

Rural Economic Development Strategy through Village Tourism Development with the Exploitation of Local Potential (Empirical Study in Kebon Ayu Village, West Lombok)



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ABSTRACT: This study aims to examine and analyze the appropriate strategies developed by stakeholders in building and developing rural tourism areas, especially Kebon Ayu Village as one of the mainstay tourist villages in West Lombok. The development of rural areas is important to create community welfare as well as to play the role of residents to take responsibility for maintaining the preservation of the surrounding natural environment. The research approach used is a qualitative descriptive approach based on field observation with the support of secondary data. The collected data is then analyzed using a SWOT analysis approach by systematically identifying various internal and external factors to formulate the desired development strategy. The logic built is how to maximize strengths and opportunities but at the same time minimize weaknesses and threats.

The results of the study show that the tourist attraction of Kebon Ayu Village has enough potential to be developed because of the support of the beautiful rural nature and the surrounding hills that surround it. It has a natural rural atmosphere, supporting agro-tourism and culinary tourism potential, with an attractive green expanse of hills, a strategic position as a buffer for the district capital (Gerung) and its safe and comfortable environment. But on the other hand, several things need to be improved, such as the arrangement of the residential environment, waste handling, and concern for tourist facilities such as garbage cans, ATMs, toilets, mini markets, prayer rooms, and others. Supporting facilities and infrastructure need to receive attention so that they are more organized, such as the construction of environmental roads, street lighting, waterways, folk craft coaching, water game spots, outbound, and camping grounds. If all of these things can be overcome properly, then the Kebon Ayu Village tourist attraction will have its own attraction and become a mainstay tourist destination that can compete with other village tourist attractions.

KEYWORDS: Mainstay tourist village, rural tourist area, safe and comfortable environment.

I. INTRODUCTION

Tourism is one of the important things for a country. With tourism, a country or more specifically the local government where the tourist object is located gets income and income from the tourist object. The development of tourism in an area will bring many benefits to the community, both economically, socially and culturally. However, if the development is not prepared and managed properly, it will actually cause various problems that make it difficult or even detrimental to the community. The development of the tourism sector is essentially an interaction between social, economic, and industrial processes. Therefore, the elements involved in the process have their own functions. From a social perspective, tourism activities will expand job opportunities both from facilities and infrastructure development activities as well as from various business sectors that are directly and indirectly related to tourism. From an economic point of view, tourism activities can contribute to regional revenues sourced from taxes, parking levies and tickets or can bring in foreign exchange from foreign tourists who visit.

Lombok Island, especially West Lombok, is one of the districts that has a very diverse potential for natural resources for the development of the tourism sector. As a tourist destination, West Lombok Regency has quite a lot and diverse tourism potential such as natural tourism, historical tourism and cultural tourism. One of the tourist attractions that seems to have an attraction in the future is the beautiful and quiet natural nuances of the countryside with various natural panoramas and traditional environments. Several villages in West Lombok have natural and environmental wealth and traditions that can be relied on to become tourist villages. One of them is Kebon Ayu Village in Gerung District.

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This village offers a beautiful rural natural atmosphere so that it reminds tourists of the natural nuances of rural areas. Tourists who visit Kebon Ayu Village can see and witness the activities of farmers in carrying out agricultural activities. In addition to offering a rural atmosphere, this village also offers very interesting natural charms, such as hilly areas, agro tourism (fruit harvesting in the garden), culinary tours of traditional menus, historical relics in the form of suspension bridges and other artistic riches.

Seeing the potential that Kebon Ayu Village currently has, it is very optimistic that this village will easily and quickly develop into a reliable tourist village in the future. It is hoped that with the development of Kebon Ayu Tourism Village later, it will be able to increase the income of the community, with the creation of many new job opportunities and business opportunities for the surrounding community.

The choice of Kebon Ayu as the location of the research, besides because of its supporting natural potential, is also due to the strategic aspect of this village as a buffer village for the capital of West Lombok Regency (Gerung), relatively close to the port of Lembar (2 km), and about 15 minutes to Lombok Airport (LIA). With such a position, it will be very easy to know and access people who want to visit Kebon Ayu Village.

