

Development Strategy of Tourism Village Based on Local Wisdom Using SWOT Analysis

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Abstract

The realization of a tourist village is coveted by the people of Simbatan Village, Nguntoronadi District, Magetan, because it has a lot of potential such as nature, culture, art, culinary and the existence of batik ciprat products for people with disabilities. The pilot was carried out in three supporting hamlets, namely Simbatan Wetan, Ngesut and Simbatan Kulon hamlets. The activity approach is carried out by surveying tourism potential, focus group discussions (FGD), comparative tourism studies, socialization and hamlet competitions in the context of tourism. Various potentials and problems for pioneering local wisdom-based tourism villages in each hamlet including internal and external potentials and problems were analyzed using SWOT analysis (Strength, Weakness, Opportunity, and Threat). The results of the initiative showed that at first the community did not know the concept of a tourist village, but after receiving an explanation, they were very supportive. The community has succeeded in identifying the potential that deserves to be presented in a tourist village from the aspect of natural, cultural, artistic and culinary potential. The community also initiates an organizational model for tourism village managers and has various plans related to attractions and infrastructure. Community support is quite high in the form of participation and has the hope that the existence of a tourist village can improve the welfare of the Simbatan people.

Keywords : tourism village, local wisdom, SWOT analysis

Introduction

The rise of the emergence of tourist villages in the last decade has become a great potential in the development of Indonesian tourism. Characteristics that are able to maintain strong local wisdom, the environment, and empower the local economy make tourist villages more worthy of consideration. At the international level, a number of tourist villages in Indonesia have also received recognition. In April 2021, five tourist villages were selected as unique villages, considered unusual because they offer beautiful natural scenery, interesting culture, and produce various local creative economic products. The villages are Panglipuran (Bali), Lerep (West Ungaran, Semarang), Sade (Central Lombok, NTB), Osing Kemiren (Banyuwangi) and Liang Ndara (West Manggarai, NTT). This tourist village is one of the flagship programs of the Ministry of Tourism and Creative Economy (Kemenparekraf) to restore tourism in the midst of the Covid-19 pandemic situation [1].

The government continues to encourage the potential of villages that can be used as tourist villages, which currently has reached 7,275 villages. In 2021, as many as 1,831 villages participated in the Tourism Village Award organized by the Ministry of Tourism and Creative Economy. Tourism village is the future of Indonesian tourism and a symbol of economic revival. In this pandemic era, it is necessary to change the pattern of life to be cleaner and healthier. The Ministry of Tourism and Creative Economy encourages the expansion of tourist villages [2].

The synergy between tourism village managers and related parties such as local governments is a driving force for the birth of tourism destinations in Indonesia that run on sustainable principles [3]. Building a tourist village is not only with beautiful scenery, but also natural, cultural, and creative criteria. Packaging with good story telling and in harmony with things that prosper nature becomes an attractive attraction, so that tourists will come back to visit [4].

Rural areas are the spearhead of the people's economy. The economic stretch that occurs in rural areas should be taken into account, because it directly intersects with the welfare of the people in the village. Simbatan Village is located in the east of Magetan Regency, bordering Madiun Regency/City, is a tourism village that is relatively newly developed and needs further regional arrangement; has been included in the Tourism Strategic Area (KSP) of Magetan Regency, namely KSP 5 which is listed in the Magetan Regency Regional Regulation No. 8 of 2016 concerning the Master Plan for Regional Tourism Development (RIPPARDA) of Magetan Regency (Masterplan Simbatan, 2021).

In this village stands a temple which is often called Candi Simbatan or Petirtaan Dewi Sri, because the temple is in the form of a pond or lightning. Inside is a statue or statue of Dewi Sri, which emits water from a spring from Dewi Sri's breast, and can only be seen when the pool water is receded. This temple comes from the Ancient Mataram Kingdom and is under the authority of BPCB Trowulan, East Java Province. In addition, there are also ponds, graves of figures, gamelan, reyog, musical arts, dances as well as batik ciprat crafts by people with disabilities.

