attractions to the public through social media. The utilization of digital platforms such as Instagram, Facebook, and TikTok is the chosen promotion strategy because it is easy to access, has a wide range, and is able to attract the attention of the public, especially young people.

The Youth Chairman explained that the promotion was carried out independently by uploading photos, videos, and information about the condition and beauty of Puncak Steling through social media.

> "For promotion, we youth help through social media such as Instagram and Facebook, we publish so that Puncak Steling is known by more people." (Interview with the Youth Leader, January 20, 2026).

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The statement was reinforced by the Chairman of RT who said that the promotion carried out by the youth had an influence on the increasing popularity of Puncak Steling.

> "The attraction is also from the youth, they promote Puncak Steling through social media such as Instagram, Facebook, and TikTok." (Interview with the Chairman of RT, December 13, 2025).

The results of the researcher's observation show that information about Puncak Steling is quite a lot found on various social media in the form of photos and videos uploaded by young people and visitors. This shows that digital media becomes an effective means in expanding the range of tourism promotion.

Based on the findings, it can be concluded that youth plays a role as a promotion agent that helps increase the existence and attractiveness of the Puncak Steling Tourist Attractions. Digital promotion that is carried out consistently is able to increase the dissemination of information so that tourist attractions are better known by the general public.

3. The Role of Youth in Maintaining Cleanliness and Environmental Sustainability

The success of the development of a tourist destination is not only determined by the available facilities, but also by the cleanliness and preservation of the environment. Based on the research results, young people actively carry out community service activities to clean the tourist area, collect garbage, and invite the community to maintain the cleanliness of the environment. One of the youth members said:

> "We participate in the work of cleaning the tourist area so that visitors feel comfortable." (Interview with Youth Members, January 21, 2026).

The activity is carried out periodically as a form of concern for the preservation of tourist areas. However, the effort is still facing obstacles in the form of low awareness of some visitors who are still littering. The Youth Chairman explained:

> "The problem is public awareness, there is still a lot of garbage that is thrown away carelessly." (Interview with the Youth Leader, January 20, 2026).

The results of the researcher's observation showed that at several points in the tourist area, garbage left by visitors was still found. This condition shows that efforts to maintain cleanliness cannot be done by young people alone, but requires the participation of all parties.

Thus, the role of youth in maintaining cleanliness is not only in the form of environmental cleaning activities, but also educates visitors to have a concern for the preservation of tourist areas so that the development of Puncak Steling can take place sustainably.

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4. The Role of Youth in Social Activities and Tourism Education

In addition to playing a role in area management, promotion, and maintaining environmental cleanliness, youth are also active in various social activities that support the development of Puncak Steling Tourist Attractions. The form of this role is realized through gotong royong activities, helping visitors get information about tourist locations, as well as maintaining the security and order of the area. The activity not only aims to create comfort for visitors, but also strengthens the relationship between youth, the community, and tourism managers so that a conducive atmosphere is created in the development of tourist areas.

One of the visitors said that the presence of young people had a positive impact on comfort during the visit.

> "Young people are quite active, they help maintain cleanliness so the atmosphere is more comfortable." (Interview with Visitors, January 25, 2026).

This is in line with the statement of the Youth Chairman who explained that the involvement of youth in social activities is part of their responsibility in supporting the management of tourist areas.

> "We try to help visitors if anyone has questions or needs help. In addition, we also participate in maintaining order so that visitors feel safe and comfortable when they are at Puncak Steling." (Interview with the Youth Leader, January 20, 2026).

Based on the results of the two interviews, it can be understood that the role of youth in social activities is not only seen through gotong royong activities, but also through services to visitors, providing information, and efforts to maintain security and order in the tourist area. The results of the researcher's observations also show that the interaction between youth, the community, and visitors creates a comfortable tourist atmosphere as well as a form of education about the importance of maintaining cleanliness, order, and environmental sustainability. Thus, youth not only play a role as a tourist area manager, but also as a social driver that supports the sustainable development of Puncak Steling Tourist Attractions.

