




Assistance in identifying the potential of the Kembang Kuning tourist village, Cepogo District, Boyolali

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Abstract

Tourism is one of the pillars of the local economy in Indonesian society, and as such, this sector should receive special attention to maintain and develop it. The COVID-19 pandemic has caused significant economic disruption, leading to a prolonged crisis. Kembang Kuning Village in Boyolali is an example of a tourism industry that possesses natural and cultural resources, which could serve as capital to establish a tourist village but has been hindered by the pandemic. This mentoring activity aims to revitalize tourist villages by identifying their potential. The service method includes training and education of SWOT analysis. The results of the service demonstrate that there are strategies that Kembang Kuning Village can implement to not only restore local residents' income from the tourism sector but also enhance the quality of the existing tourist villages.

Keywords: *Tourism village; Kembang Kuning; SWOT analysis*

Pendampingan identifikasi potensi desa wisata Kembang Kuning, Kecamatan Cepogo, Boyolali

Abstrak

Pariwisata adalah salah satu penopang ekonomi lokal masyarakat Indonesia sehingga sektor ini seharusnya mendapatkan perhatian khusus untuk memelihara dan mengembangkannya. Pandemi Covid-19 telah menyebabkan kehancuran ekonomi yang berdampak pada krisis jangka panjang. Desa Kembang Kuning, Boyolali adalah salah satu contoh industri wisata yang memiliki sumber daya alam dan budaya yang bisa digunakan sebagai modal untuk membuat desa wisata namun terhambat karena pandemi. Kegiatan pendampingan ini bertujuan untuk membangkitkan desa wisata melalui identifikasi potensi yang dimiliki. Metode pengabdian dilakukan dengan pelatihan dan edukasi analisis SWOT. Hasil pengabdian menunjukkan bahwa terdapat strategi yang bisa diambil oleh Desa Kembang Kuning untuk bukan hanya mengembalikan pendapatan warga lokal dari sektor wisata, namun bisa meningkatkan kualitas dari desa wisata yang sudah ada saat ini.

Kata Kunci: Desa wisata; Kembang Kuning; Analisis SWOT

1. Introduction

The Indonesian government has high ambitions in promoting tourism potential to increase income and develop the local economy (Wibowo et al., 2021). Tourism development is one indicator of improving people's welfare. Indonesia is in 9th position out of 30 countries according to the WTTC Travel and Tourism Power and Performance

but has not been able to make Indonesia known as a whole (Asmara, 2020). In Indonesia itself, the implementation of tourism is regulated in UU No. 10 of 2009 concerning Tourism. In this law, tourism emphasizes six goals, namely increasing income in the context of increasing people's welfare and prosperity, expanding and equalizing business and employment opportunities, encouraging regional development, introducing and utilizing tourist objects and attractions in Indonesia, fostering love for the motherland and strengthen friendship between nations.

In 2019, Central Java won the 2019 Indonesia Attractiveness Award (IAA) Gold for the Big Province Category in the Tourism Sector, from Frontier Group & Tempo Media Group. This is based on data of 2018 which stated that there were 48 million tourists visiting various tourist attractions in Central Java, 680,000 of whom were foreign tourists. The Head of Disporapar (Department of Youth, Sports and Tourism), Sinoeng, sees that the potential for tourism development in Central Java is still very open so efforts are needed to encourage progress in the tourism sector (Bidang IKP, 2019).

One area in Central Java that has natural potential and human resources is Kembang Kuning Village in Cepogo sub-district, Boyolali. In 2018, the construction of roads and infrastructure has been carried out, including the Sitinggil Garden. "Sitinggil" means land in the highlands because its location is 1,300 meters above sea level. Initially Sitinggil Garden was intended for family tourism in the form of a swimming pool and harvesting vegetables and fruit with a view of Mount Merapi in the background. This tourist spot was operating but stopped due to the Covid-19 pandemic (Listiyo, 2021). On a global scale, the tourism sector suffered losses of up to 22 billion US dollars, mainly because at the start of the pandemic there were no vaccines or drugs that could control the transmission of this virus. Indonesia itself lost revenue from tourism reaching tens of trillions of rupiah in just the first four months since the announcement of Covid-19 as a global pandemic by WHO (Yamin et al., 2021).

In order to restore and revive tourism, Kembang Kuning Village seeks to develop village potential in relation to market potential by leveraging the potential of the various *dukuh* within it. For this reason, it is necessary to understand, master and maximize potential and opportunities, especially in relation to the concept of a tourist village. This can be an important capital for villages to be able to revive tourism due to the impact of the Covid-19 pandemic. One of the important things in the development of a tourist village is the condition of nature and the environment as well as the authenticity of the local wisdom that exists in the community.