II. REFERENCES

Tourism is an activity carried out by people to travel for entertainment or recreation. According to the World Tourism Organization (WTO), tourism is the activity of a person who travels to or stays somewhere outside the usual environment for no more than one year continuously for pleasure, business, or other purposes (Pitana, 2009). In essence, tourism includes: (1) all activities related to tourism travel, (2) untouched natural businesses: natural beauty, volcanoes, lakes, beaches, (3) tourism services and facilities, namely: tourism service businesses (travel agents, travel agents, guides, conventions, travel incentives, and exhibitions, impresario, tourism consultants, tourism information), tourism facilities businesses consisting of accommodation, restaurants, bars, tourist transportation (Wiendu N., 1993).

People's trips in tourism certainly have a purpose to be visited, namely tourist attractions as attractions. Tourist attractions themselves are everything in a tourist destination, so that people want to come to see the place (Thandi AN., 2010). Attractions usually have uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or destination of tourist visits and tourist destination areas from now on are referred to as tourism destinations. Tourism destinations are geographical areas in one or more administrative areas where there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism (Ridwan, 2012). Meanwhile, the tourist attractions themselves are divided into three groups based on their uniqueness (Buhalis, D., 2000), namely:

- a. Natural attractions include the sea, beaches, mountains (volcanoes), lakes, rivers, fauna (rare), protected areas, nature reserves, natural landscapes, and others.
- b. Cultural tourism objects, for example, birth ceremonies, dances (traditional), music (traditional), traditional clothing, traditional marriages, ceremonies to go to rice fields, harvest ceremonies, cultural heritage, historical buildings, traditional relics, cultural festivals, woven fabrics (traditional), local textiles, performances (traditional), local customs, museums, and others.
- c. Artificial tourist attractions, such as sports facilities and facilities, games (kites), entertainment (jokes or acrobatics, magic), dexterity (horseback riding), recreational parks, national parks, shopping centers, and others.

A person who travels is motivated by several things. Intosh and Murphy (in Pitana, 2005) reveal four types of travel motivation, namely:

1. Physiological physical basis (physical or physiological causes), including relaxation, health, comfort, participation in sports activities, relaxation and so on.
2. Cultural motivation, which is the desire to know the culture, customs, traditions, regional arts, and regional cultural heritage objects.
3. Social motivation or interpersonal motivation (social motivation), such as visiting friends and family, meeting co-workers, going on pilgrimages, and breaking away from boring habits.
4. Fantasy motivation (motivation because of fantasy), namely the existence of a story that other areas will escape from the boring daily routine, and an increase in the ego, which provides psychological satisfaction.

Travel activities are seen as spaces and opportunities that free oneself from the monotony of life or work. Therefore the main motive for traveling is very personal (Thandi AN., 2010). Many prospective tourists avoid successful tourism areas or places with a very high concentration of tourists, then look for classes that emphasize authenticity, originality, and local uniqueness. For

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example, coastal areas, rural areas that are packaged into tourist villages by highlighting the culture of the community, cool air, and natural beauty. The quality of the environment in rural areas is still more original, healthier, and more natural than in urban areas (Lewis, 1999).

Tourism development focuses on the development of tourist attractions, both natural tourism, cultural tourism, artificial tourism, and alternative tourism. The need for tourists to enjoy the beauty of nature, witness cultural attractions, and buy art products as souvenirs must be developed in tourism development planning to meet the needs of tourists.

Tourism development aims to provide good benefits for tourists and local residents. The basis for tourism development is the potential for cultural, artistic, and natural diversity resources (natural charm) (Setianingsih, 2006). The story of these resources is managed through an integrated approach to increase the added value of resources between the growth of tourism products and the development of tourism marketing through the process of empowering local communities in the context of tourism development. Based on this, tourism development has three functions (Thandi AN., 2010), namely:

1. Promote economic activities.
2. Maintaining the nation's personality and preserving environmental functions, and
3. We foster a sense of love for the homeland and nation and instill the soul, spirit, and noble values of the government in strengthening the unity and integrity of the nation.