B. The Impact of Youth Involvement on the Development of Peak Tourism Steling

The involvement of youth in the development of the Puncak Steling tourist attraction has a real impact on the development of the tourism. The impact felt is not only limited to the increase in the number of visitors, but also seen in the change in the image and tourist attraction, as well

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as in the economic and social conditions of the community around the tourist area.

One of the most visible impacts of youth involvement is the increasing number of visitors to the Puncak Steling tourist attraction. The promotion carried out by young people through social media actively makes information about Puncak Steling more accessible to the general public. Through uploading photos and information on social media, Puncak Steling is increasingly known, not only by the local community, but also by visitors from outside the region. This was conveyed by the Village Head of Sungai Dama as follows:

> "The visitors of Puncak Steling are not only from Samarinda, even people from outside the city also come a lot." (Interview with Village Head of Sungai Dama, December 20, 2025




Pictures of Puncak Steling Visitors

The statement shows that the role of youth in tourism promotion contributes to the increase in the number of visits and expands the range of Puncak Steling tourism.

In addition to the increase in the number of visitors, the involvement of youth also has an impact on the image change and attractiveness of the Puncak Steling tourist attraction. The activity of young people in maintaining the cleanliness of the area, helping visitors, and creating a safe and orderly atmosphere makes Puncak Steling seen as a convenient natural tourist destination to visit. This was conveyed by one of the visitors around:

> "With the presence of active youth, tourist areas become more well-kept and feel safer." (Interview with Puncak Steling Visitors, 20, January 2026).

The statement was reinforced by a statement from one of the visitors who stated:

> "This place is now more comfortable to visit, the facilities are more organized and the atmosphere also feels safe." (Interview with Puncak Steling Visitors, January 20, 2026)

The positive image plays an important role in increasing public interest to visit and come back to Puncak Steling.

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The existence of the Puncak Steling tourist attraction also has an economic impact on the surrounding community. The increasing number of visitors opens up business opportunities for residents, such as selling food and drinks and other small businesses. The head of RT explained:

> "Since Puncak Steling was opened, there has been an economic turnover in the community, especially small businesses and SMEs." (Interview with the Chairman of RT, December 13, 2025)

In addition to the economic impact, the involvement of youth in tourism management also has an impact on the social aspects of the community. The cooperation between youth and the community in managing tourist areas grows the spirit of gotong royong and strengthens social relations in the surrounding area. One of the public figures said:

> "Youth and residents now work together more often to maintain and develop this tourist area." (Interview with the Chairman of RT, December 13, 2025)

Thus, youth involvement not only contributes to the development of tourism, but also to improving the welfare and social solidarity of the local community.

The involvement of youth has a real impact on the development of the Puncak Steling tourist attraction. One of the main impacts is the increase in the number of visitors, which is driven by active promotion through social media. This destination is becoming increasingly known, not only by local people, but also by visitors from outside the region. In addition, the activity of young people in maintaining cleanliness, safety, and comfort of the area has created a positive image so that Puncak Steling is seen as an interesting and convenient natural tourist destination to visit.

Other impacts are seen on the economic and social aspects of the surrounding community. The increase in the number of tourists opens up business opportunities for residents, such as selling food, drinks, and other small businesses. On the social side, cooperation between youth and the community fosters the spirit of gotong royong and strengthens the relationship between citizens. Thus, the involvement of youth not only contributes to the development of tourism, but also increases the economic welfare and social solidarity of the local community.

C. Challenges Faced by Youth in the Development of Tourist Attractions

Based on the results of interviews, observations, and documentation, the development of the Puncak Steling Tourist Attraction cannot be separated from various challenges faced by young people as the main driver. Although youth have shown an active role in the management,

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promotion, and preservation of tourist areas, their implementation is still facing various obstacles that affect the effectiveness of the development of tourist attractions. These challenges include limited facilities and funding, low public awareness of environmental cleanliness, not optimal youth participation, and limited support from the government and related parties.

