

Revitalization of Regional Potential in The Efforts to Develop Tourism Villages (Case Study in Kebon Ayu Village, West Lombok)

Aprilia Dinda Lestari
Universitas Mataram

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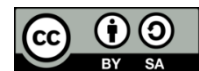
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ABSTRACT

This study aims to obtain an overview of the influence of revitalization in efforts to develop tourist villages in relation to the potential of the area in Kebon Ayu Village, Gerung District, West Lombok. The analysis technique used in this study is the SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to systematically identify various factors in order to achieve the strategy. The results of the study indicate that Kebon Ayu Village has great tourism potential thanks to its rich culture, history, and natural beauty. To achieve optimal development of tourist villages, a comprehensive strategy is needed that includes increasing the capacity of human resources (HR), building cooperation networks, and utilizing natural and cultural potentials sustainably and building a unique identity as well as strengthening the branding of tourist villages.

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Corresponding Author:

Name: Aprilia Dinda Lestari
Institution: Universitas Mataram
Email: apriadiinda642@gmail.com

1. INTRODUCTION

The era of regional autonomy gives greater authority to regional government units to manage various opportunities in their administrative areas. In principle, there are three main reasons for the need for regional autonomy, namely: first, Political Equality, which aims to increase political participation of the community at the regional level. Second, Local Accountability, which is to increase the ability and responsibility of local governments in fulfilling the rights and aspirations of the community in their area. Third, Local Responsiveness, which aims to increase the responsibility of local

governments to socio-economic problems that occur in their areas [1].

In Village Law Number 6 of 2014, it is stated that villages have sources of income that include original village income, budget allocations from the State Budget (APBN), and part of the results of regional taxes and district/city levies. The law also emphasizes the importance of the role of village communities in accelerating the achievement of welfare through increasing, fostering, strengthening, and involving communities that reflect democratic values. In addition, this law provides opportunities for city governments to propose new ideas in changing the appearance of villages and

supporting villages with sources of income for development [2].

One of the potentials that can be developed in several villages is the tourism industry, because it is increasingly in demand and attracts the attention of many parties lately. The continuous development of technology also facilitates the promotion of tourist destinations and increases the interest of tourists to visit. The tourism industry is also the largest foreign exchange earning sector in Indonesia. Therefore, the government, both at the central and regional levels, is trying to continue to strengthen the role of the tourism industry [3].

The Ministry of Tourism and Creative Economy (Kemenparekraf) created the Tourism Village program as an innovative step to encourage economic development in villages while advancing the tourism sector in Indonesia [4]. A tourism village is an area designed to have a selling value in the form of tourist attractions, equipped with public facilities, tourism support facilities, adequate accessibility, and presented within the framework of local community life and traditions [5].

In improving regional development and community welfare, a tourism

development approach is needed that involves active community participation through the development of tourist villages. This village development aims to strengthen and encourage village economic independence, which is reflected in the high contribution of regional primary income to development financing. Currently, there are 4,804 tourist villages recorded throughout Indonesia, with 3,588 pioneering tourist villages, 932 developing tourist villages, 292 advanced tourist villages and 23 independent tourist villages (Kemenparekraf, 2024).

Currently, West Nusa Tenggara Province has a total of 274 tourist villages spread across various stages of development. The details are 54 developing tourist villages, 207 pioneering tourist villages, 12 advanced tourist villages, and 1 independent tourist village. Becoming a tourist village does not only focus on providing tourist attractions, but also facing various challenges to maintain that status. Based on data from the Ministry of Tourism and Creative Economy (Kemenparekraf), there are 28 tourist villages in West Lombok Regency, as shown in the following table.