One form of tourism activity recently that has attracted the attention of the public is ecotourism in certain areas, which involves the local community as a tourist area/village. Coastal areas and fishermen's life with an overall original and distinctive atmosphere of socio-economic life, socio-culture, customs, daily life, have unique building architecture and village spatial structure are among them. Economic activities will be attractive and have natural and environmental potential that can be developed, for example tourist attractions, accommodation, food and beverages, and other tourism needs (Dermantoto, 2009). An area is said to be a tourist area that must pay attention to the following factors (Syamsu in Prakoso, 2008):

- a. The scarcity factor is the nature of tourist attractions that are not commonly found or rarely found elsewhere.
- b. Natural factors are the nature of tourist attractions that never change due to human intervention.
- c. Uniqueness, which is the nature of tourist attractions that have comparative advantages compared to other tourist attractions.
- d. Community empowerment factors are able to encourage people to participate and be empowered in managing tourist attractions in their area.

The development of a tourist attraction as a destination must pay attention to five important elements so that tourists can feel satisfied in enjoying their tourism (Hadiwijoyo, 2012), including;

- Tourist attractions and tourist attractions that can attract visitors
- Facilities that can support the needs and needs of tourists
- Basic infrastructure is available for travellers' needs
- Transportation aids and supports the mobilization of tourists
- The friendliness of the local community to tourists.

Tourism destinations have also been considered as a combination of locally provided tourism products, services, and experiences (Buhalis, 2000) or as a unit of action where various stakeholders such as the private sector and public organizations interact (Bregoli and Del Chiappa, 2013). From the perspective of marketing management (Kotler et al., 1999), destinations are considered traditional commodity products, and for that, an agglomeration of facilities and services designed to meet the needs of tourists is needed (Cooper et al., 2005).

From this description, lately quite a lot of tourist areas have been developed by the community supported by the government. Local communities play an important role in the development of tourist areas because the resources and uniqueness of the traditions and cultures inherent in these communities are the main driving elements of activities at tourist sites. On the other hand, local communities that grow and coexist with tourist attractions are part of an interconnected ecological system. The success of the development of tourist areas depends on the level of acceptance and support of the local community. The local community plays the role of host and is an important factor in its development for all stages, starting from planning, monitoring, and implementation stages (Urbanus and Socia P., 2002).

However, the success or failure of the development of tourist destinations depends on three main factors, namely: attractions, accessibility, and amenities (Astuti, 2016). No matter how good and interesting the interest that can be displayed by a tourist destination, it has not attracted tourists to visit because there are still other factors that are considered related to supporting facilities that allow them to enjoy comfort, security, and telecommunication equipment. The fulfillment of these requirements is inseparable from the availability of facilities and infrastructure such as roads, airports, ports, hotels, restaurants,

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shopping centers, banks, post offices, telecommunications, and entertainment venues such as cinemas, night clubs and others (Kuncoro, 2003).

III. METHOD

This research is a qualitative descriptive research, which describes and analyzes data that has been collected from the results of interviews, field notes, and other official documents. This is related to the main purpose of qualitative research, which is to make a fact understandable and often does not emphasize drawing conclusions (generalizations) or emphasizing estimates (predictions) of various patterns. (Suharsimi, A. 2014).

The location of the research is in Kebon Ayu Village, Gerung District, West Lombok. The geographical conditions and potential of this area are very supportive, with agro-cultural natural resources and a beautiful environment, supported by its strategic position as a supporter of the capital city of West Lombok (Gerung), making this area have a promising future to develop as a tourist area.

The main data needed in the study is primary data which is collected through direct and indirect observation. Direct observation was carried out by going directly into the field to collect, record data, and information from related sources such as tourism actors, community elements, visitors/tourists, and culinary/traders around the research location. Meanwhile, indirect observations were made through the results of previous research records along with data from government agencies in West Lombok and NTB. The types of data used are qualitative data and quantitative data, namely data collected in the form of numbers and perception data, which are extrapolated (Sugiyono, 2017).