1. Limitations of Facilities and Funding

The main challenge faced by young people is the limited facilities and funding to support the development of Puncak Steling Tourist Attractions. As a tourist destination that is still developing, various facilities and supporting infrastructure have not been adequately available. This condition causes young people to have difficulty in improving the quality of service and comfort for visitors.

Based on the observation results, there are still some facilities that are not adequate, such as seats, street lighting to tourist attractions, toilets, places of worship, and trash cans. Some of the available facilities are also still built in a simple way through community and youth self-help. This condition shows that budget limitations are one of the factors that hinder the development of tourist areas. This matter was conveyed by the Head of RT as follows:

> "We still lack facilities, such as seats, mosques, and street lighting." (Interview with the Chairman of RT, December 13, 2025).

The statement was reinforced by one of the visitors who revealed that the facilities in the tourist area still need to be improved to provide better comfort.

> "The place is already good, but still need additional facilities such as a resting place and lighting to make it more comfortable." (Interview with Visitors, January 20, 2026).





Based on the results of the interview, it can be understood that the limitations of facilities not only have an impact on the comfort of tourists, but also limit the space for youth to move in developing tourist areas. Therefore, funding support and infrastructure development from the government and other parties are needed so that the management of the Puncak Steling Tourist

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Attractions can run more optimally.

2. Low Public and Visitor Awareness of Environmental Cleanliness

In addition to the limited facilities, another challenge faced by young people is the low awareness of some people and visitors in maintaining the cleanliness of the tourist area. In fact, cleanliness is one of the important factors that determines the comfort of visitors and the sustainability of a tourist destination.

Observation results show that at some points in the tourist area, plastic waste and food waste left behind by visitors are still found. This condition requires young people to do voluntary work on a regular basis to maintain the cleanliness of the environment. The Youth Leader explained:

> "If the human resources are good, tourism will also be good. The problem is that there is still a lack of public awareness about hygiene." (Interview with the Youth Leader, January 20, 2026).

The statement was reinforced by one of the youth members who conveyed:

> "Sometimes there are still visitors who throw garbage indiscriminately, so young people have to keep reminding." (Interview with Youth Members, January 21, 2026).

Based on the results of the interview, it can be seen that efforts to maintain the cleanliness of the tourist area have not been fully successful if it is not followed by visitor awareness. Therefore, in addition to doing cleaning activities, youth also try to provide education to visitors so that they care more about the cleanliness and preservation of the tourist environment. The success of the development of tourist areas is greatly influenced by the level of youth participation. The more young people involved, the easier it is to implement tourism management and development activities in a sustainable manner. Therefore, efforts are needed to increase awareness, commitment, and a sense of belonging among young people so that their involvement is more optimal.

D. Youth Strategies and Initiatives in Overcoming Challenges

To overcome various challenges faced in the development of Puncak Steling tourist attractions, young people carry out a number of strategies and initiatives independently. These efforts are carried out by adjusting existing conditions and capabilities, as well as prioritizing cooperation and mutual participation.

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One of the main strategies carried out by young people is to rely on self-help initiatives and the spirit of gotong royong. Youth work together in carrying out tourist area management activities, starting from facility maintenance, keeping the environment clean, to helping visitors. Coordination and communication between young people continue to be maintained so that management activities can run sustainably. The Youth Leader said:

> "We young people always coordinate and maintain friendship so that activities continue and do not stop." (Interview with Youth Leader, January 20, 2026)

One of the youth members also added:

> "If there are shortcomings, we usually help each other and work together so that tourism can still be taken care of." (Interview with youth members, January 21, 2026)

Through the cooperation and togetherness, the youth try to cover the limited resources so that the tourism management continues to run.