The fact that the population of people with disabilities is quite large in Simbatan village, the village government launched an empowerment program by encouraging community involvement so that they have self-reliance in helping people with disabilities to achieve independence. Furthermore, as a forum for community participation, Kelompok Swadaya Masyarakat (KSM) Sambung Roso was formed. In its development, KSM Sambung Roso in Nguntorodi Village was gradually able to pioneer and develop productive economic activities for persons with disabilities in groups with various business activities such as the production of batik ciprat, making doormats and various handicrafts. So far, the work is still ongoing. Products for persons with disabilities have entered the market and received various orders, but due to very simple manufacture, minimal materials and sub-standard quality, the artistic value, creativity and sale value are very low.

The batik ciprat product of Langitan Simbatan has become an icon of Nguntoronadi District. However, in order to develop a business to be sustainable and able to meet market needs, stimulant materials and equipment are needed as additional business capital. Therefore, assistance and support from various parties is needed in the context of

developing productive economic enterprises for persons with disabilities. The unavailability of website-based information media at KSM Sambung Roso also hampers information, promotion and business independence.

The purpose of this activity is to combine existing tourism potential, with activities and works of persons with disabilities to become attractive tourism objects, which in turn become a source of village income from several tourism objects and improve the welfare and independence of persons with disabilities.

Literature Review

The strategy of pioneering a tourism village based on local wisdom refers to the physical and non-physical potential contained in the village to be developed. This is related to the characteristics possessed. The development of a tourism village based on local wisdom is an activity that is not easy to do if it is not supported by all components of the community in the village.

Tourism

According to Guyer Fleuler in Mulyati, et.al. (2021) [5] tourism in the modern sense is a phenomenon of today's era which is generally based on needs, health and change of air. Whereas in particular it is caused by the increasing association of various nations and classes of human society as a result of the development of commerce, industry, trade, as well as the improvement of means of transportation. The World Travel and Tourism Council (WTTC) explains that tourism is a series of human movements and activities that are the result of their own desires with different potentials and desires. Kamus Besar Bahasa Indonesia explains that tourism is related to travel for recreation; travel; tourism, including: (1) Maritime tourism whose object is the sea and its contents (boating, surfing, diving, and so on); (2) The mass of tourism activities which includes a large number of people from various socio-economic levels; (3) Archaeological tourism whose objects are ancient relics, such as museums; (4) Youth tourism that activates youth; and (5) A tourism object whose object is a forest with all its contents.

Tourist Village

Tourism villages generally have physical and non-physical potential; physical potential can be arranged easily in such a way, but non-physical potential needs a deep socio-cultural approach. The socio-cultural potential that will be developed as local wisdom can backfire for tourist villages in their development if a good approach is not taken, especially if there are people in the tourist village who are less supportive [6].

Determination as a tourist village must meet the requirements, among others [7]: (1) Good accessibility, making it easy for tourists to visit by using various types of transportation; (2) Having interesting objects in the form of nature, cultural arts, religion, education, legends, local culinary uniqueness, and so on; feasible to be developed as a tourist attraction; (3) The community and village officials receive and provide high support for Pokdarwis as a tourist village manager and tourists who come to the village; (4) Security in the village is guaranteed; (5) Availability of selling stalls, good telecommunication network, and adequate manpower; (6) Connect with other tourism objects that are already known by the wider community.

Local Wisdom

Local wisdom and local excellence are human wisdom based on the philosophy of values, ethics, ways and behaviors that have been in effect for a long time. The forms of local wisdom that exist in society are values, norms, ethics, beliefs, customs, laws, customs, and special rules that apply in society with various functions. Some of the functions of local wisdom, among others [6]: (1) As a form of conservation and preservation of natural resources; (2) Human resource development; (3) Used to develop culture and science; (4) As advice, belief, literature and taboos; (5) Has a social meaning, for example a ceremony held at the time of cleaning the village; and (6) Has an ethical and moral meaning.

SWOT Analysis

Namugenyi, et.al (2019) [8] stated that SWOT analysis is a classic strategic planning instrument using a framework of strengths and weaknesses, opportunities and threats. The strategic decision-making process is always related to the development of the company's mission, goals, strategies and policies. Thus, strategic planning must analyze the factors (strengths, weaknesses, opportunities and threats) in the current conditions. SWOT analysis describes the situation and conditions that are being faced and is able to provide solutions to the problems being faced.