Table 1. List of Tourist Villages in West Lombok Regency

No	Tourism Village	Development Stage
1	White Stone	Develop
2	Suranadi	Develop
3	Dudaya Village	Develop
4	South Sheet	Develop
5	Beautiful Garden	Develop
6	The Sempage Bee Nature	Pioneer
7	Bias Bay Cape	Pioneer
8	Senteluk	Pioneer
9	The Senggigi Beach	Pioneer
10	Central Sekotong Mangroves	Pioneer
11	Copy	Pioneer
12	Mount Jae	Pioneer
13	Goddess Pakuan	Pioneer
14	Trigona Integrated Tourism Destination	Pioneer
15	True Blessings	Pioneer
16	Swelling Stone	Pioneer
17	West Sekotong	Pioneer
18	Sedau	Pioneer

19	Medas	Pioneer
20	East Mareje	Pioneer
21	Langko, Lingsar	Pioneer
22	The Beautiful Gili Gede	Pioneer
23	White Stone Sea Goddess	Pioneer
24	The Sweetest Tourist Village	Pioneer
25	Leddu Hill	Pioneer
26	Banyumulek	Pioneer
27	One day	Proceed
28	Blooming Narmada	Proceed

Source: Ministry of Creative Economy 2024

The tourism potential in West Lombok opens up opportunities and provides great hope for further development. This supports the success of development in West Lombok Regency as well as being a tool to increase regional income and community welfare. Several rural tourist destinations in West Lombok have excellent potential to be developed into tourist villages in the future. One of the prominent villages is Kebon Ayu Village located in Gerung District.

Kebon Ayu Village included in the developing tourist village and has the potential for tourism growth and has begun to be developed by the village government. One of the attractions is its culinary tourism which provides typical traditional foods ranging from cakes to heavy meals. Kebon Ayu Village has beautiful scenery and various arts and cultures that are still maintained and preserved from generation to generation. This is proven by cultural and artistic attractions such as gamelan(click), wayang kulit, presean, weaving and bamboo woven crafts. In this village there are also historical relics (cultural heritage) namely a suspension bridge built in 1932. There are also bamboo garden tours and golden melon cultivation tours or commonly called agrotourism with a hydroponic planting system or planting using water media, where tourists can feel the sensation of picking melons directly from the tree. Various creative industries are also developed in Kebon Ayu Village, namely handicrafts such as shadow puppets, bamboo weaving, oyster mushroom products and also coffee which have become the mainstay of Kebon Ayu Tourism Village. Of course,

coordination between agencies will continue, so that this tourism village can become Sapta Pesonanya.

With its tourism potential, Kebon Ayu Tourism Village has a great opportunity to develop its tourism sector as a whole. This is important considering that many tourism villages that were initially crowded with visitors then became quiet and abandoned due to a lack of consistency in management. Therefore, the number of tourist visits can be considered as one of the main indicators of the success of tourism development, which ultimately provides positive benefits for the surrounding community and business actors in the area. For Kebon Ayu Tourism Village, which is still relatively new, this challenge is an encouragement to continue to innovate and develop its tourism potential, even though it is faced with increasingly tight competition from other tourism villages.

The development of Kebon Ayu Tourism Village in the early stages faced quite a number of quite tough challenges. Many other tourism villages on Lombok Island have developed with similar tourism potential, so Kebon Ayu Tourism Village is required to offer something different by developing existing potential creatively. In addition, the process of developing tourism villages is often hampered by various problems, such as lack of infrastructure, limited human resources, and minimal promotion and marketing. Therefore, the right strategy is needed to identify and maximize the potential of the region efficiently.

[6] explained that the tourism potential in the tourist village will not be

managed properly without a mature development strategy. The strategy itself describes the direction of the business that follows the dynamics of the chosen environment, and is a guide in allocating resources and organizational efforts [7]. Therefore, it is important to conduct an in-depth study of the formulation of the Kebon Ayu Tourism Village development strategy, so that the tourist village can become an independent and sustainable destination, considering the potential and uniqueness it has.

As an effort to develop a tourist village related to the potential of the area in Kebon Ayu Village, Gerung District, West Lombok, it is studied with the influence of revitalization to achieve a strategy for developing a tourist village through the identification of a SWOT analysis. From the explanation above, the author is interested in researching the influence of revitalization in efforts to develop a tourist village related to the potential of the area in Kebon Ayu Village, Gerung District, West Lombok.