Primary data is obtained directly from informants such as local communities, local governments, and other tourism actors, complemented by secondary data sourced from the Central Statistics Agency (BPS) of West Lombok and online data. The complete composition of primary data sources (informants) is as follows:

- a. Kebon Ayu Village Apparatus : 2 people
- b. Kebon Ayu Village Community Leaders: 5 people
- c. Visitors/tourists : 15 people
- d. Local community of Kebon Ayu Village: 15 people

Furthermore, the collected data is analyzed using the SWOT (Strengths, Weakness, Opportunity, and Threats) approach. In essence, the logic built is how to maximize strengths and opportunities but at the same time minimize weaknesses and threats (Rangkuti, 2005). Strengths and weaknesses are internal factors, while external factors are opportunities and threats. The relationship between internal and external factors is described in the SWOT matrix so that an interaction strategy between SO, ST, WO, and WT will be generated, as shown in the following table.

Table 1. Standard SWOT Combination Matrix

IFAS (Internal factors)	Strengths (S) Determine 2–10 Internal strength factors	Weaknesses (W) Determine 2–10 factors for internal weakness
EFAS (External Factors)	Opportunities (O) Determine 2–10 characteristics of external opportunity.	Strategy (SO) Create a system that minimizes weaknesses to take advantage of opportunities.
Treats (T) Determine 2–10 factors for external threats.	Strategic (ST) Create a strategy that uses force to avoid threats	Plan (WT) Create a system that minimizes weaknesses and avoids threats

Source: Rangkuti, 2005.

IV. RESULTS

A. Overview of Research Areas

Kebon Ayu Village is one of the 11 villages in the Gerung District area with 7 hamlets and 40 neighborhood units (RT). This village has an area of 455,353 hectares, most of which are rice fields (45.42%) and hills (44.66%) and the rest are areas of thought and other public facilities. The population of Kebon Ayu Village is 6,830 people with 2,340 families. The livelihoods of some of the population are farmers/ranchers, small industries, company employees, entrepreneurs and others.

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Considering that the Kebon Ayu area is mostly rice fields and hills, another potential that can be developed in this village is the development of tourism. Surrounded by a green panorama of rice fields and hills that are able to spoil the eyes, coupled with the richness of local culture and arts such as gamelan (cungklik), puppet puppets, presean attractions, weaving and bamboo weaving crafts, as well as the existence of historical relics (cultural heritage), namely a suspension bridge built in the Netherlands era (in 1932), will add to the attraction of Kebon Ayu as a tourist village that can be developed in the future. Another potential that has opportunities to be developed in this village is its agrotourism in the form of golden melon cultivation, hydroponic plants, processed oyster mushroom products and also Kebon Ayu mashed coffee products, with various community readiness.

B. Analysis of the Development of Kebon Ayu Village Tourist Attractions.

To develop an area as a tourist area, there will be many factors that must be considered to be studied. Of course, there are factors that act as strengths/drivers and can also be weaknesses/barriers. To get a comprehensive overview of these factors, the SWOT analysis approach is considered to be able to provide solutions for the development of an area as a tourist attraction.

With this SWOT approach, the existing internal (strengths and weaknesses) and external (opportunities and threats) environment is analyzed by trying to maximize strengths and opportunities, but on the other hand minimizing weaknesses and threats. Furthermore, the strategic decision-making process is related to the development of user missions, goals, strategies, and policies, which refer to existing conditions. These various alternatives are arranged in a table as seen below;