The limitation of funds in promotional activities is overcome by utilizing social media as the main means of promotion. Young people use personal social media accounts and friendship networks to spread information and introduce the beauty of Puncak Steling to the general public. This strategy is considered effective because it does not require a large cost, but is able to reach many people. The Youth Leader explained:

> "We promote Puncak Steling through Facebook, Instagram, and WhatsApp so that more people know." (Interview with Youth Leader, January 21, 2026)



Promotional Pictures of Puncak Steling Tourist Attractions Through Social Media

In addition to relying on internal roles, youth also cooperate with various parties, such as the Head of RT, the village, and the surrounding community. This cooperation is carried out to maintain the sustainability of the management of tourist attractions and create a sense of shared

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ownership towards Puncak Steling. The Chairman of RT said:

> "The cooperation between the youth and the community is very important so that Puncak Steling can continue to develop in the future." (Interview with the Chairman of RT, December 13, 2025)

The Village Head of Sungai Dama also stated:

> "If all parties support each other, tourism development will be easier and the benefits can be felt together." (Interview with Village Head of Sungai Dama, December 20, 2025)

Through this cooperation, the youth hope that the management of the Puncak Steling tourist attraction can run better and provide sustainable benefits for the surrounding community.

To overcome various obstacles in the development of Puncak Steling tourist attractions, young people carry out a number of strategies and initiatives independently. One of the main efforts is to rely on self-help and the spirit of gotong royong in maintaining facilities, maintaining cleanliness, and helping visitors. Youth also utilizes social media as an effective and cost-effective means of promotion, so that they can still introduce Puncak Steling to the general public despite limited funds.

DISCUSSIONS

Based on research results, youth have an important role in the development of Puncak Steling tourist attractions. The role is seen in area management, promotion, environmental preservation, visitor service, and social activities. The involvement of youth shows that they are not only implementers, but also play a role as an agent of change that is able to move society and utilize creativity and technology in supporting the development of tourism.

If associated with Soerjono Soekanto's role theory, youth have exercised their rights and obligations according to their position in society. Youth not only have the status of community members, but also carry out social functions as the driver of local tourism development. This can be seen through the activities of maintaining facilities, helping visitors, doing volunteer work, and being a liaison between the community and the government.

The involvement also reflects the implementation of the community based tourism concept, because the local community, especially youth, is directly involved in the management and development of the destination. Youth plays a role in maintaining cleanliness, repairing hiking trails, taking care of facilities, and creating a comfortable tourist environment. Gotong royong

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activities also strengthen solidarity and a sense of community responsibility towards the sustainability of the tourist area.

In the promotion aspect, young people use social media such as Instagram, Facebook, and TikTok to introduce Puncak Steling to the general public. Creativity in making content becomes an effective strategy because it is able to expand the reach of promotion with a relatively low cost. In addition, the development of tourism provides economic opportunities for the community through food and beverage businesses, parking services, and other supporting businesses.

However, youth still face limited funds, facilities, and government support. To overcome it, young people do voluntary work, self-help, and build cooperation with the community. This finding is in line with previous research that emphasizes the importance of community participation, digital promotion, facilities, and youth creativity in tourism development. Thus, youth is a strategic actor that contributes to economic, social, and environmental development as well as supporting the sustainability of Puncak Steling.

CONCLUSION

Based on the research results, it can be concluded that youth have an active and strategic role in the development of Puncak Steling tourist attractions. Youth act as initiators, managers, promoters, environmental conservationists, facilitators, and educators for visitors. The involvement is carried out through area management, gotong royong activities, maintaining cleanliness, visitor service, and promotion through social media. The role of youth gives a positive impact in the form of increased tourist attraction, community economic opportunities, and social solidarity. However, there are still obstacles in the form of limited funds, facilities, government support, and awareness of some visitors. Youth overcome it through self-help, community cooperation, solidarity, and the utilization of digital media.

Youth are expected to increase participation, creativity, service, and tourism promotion in a sustainable manner. The public is expected to maintain cleanliness and support tourism activities as well as take advantage of available economic opportunities. The government and related parties are expected to increase support through facilities, funding, training, and tourism development policies. Visitors are expected to maintain cleanliness, order, and environmental preservation. The next researcher is expected to develop a study on the role of youth and the impact of tourism development on the community.

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