2. METHODS

This study uses a qualitative descriptive research approach. The sample selection used was purposive sampling, where the respondents selected were village heads, tourism village managers (pokdarwis), community leaders, business actors and the community who were considered to have information about tourism village development and several visitors. The data analysis technique used was SWOT analysis, which is a tool used in strategic planning because it looks at factors that are the strengths of the object (strengths), weaknesses of the object (weaknesses), development opportunities (opportunities), and external threats (threats). SWOT analysis is very effective in playing a role in marketing, public relations, advertising, and any field that requires strategic planning [8].

3. RESULTS AND DISCUSSION

Kebon Ayu Village is one of the tourist villages that has tourism potential including cultural arts such as peresean, gamelan, making shadow puppets, nyelametan bumi culture. In addition, there are also historical relics of the colonial era in the form of a suspension bridge as a link between villages, culinary tourism that provides traditional specialties and there is a golden melon agrotourism cultivation. Efforts to manage tourist attractions carried out by the village are developing culinary tourism, providing places of worship (prayer rooms), expanding parking areas, being more active in promoting existing tourism.

Increasing the attractiveness of tourism and the development of tourist objects carried out by the village is to build new tourism, namely religious tourism or non-formal foundations in the sense of holding a place for religious studies and tahfidz, and providing sports to enjoy santri tourism (general) where the purpose of establishing this tourism is to cure the longing of people who have attended Islamic boarding schools or people who want to experience Islamic boarding schools. The plan for implementing this tourism is to stay overnight on Saturdays and Sundays, the activities are like at the Islamic boarding school (joint worship), during the activities a place to rest, eat and bathe that is clean and has been ensured to be comfortable has been provided. While for every day it will be held as a place for religious studies and tahfidz for local residents.

In addition, a bamboo garden tour will be formed where there is one of the hamlets in Kebon Ayu village, namely Karang Kesuma hamlet, which has an area along the road where bamboo trees grow densely and there is a river downstream and a place for mushroom cultivation. This is utilized by the village as a new tourist attraction, aiming to further introduce Kebon Ayu village. This planned tourist spot will connect to the existing culinary and golden melon tourist

spots, but can only be passed by small vehicles.

In developing an area as a tourist village, there are several factors that need to be analyzed in depth. These factors can function as strengths or weaknesses, and the approach that can be applied is a SWOT analysis. In this case, it is important to identify strengths, weaknesses, opportunities, and threats (SWOT: Strength, Weakness,

Opportunities, Threats) in order to formulate a clear and focused strategy. The goal is that the development of Kebon Ayu Tourism Village can be sustainable and provide positive changes for the people of Kebon Ayu Village. Based on the study and identification of the factors that have been mentioned, the conclusions can be presented in the following table.

Table 2 Internal and External Factors of Kebon Ayu Tourism Village Development

Internal Factors	External Factors
Strength <ol style="list-style-type: none"> 1. Availability of experienced human resources in the tourism sector 2. Tourism development is supported by the government and local communities 3. Availability of historical relics from the colonial era (bridges, ancient buildings, etc.) 4. The culture and traditions (dances, performing arts, etc.) of the community are well maintained. 5. Accommodation (restaurants, lodging, transportation) is relatively available 6. Set against a backdrop of lush green hills and rice fields 7. The level of security at tourist locations is maintained 	Opportunity <ol style="list-style-type: none"> 1. The facilities provided by the Kebon Ayu tourist attraction are interesting 2. Strong community support and expectations in tourism development 3. Encourage the growth of new business and employment opportunities 4. Providing an attraction for private investment 5. Providing influence in increasing local original income 6. Open opportunities to offer travel packages 7. Encouraging an increase in the variety of alternative tourism in Lobar
Weakness <ol style="list-style-type: none"> 1. Tourism promotion is not yet optimal 2. Environmental planning in tourist areas is still not optimal 3. Tourist facilities (electricity, clean water, toilets, telecommunications network) are still available 4. Cleanliness at tourist locations is not well maintained 5. Supporting facilities and infrastructure for tourist villages are still lacking 6. Lack of public awareness about the world of tourism 7. Lack of support from local government 8. Lack of ability of local people to speak foreign languages 	Threat <ol style="list-style-type: none"> 1. Increasing competition between tourist attractions in West Lombok 2. Infiltration of foreign cultural influences that have an impact on local culture 3. The emergence of business competition between immigrants and local communities 4. Visitor safety and comfort factors are not supported 5. Influencing people's mindset and behavior as an impact of tourism development 6. Causes environmental pollution due to untreated waste 7. There is still a negative image of the tourism world from the community