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

Internal Factors	External factors
<p>I. Power</p> <ul style="list-style-type: none"> • Availability of experienced human resources in the field of tourism • Tourism development is supported by the government and local communities • Availability of historical relics of the colonial period (bridges, ancient buildings etc.). • Culture and traditions (dance, performing arts etc.) of the community are well preserved • Accommodation (restaurants, lodging, transport) is relatively available • Set against a backdrop of rolling hills and lush green rice fields • Security level at tourist sites is maintained 	<p>III. Opportunities</p> <ul style="list-style-type: none"> • The facilities provided by Kebon Ayu attraction are attractive. • Strong community support and expectations in tourism development • Encourage the growth of new business and employment opportunities • Provide attraction for private investment • Influence in increasing local revenue • Opportunities to offer tour packages • Encourage an increase in the variety of alternative tourism in Lobar
<p>II. Weaknesses</p> <ul style="list-style-type: none"> • Tourism promotion that has not been maximised • Environmental management in tourist areas is still not optimal • Limited tourist facilities (electricity, clean water, toilets, telecommunication network) • Cleanliness at tourist sites that are not maintained • Facilities and infrastructure supporting the Tourism Village are still lacking • Lack of public awareness about the world of tourism • Lack of support from local government • Lack of ability of local people to speak foreign languages 	<p>IV. Threats</p> <ul style="list-style-type: none"> • Increased competition between tourist attractions in West Lombok • Infiltration of foreign cultural influences that impact local culture • The emergence of business competition between migrants and local communities • Visitor safety and comfort factors are not favourable • Influencing the mindset and behaviour of the community as a result of tourism development • Causes environmental pollution due to untreated waste • There is still a negative image of tourism from the public

Source: data processed.

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To find out the ranking of these four factors, the existing data is classified into an assessment scale using a score, where a value of 1 indicates the lowest score and a value of 5 means the highest quality of answers. If the score value obtained is between 3 and 4, it indicates that the highest quality is for strengths and opportunities, and vice versa if the score is between 1 and 2 means that it indicates that the highest quality is for threats and weaknesses. The score calculation is as follows;

Known Highest score (XT) : 5 and lowest score (XR): 1.

Range formula : $R = (xt - xr) = 5 - 1 = 4$

Interval class length : $p = R / xt = 4 / 5 = 0.8$

With a class interval of 0.8 and the lowest score of 1, the criteria are made as follows:

Table 3. Criteria for Strengths, Weaknesses, and Opportunities, Threats

No.	Interval	Strength and Weakness	Opportunities and Threats
1	4.20 - 5.00	Very high	Very high
2	3.40- <4.20	High	High
3	2.60- <3.40	Quite high	Quite high
4	1.80- <2.60	Low	Low
5	1.00- <1.80	Very low	Very low

Source: data processed.

1. Strengths and Weaknesses Factors

Based on the standard assessment criteria in table 3, the average strength and weakness factors of Kebon Ayu tourist village can be seen as in the following table;

Table 4. Strengths and Weaknesses of Kebon Ayu Tourism Village

No.	Power	Mean	Information
1	Availability of experienced human resources in the field of tourism	4,50	High
2	Tourism development is supported by the government and local communities	4,55	Very high
3	Availability of historical relics of the colonial period (bridges, ancient buildings etc.).	4,10	High
4	Culture and traditions (dance, performing arts etc.) of the community are well preserved	4,16	High
5	Accommodation (restaurants, lodging, transport) is relatively available	4,00	High
6	Set against a backdrop of rolling hills and lush green rice fields	4,55	Very high
7	Security level at tourist sites is maintained	4,68	Very high
	Average	4,45	Very high
No.	Weaknesses	Mean	Information
1	Tourism promotion that has not been maximised	3.77	High
2	Environmental management in tourist areas is still not optimal	3,80	High
3	Limited tourist facilities (electricity, clean water, toilets, telecommunication network)	3.20	High enough
4	Cleanliness at tourist sites that are not maintained	2,70	High enough
5	Facilities and infrastructure supporting the Tourism Village are still lacking	3.73	High
6	Lack of public awareness about the world of tourism	3.73	High
7	Lack of support from local government	2,64	High enough
8	Lack of ability of local people to speak foreign languages	4.41	Very high
	Average	3.49	High

Source: Data processed.