One way to maximize indicators of tourism development is with a SWOT analysis (Rojabi et al., 2023). The SWOT analysis aims to identify the strengths, weaknesses, challenges and threats that potential tourism villages have. With this analysis, it is hoped that it can help develop internal diagnoses regarding the potential shown in tourism villages and their environment (Goranczewski & Puciato, 2010). So, it is hoped that a strategy can be given to maximize the existing potential. SWOT analysis is a method often used in strategic management. This analysis is used to build a general overall strategy related to the target condition. The word "SWOT" is short for strength, weakness, opportunity and threat. This method can see a picture of self-evaluation in general because it relates to internal and external target factors. Table 1 shows the relationship between the four factors in mapping the potential and threats of the analysis target.

Table 1. SWOT analysis Matrix

		Internal factor	
		Strengths (S)	Weaknesses (W)
External factor	Opportunities (O)	Using S to achieve O	Minimalize W to achieve O
	Threats (T)	Using S to anticipate T	Minimalize W to anticipate T

There are four variations of the strategy that depend on internal and external factors (Goranczewski & Puciato, 2010).

- a. The SO (Strength - Opportunity) situation is a maxi - maxi (expansion) strategy. This is related to the strength of the village that comes from within and the opportunities that exist in its environment. In this situation, power must be used to take advantage of the opportunities in the environment, through strong market expansion and trying to achieve various developments.
- b. The WO situation (Weakness - Opportunity) is a mini - maxi strategy (competition). This refers to the weakness of the village being operated in a favorable environment. The strategy should be focused on taking advantage of opportunities while mitigating weaknesses.
- c. The ST (Strength - Threat) situation is a maxi - mini (conservation) strategy. In this situation, the village actually has very good internal potential but is in an unfavorable environment. So, it must overcome the threat by using its power as well as possible.
- d. The WT (Weakness - Threat) strategy is a mini - mini (survival) strategy. This relates to a village with no prospects for development and with little internal potential operating in an unfavorable external environment. This strategy aims to minimize weaknesses and avoid challenges. In the worst-case scenario, the village has to change its destination from being a tourism village to an industrial village, while in the best scenario, the village has to endure difficult times trying to find external financial resources for tourism investment.

This assistance aims to help the village of Kembang Kuning carry out a self-evaluation of the conditions they are experiencing and to help recommend strategies for the development of tourist villages that can improve the economy of the community in general.

2. Method

This community service was carried out in Kembang Kuning Village, Cepogo sub-district, Boyolali. The target of the service was Kembang Kuning village officials, Pokdarwis, managers of tourist sites, culinary entrepreneurs, aluminum craftsmen, Karang Taruna and village residents in general. There are several stages of activities carried out, namely:

- a. Outreach and Preparation. At this stage, a visit was made to Kembang Kuning Village to conduct outreach regarding the purpose of implementing community service. During the socialization, a joint discussion was held regarding technicalities as well as the time and schedule for implementing the activities. At

this stage it was also discussed regarding the residents involved in the activity and the person in charge of the infrastructure needed in the community service activities.

- b. Implementation of Training. The training provided includes: understanding SWOT, identification of SWOT and building strategies regarding SWOT analysis. The training was carried out in 3 face-to-face meetings with a duration of 150 minutes each.
- c. The lecture method and Focus Group Discussion (FGD) will be carried out as a way to assist residents in conducting self-evaluations of their village's tourism potential. The location used in this activity is at the Cepogo Village Hall, Boyolali.

3. Result and Discussion

The training activities were attended by 17 participants from representatives of various elements of society in Kembang Kuning Village, Boyolali. The service begins with an introduction from the service team who will accompany the SWOT analysis (Figure 1). The material is given in an interactive form where the speaker explains the material while asking the target residents. Target residents were divided into four discussion groups, namely to analyse strengths, weaknesses, opportunities, and threats. After getting material from the speakers, later each group will discuss and conclude each SWOT component.



Figure 1. Kembang Kuning Villagers discuss about SWOT analysis

SWOT analysis develops strategies by identifying internal and external factors of tourism in Kembang Kuning. Internal factors consist of various factors that can be considered as the strengths and weaknesses of the tourism sector. Strength factors are things that the tourism sector of Kembang Kuning Village does specifically better than other tourist attractions and can also be considered as an advantage over its competitors. Weakness factors can be considered as something that needs to be repaired in the tourism sector immediately.

Identification of external factors is carried out by assessing opportunities and threats from outside the tourism sector in Kembang Kuning Village. Opportunity is something positive that must be utilized and utilized optimally by the tourism sector to increase the competitiveness of the tourism industry. Threats include any events that may have a negative impact on the tourism sector that need to be anticipated quickly to avoid greater losses (Table 2).