Source: Processed Data

In the next stage, each will be assigned a weight value, rating and score as follows.

Table. 3 Internal Strategic Factors of Kebon Ayu Tourism Object

Internal Strategy Factors	Weight	Rating	Score
Strength			
Availability of experienced human resources in the tourism sector	0.13	4	0.52
Tourism development is supported by the government and local communities	0.16	5	0.8

Availability of historical relics from the colonial era (bridges, ancient buildings, etc.)	0.13	4	0.52
The culture and traditions (dances, performing arts, etc.) of the community are well maintained.	0.13	4	0.52
Accommodation (restaurants, lodging, transportation) is relatively available	0.13	4	0.52
Set against a backdrop of lush green hills and rice fields	0.16	5	0.8
The level of security at tourist locations is maintained	0.16	5	0.8
Total	1	31	4.48
Weakness			
Tourism promotion is not yet optimal	0.14	4	0.56
Environmental planning in tourist areas is still not optimal	0.14	4	0.56
Tourist facilities (electricity, clean water, toilets, telecommunications network) are still available	0.14	4	0.56
Cleanliness at tourist locations is not well maintained	0.10	3	0.3
Supporting facilities and infrastructure for tourist villages are still lacking	0.14	4	0.56
Lack of public awareness about the world of tourism	0.14	4	0.56
Lack of support from local government	0.06	2	0.12
Lack of ability of local people to speak foreign languages	0.14	4	0.56
Total	1	29	3.78

Source: Processed Data

Table 4. Internal Strategic Factors of Kebon Ayu Tourist Attraction

External Strategy Factors	Weight	Rating	Score
Opportunity			
The facilities provided by the Kebon Ayu tourist attraction are interesting	0.13	4	0.52
Strong community support and expectations in tourism development	0.16	5	0.8
Encourage the growth of new business and employment opportunities	0.16	5	0.8
Providing an attraction for private investment	0.13	4	0.52
Providing influence in increasing local original income	0.16	5	0.8
Open opportunities to offer travel packages	0.13	4	0.52
Encouraging an increase in the variety of alternative tourism in Lobar	0.13	4	0.52
Total	1	31	4.48
Threat			
Increasing competition between tourist attractions in West Lombok	0.17	4	0.68
Infiltration of foreign cultural influences that have an impact on local culture	0.17	4	0.68
The emergence of business competition between immigrants and local communities	0.17	4	0.68
Visitor safety and comfort factors are not supported	0.12	3	0.36
Influencing people's mindset and behavior as an impact of tourism development	0.17	4	0.68
Causes environmental pollution due to untreated waste	0.08	2	0.16
There is still a negative image of the tourism world from the community	0.12	3	0.36
Total	1	24	3.6

Source: Processed Data

From the table above, it can be concluded that the results of the calculation of the weight value of the internal strategy factor, namely the strength factor, have a weight value of 4.48 and the weakness factor

is worth 3.78. The results of the calculation of the external strategy factor, namely the opportunity factor of 4.48 and the threat factor of 3.6. The recapitulation of the calculation can be seen as follows.