There are 4 components of a SWOT analysis [9], namely:

(a) Strength-S, analysis is the current state of the strength of the company or organization. This power is used to face competition; (b) Weakness-W, analysis is a weakness that exists in the company or organization at this time. This weakness can be an obstacle in achieving organizational goals and facing competition; (c) Opportunity-O, this analysis describes conditions and situations outside the organization that provide opportunities for the organization to develop in the future; and (d) Threats-T, analysis describes the challenges or threats that the organization must face. This threat comes from a variety of unfavorable environmental factors and can cause setbacks.

The four components are outlined in the SWOT matrix, which can clearly describe the opportunities and threats (external factors) faced by the village, which can be adjusted according to their strengths and weaknesses. This matrix can generate 4 sets of possible strategic alternatives [10]: (1) The S-O (Strength-Opportunities) strategy shows the use of strengths to seize existing opportunities; (2) S-T (Strengths-Threats) is a strategy in using the strengths possessed to overcome threats; (3) W-O (Weaknesses-Opportunities) strategy is this strategy implemented based on the utilization of existing opportunities by minimizing existing weaknesses; and (4) W-T (Weaknesses-Threats) strategy is this strategy based on activities that are defensive in nature and try to minimize existing weaknesses and avoid threats.

Method

The research method used is qualitative analysis through direct observation and in-depth interviews with parties related to the research. The direct observation method is the process of recording the behavior patterns of subjects (people), objects (objects) or systematic events without any questions or communication with the individuals being

studied, while the in-depth interview method is a method of collecting primary data obtained directly from original sources or can be said to be a data collection technique in a survey method that uses in-depth oral questions to research subjects. The research location is Simbatan Village, Nguntoronadi District, Magetan Regency.

The analytical method used is Strength, Weakness, Opportunity and Threats (SWOT). Analysis of Strength, Weakness, Opportunity, and Threat (SWOT) was used to analyze the potential and problems in tourism villages based on local wisdom in each hamlet including internal and external potentials and problems. The internal analysis is viewed from the strengths and weaknesses found in Simbatan village, while the external analysis is viewed from the opportunities and threats. Strengths, weaknesses, opportunities, and threats are given weighting in order to obtain priorities and linkages between strategies [10].

Result

To realize Simbatan as a tourism village based on local wisdom, the problems faced are grouped into 2 (two) namely in terms of tourism potential and persons with disabilities. This stage is knowing the internal and external environment with the aim of knowing the strengths or facilities owned so that strategies can be found based on the identification of their potential [11]. A table of the strengths and weaknesses of Simbatan Village on several aspects including amenities, attractions, organizing actors (actors), accommodation and increasing the carrying capacity of the community (atmosphere) as well as the village government in an effort to identify strengths and weaknesses in each aspect that can encourage and hinder the efforts of Simbatan village to become a tourist village.

In terms of village potential, some of the existing local wisdom is packaged as a tourist village activity, including traditional farming, how to make tempeh, how to make compost and practicing Javanese arts such as playing gamelan and karawitan and practicing Javanese dances. To support artistic activities, the former village head's house has been provided with adequate facilities. Another potential is when the village is clean, the Simbatan Temple drainage is carried out which is packaged in the form of a ceremony and carried out communally and is scheduled annually so that it becomes an attractive tourist attraction. Relics during the spread of Islam as well as a Simbatan Village figure are marked by the tomb of Sheikh Maulana Abdulkarim. The location is used as a religious tourism destination. can encourage and hinder the efforts of Simbatan village to become a tourist village.

Table 1. Matrix of Internal-External Factors

	Strengths	Weakness
Threats	S-T <ul style="list-style-type: none"> - Preservation of the Simbatan Temple (Petirtaan Dewi Sri) cultural site from the threat of extinction - Having Dewi Sri Park as a place 	W-T <ul style="list-style-type: none"> - Preserving the Dewi Sri Festival to preserve the Simbatan Village culture from the threat of extinction for the younger generation to know the history and background of