SWOT analysis develops four types of strategies related to internal and external factors. SWOT strategies are Strength-Opportunity (S-O), Strength-Threat (S-T), Weakness-Opportunity (W-O) and Weakness-Threat (W-T) strategies. The SWOT matrix is shown in Table 3 below. In preparing the SWOT matrix, the most difficult part is to compare internal and external factors that require good judgment.

Table 2. Analysis SWOT of Kembang Kuning Village

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Be the only aluminum craft place in Boyolali 2. Producing copper 3. Sitinggil Garden Agrotourism 4. History of Watu Lumpang 5. Typical culinary delights such as: anchovies and sagon cakes 6. Duren Sawit educational village 7. Reog art, ketoprak, wayang orang 8. Customary traditions such as clean village, salvation 9. Dairy and beef cattle farming 	<ol style="list-style-type: none"> 1. Lack of awareness from the public of the tourism potential that is already owned 2. Lack of transportation infrastructure facilities 3. Remote village location 4. Lack of budget because there is no village income 5. Lack of concern from villagers because only Pokdarwis is working 6. Communication between institutions in the village is weak. 7. Sitinggil Garden is the main belle that makes for a lack of alternative tourism in the village of Kembang Kuning.
Opportunities	Threats
<ol style="list-style-type: none"> 1. The existence of Tourism Village Decrees from Provinces and Regencies can attract foreign investors to manage and cooperate 2. The development of e-commerce can be used to market aluminium crafts online 3. Events at the district and district levels can be used to introduce arts and culinary arts 4. Social media can be used as a promotional tool for the Education Village 	<ol style="list-style-type: none"> 1. There are people who try to destroy village infrastructure 2. There is competition between hamlets 3. There is a Covid-19 Pandemic 4. The absence of a guide makes people get lost 5. Visitors who have visited are disappointed because the facilities are inadequate

Table 3. Strategies based SWOT analysis of Kembang Kuning Village

Components	Strategies
S - O	Promotion through social media with content that shows various types of tourism in Kembang Kuning Village
S - O	Make tourism programs that can be offered to potential visitors
W - O	Coordinate with various elements for the division of tasks related to the operationalization of tourist villages
W - O	Improve road infrastructure with more integrated routes
S - T	Collaborating with other <i>dukuh</i> to develop collaborative tourism programs
S - T	Conducting training for excellence to improve service quality for tourist visitors
W - T	Develop aluminum industry to support local economy
W - T	Maintaining the preservation of the existing nature

S - O analysis focuses on marketing, integration, and exploitation of the potential of existing tourism resources in Kembang Kuning village. Natural potential and local

traditions are strengths that can be explored further. The development of social media can be used optimally to make promotions regarding the Kembang Kuning tourism village. In addition to increasing the number of visitors, it can also invite investors to develop the existing facilities and infrastructure there. With this promotion, it will increase the curiosity of potential visitors. Making tour packages can be prepared to respond to potential visitors who may still not understand well what they will get there. Tour packages are prepared taking into account the target audience, from school children to foreign visitors.

Social media has revolutionized communication in the travel industry. Tourism, as a knowledge-based industry, can be seen as a consequence of recent developments in information and communication technology with extensive use of the transmission and sharing, reuse and storage of knowledge (Nezakati et al., 2015). Social media has an important role for tourism marketing and promotion. The planning process in tourism and traveling is influenced by electronic word of mouth from social media, starting from planning before, during, and after a tour (Pan et al., 2007). Content obtained from social media is a new source of online information that is created, initiated, shared and used for the purpose of providing information to others about a product, brand, service or a particular problem (Raharti et al., 2022).

In order to improve weaknesses and use strengths, a W - O strategy was developed to build and develop infrastructure that supports the tourism industry. Awareness of the natural and economic potential of residents needs to be supported by good coordination with various existing elements of society. The Indonesian government needs to improve the investment climate with simpler and faster policies (Wibowo et al., 2021).

Tourism must be regulated as a system. The systems approach offers a framework for describing internal and external environmental factors as a whole (Ghanbari et al., 2021). This approach will make it possible to recognize both small and large tasks in complex systems. This is important because tourism can be seen as a system that refers to a set of interdependent components that form a consistent whole. The S - T strategy is centered on developing collaborative and competitive tour packages. The competitive strategy is not only on ticket and package prices but also on services during the tour package. While the W - T strategy focuses more on the development of the aluminum creative industry to support the local economy.

4. Conclusion

Indonesia with its various natural and cultural riches actually has countless tourism potentials. The tourism sector is seen to be able to improve the local economy of its citizens. Village tourism is one of the community-based tourism which is expected to be one of the empowerment strategies of an area. To be able to recognize existing potential, SWOT analysis can be used as a method to maximize strengths and overcome existing challenges. The community service carried out in Kembang Kuning Village, Boyolali, shows that the village and its community are aware of its potential, but its management is not yet well organized. The SWOT analysis and resulting strategies can be used as a reference for developing a more organized Tourism Village.

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