Table 5. Recapitulation of Calculation of Strengths, Weaknesses, Opportunities and Threats

No	Description	Score
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1	Internal factors Strength Weakness	4.48 3.78
2	External factors Opportunity Threat	4.48 3.6

Source: Processed Data

Based on the table above, the position of internal factors in the Kebon Ayu Tourism Village development strategy is in a strong position. This result can be seen in the strength score value, namely a fairly large difference in value to the weakness score value, which is 0.7. Furthermore, in the position of external factors, the Kebon Ayu Tourism Village development strategy is in a fairly promising position. This is in accordance with the opportunity score value, which is quite a significant difference from the threat score, the total difference between the

opportunity and threat scores is $4.48 - 3.6 = 0.88$.

SWOT Matrix Analysis

From the total score of internal and external factors then mapped into the SWOT matrix to determine the strategic position in the form of a grand strategy. From the two charts above it is known that the value of the internal factor is 0.7, while the value of the external factor is 0.88, thus forming a strategic position that has been described in the following image matrix:

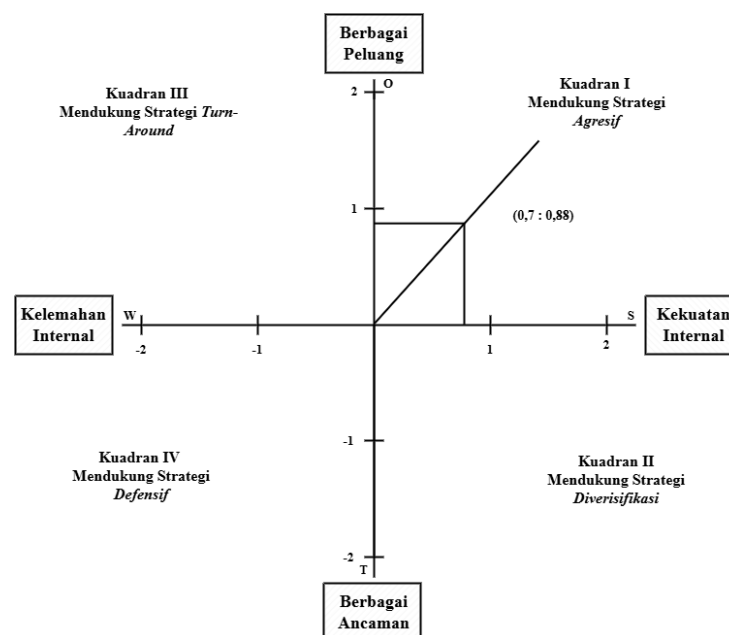


Figure 1. SWOT Matrix Analysis

From the picture above, it can be seen that the position of the development of the Kebon Ayu tourist village is in an aggressive strategy, this shows that it has quite a lot of strength and quite good opportunities. The combination of strengths and opportunities

can be formulated into a main strategy in the effort to develop the Kebon Ayu tourist village. This can be seen in the following matrix table.

<ul style="list-style-type: none"> - Influencing people's mindset and behavior as an impact of tourism development - Causes environmental pollution due to untreated waste - There is still a negative image of the tourism world from the community 		
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Source: Processed Data

Kebon Ayu Tourism Village Development Strategy

In the effort to develop a tourist village in Kebon Ayu Village, West Lombok, it is expected to be sustainable and profitable for all parties, especially the village and the community and it is expected to continue to preserve nature and culture as well as existing customs, this needs to be formulated in an alternative strategy as the main strategy in its development. Based on the SWOT analysis matrix table, a strategy has been prepared in an effort to develop a tourist village in Kebon Ayu Village, the following is a description of each strategy that can be developed:

1. SO, Strategy (Strengths Opportunities)

This strengths opportunities strategy is a competitive strategy that utilizes existing opportunities with the strengths it has, will focus on using internal strengths to seize existing opportunities. Here are some strategies that can be taken for the development of Kebon Ayu tourism village:

- Improving human resources in the tourism sector in order to develop existing tourist attractions, with experienced human resources in the tourism sector, training or development of alternative tourism programs can be carried out.
- Maintaining and developing the potential of historical heritage and traditions, if this is well maintained, it can be integrated into tourism packages, thereby increasing the attraction for tourists, especially tourists who

are interested in history and culture.