	Strengths	Weakness
	<ul style="list-style-type: none"> for community outreach - Have a musical hall and musical education tours - Educational tour of arranging coconut leaves - Religious tourism of Maulana Malik Abdullah Karim's grave - Maintaining the uniqueness of cultural tourism in accordance with local wisdom supported by typical handicraft products and batik ciprat 	<ul style="list-style-type: none"> Petirtaan Dewi Sri. - Cultivating awareness of the spirit of mutual cooperation, now if it is not nurtured it will fade - Land tenure issues that have the potential to be developed, but still belong to the residents - The condition of supporting facilities and infrastructure is not adequate
Opportunities	S-O <ul style="list-style-type: none"> - The Simbatan Temple site as an attraction is supported by Dewi Sri Park and the foodcourt as a place for public socialization and a tourist attraction - Can be a trigger for tourism development in Simbatan Village - Implementation of the Masterplan that has been prepared so that it can be used as a guide in managing Tourism Villages - The existence of sheltered workshops caring for people with disabilities with splashed batik products - The need for tourism development cooperation with the private sector and village government 	W-O <ul style="list-style-type: none"> - Organizing Simbatan Village so that it can become a Tourism Village in Magetan Regency - Synergy of Disabled Villages with Tourism Villages to make Simbatan Village the flagship in Magetan Regency - The Simbatan Petirtaan Dewi Sri Temple is a historic temple whose existence is quite rare - There is no good governance in tourism management - Weak quantity and quality of human resources in the tourism sector - Lack of promotion of tourist destinations - Improving governance in cultural tourism management - Improving the marketing of cultural tourism destinations through collaboration with related parties, government, and support local community - Improving the quality of human resources in the tourism sector, especially cultural tourism with training and mentoring - Addition of human resources in the cultural tourism sector

Conclusion

Activities that can be carried out related to problem solving in the development of Simbatan Village are:

- (1) Workshops and FGDs to identify potentials in the context of forming tour packages;
- (2) Comparative study in order to increase discourse and formation of motivation and management of tourism village management as well as;
- (3) Community movement in order to improve environmental cleanliness to support tourism villages;
- (4) The need to form a tourism village committee and revitalization of Pokdarwis, as well as a special culinary festival, which is branded in the Simbatan Temple festival.

The concept of village development based on local wisdom essentially emphasizes four (4) principles: (1) Economically feasible; (2) Environmentally feasible (environmentally feasible); (3) Socially acceptable and (4) Can be applied technologically (technologically appropriate).

The development of tourism villages based on local wisdom can be integrated into 3 (three) main objectives of achievement, namely: (1) Quality of environmental resources (natural, historical and cultural); (2) Quality of life of the local community (socio-economic); and (3) Quality of travel experience (tourists).

The strategy for increasing local cultural tourism which is formulated based on local wisdom includes: (1) Increasing the potential of local culture through collaboration with the Government and the private sector; (2) Increasing the potential of local culture supported by cultural craft centers and the role of local communities and Kelompok Sadar Wisata/ Pokdarwis; (3) Improving the marketing of cultural tourism destinations through collaboration with related parties, government and local community support; (4) Improving the supporting infrastructure at the location of cultural tourism; (5) Increasing inter-regional/regency cultural tourism cooperation, especially in Bakorwil Madiun; (6) Improving governance in cultural tourism management; (7) Improving the quality of human resources in the tourism sector, especially cultural tourism with training and assistance; and (8) Maintaining the uniqueness of cultural tourism in accordance with local wisdom supported by batik ciprat handicraft products made by persons with disabilities.

Appendix

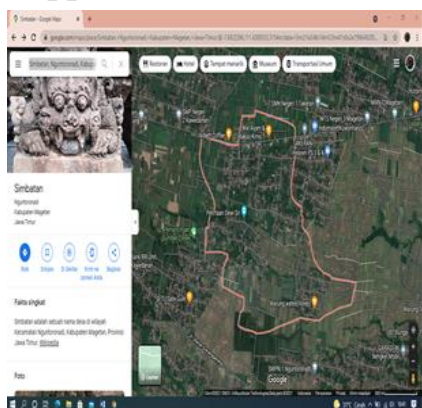


Figure 1.
Simbatan Village Map



Figure 2.
Petirtaan Dewi Sri



Figure 3.
Statue of Dewi Sri



Figure 4. Process of Making Batik Ciprat



Figure 5.
Various of Batik Ciprat Products



Figure 6.
Bazaar of Batik Ciprat Products



Figure 7.
Fashion Show of
Batik Ciprat Simbatan

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