- Building a network of cooperation between the community and the government to attract private investment, this can accelerate infrastructure development, develop basic facilities (clean water, electricity, telecommunications networks) and increase tourist accessibility.
- By compiling attractive and competitive tour packages, utilizing cultural, historical, and natural diversity, Kebon Ayu can offer unique and competitive tour packages, such as cultural tour packages, historical tours, and nature tours, so that they can attract the interest of domestic and foreign tourists.

2. ST (Strengths Threats) Strategy

The Strengths Threats strategy in the SWOT analysis prioritizes the use of strengths owned by Kebon Ayu Tourism Village to overcome emerging threats. Here are some of the strategies in question:

- Developing environmental and cultural-based tourism, with available resources such as preserved historical and cultural heritage, Kebon Ayu Village can develop tourism that focuses on environmental and cultural preservation.
- Making rules to reduce competition with immigrants, this strategy is expected to strengthen the capacity of local residents in the tourism

business, competition can be healthier and more controlled.

- c. Improving service facilities to create security and comfort, working together with local communities or tourism management or pokdarwis so that tourists feel safe and comfortable, so that this tourist village has its own advantages compared to other tourist locations.

3. WO Strategy (Weakness Opportunities)

The weakness opportunities strategy to overcome weaknesses by utilizing existing opportunities in the tourism sector needs to be focused on efforts to strengthen internal and minimize external impacts.

- a. Maximizing tourism promotion with community participation, aims to increase the visibility of Kebon Ayu as an attractive destination.
- b. Foreign language education for local communities is expected to facilitate communication and interaction between foreign tourists and local tourism managers to improve the quality of service and strengthen the competitiveness of tourist villages.
- c. The implementation of training on the utilization of tourism is expected to open up employment opportunities and increase regional income in the future. This can be done by providing education to the community about the importance of tourism.

4. WT (Weakness Threats) Strategy

Weakness Threats Strategy in the SWOT analysis for Kebon Ayu tourism village, we can focus on ways to minimize

weaknesses and overcome threats. Here are some strategies that can be applied:

- a. Providing education about the importance of cleanliness and waste management, this not only addresses the problem of pollution but also educates the public about the importance of preserving the environment for the sake of sustainable tourism.
- b. Involving Traditional Figures and Local Cultural Stakeholders in Tourism Management can maintain local cultural identity and act as a fortress to reduce the infiltration of foreign cultures that could shift local culture.
- c. Building a Unique Identity and Strengthening the Branding of Tourism Villages, aims to face tourism competition by building a strong and authentic identity for the Kebon Ayu tourism village.

4. CONCLUSION

From this study, it can be concluded that Kebon Ayu Village has great tourism potential thanks to its cultural, historical, and natural beauty. To achieve optimal tourism village development, a comprehensive strategy is needed that includes increasing human resource (HR) capacity, building cooperation networks, and utilizing natural and cultural potential in a sustainable manner. Focusing on the development of environmental and cultural tourism and creating a safe and comfortable environment for tourists, including increasing promotion and mastery of foreign languages, this will help attract more tourists and open up new job opportunities. It is expected to include education about cleanliness and the importance of involving traditional leaders, in order to strengthen the identity of the tourism village.

SUGGESTION

Based on the research results obtained from researchers, suggestions can be submitted, namely the need to improve basic infrastructure and tourism support facilities in Kebon Ayu Village to improve accessibility and tourist comfort. Development of tourism support facilities can be done by improving and adding tourism facilities, such as sanitation, accommodation, and security, in

order to create a comfortable and enjoyable tourism experience. In addition, training for local communities on tourism village management and digital marketing and community education and participation in cleanliness and waste management. Collaboration between government, community, and private sector is also important to support integrated tourism village development.

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