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Table 5. Opportunity and Threat Factors in Kebon Ayu Tourism Village

No.	Opportunities	Mean	Information
1	Facilities provided by Kebon Ayu attraction are attractive	4,20	High
2	Strong community support and expectations in tourism development	4,30	Very high
3	Encourage the growth of new business and employment opportunities	4,59	Very high
4	Provide attraction for private investment	4,30	Very high
5	Influence in increasing local revenue	3,90	High
6	Opportunities to offer tour packages	4,10	High
7	Encourage an increase in the variety of alternative tourism in Lobar	4,30	Very high
	Average	4,30	Very high
No.	Threats	Mean	Information
1	Increased competition between tourist attractions in West Lombok	3,86	High
2	Infiltration of foreign cultural influences that impact local culture	3,40	High
3	The emergence of business competition between migrants and local communities	3,55	High
4	Visitor safety and comfort factors are not favourable	2,60	High enough
5	Influencing the mindset and behaviour of the community as a result of tourism development.	3,70	High
6	Causes environmental pollution due to untreated waste	3,70	High
7	There is still a negative image of tourism from the public	2,80	High enough
	Average	3,20	High enough

Source: Data processed.

Based on the average values from table 4 and table 5 above, weights, rankings, and scores are obtained as determining factors for strategic factors in internal and external factors, as seen in the following table;

Internal Strategic Factors of Kebon Ayu Tourism Village

Internal Strategic Factors	Weight	Rating	Score (Weight x Rating)
STRENGTH			
• Availability of experienced human resources in the field of tourism	0.1473	4	0.5894
• Tourism development is supported by the government and local communities	0.1490	5	0.7449
• Availability of historical relics of the colonial period (bridges, ancient buildings).	0.1343	4	0.5370
• Culture and traditions (dance, performing arts etc.) of the community are well preserved	0.1362	4	0.5449
• Accommodation (restaurants, lodging, transport) is relatively available	0.1310	4	0.5239
• Set against a backdrop of rolling hills and lush green rice fields	0.1490	5	0.7449
• Security level at tourist sites is maintained	0.1532	5	0.7662
○ Total score Strength	1		4.4512
○ WEAKNESSES			
• Tourism promotion that has not been maximised	0.1347	4	0.5390
• Environmental management in tourist areas is still not optimal	0.1358	4	0.5432
• Limited tourist facilities (electricity, clean water, toilets, telecommunication network)	0.1144	3	0.3431
• Cleanliness at tourist sites that are not maintained	0.0965	3	0.2895
• Facilities and infrastructure supporting the Tourism Village are still lacking	0.1333	4	0.5332
• Lack of public awareness about the world of tourism	0.1333	4	0.5332

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• Lack of support from local government	0.0944	3	0.2831
• Lack of ability of local people to speak foreign languages	0.1576	4	0.6305
Total Score Weaknesses	1		3.6948

Source: Data processed.

Table 7. External Strategic Factors of Kebon Ayu Tourism Village

External Strategic Factors	Weight	Rating	Score (Weight x Rating)
OPPORTUNITIES			
• Facilities provided by Kebon Ayu attraction are attractive	0.1415	4	0.5658
• Strong community support and expectations in tourism development	0.1448	4	0.5793
• Encourage the growth of new business and employment opportunities	0.1546	5	0.7730
• Provide attraction for private investment	0.1448	4	0.5793
• Influence in increasing local revenue	0.1314	4	0.5254
• Opportunities to offer tour packages	0.1381	4	0.5524
• Encourage an increase in the variety of alternative tourism in Lobar	0.1448	4	0.5793
Total score Opportunity	1		4.1546
THREAT			
• Increased competition between tourist attractions in West Lombok	0.1635	4	0.6540
• Infiltration of foreign cultural influences that impact local culture	0.1440	3	0.4320
• The emergence of business competition between migrants and local communities	0.1504	4	0.6014
• Visitor safety and comfort factors are not favourable	0.1101	3	0.3304
• Influencing the mindset and behaviour of the community as a result of tourism development.	0.1567	4	0.6269
• Causes environmental pollution due to untreated waste	0.1567	4	0.6269
• There is still a negative image of tourism from the public	0.1186	3	0.3558
Total Score Threats	1		3.6273

Source: Data processed.

Based on the calculation of the values for weights, ratings, and scores on each of the internal and external factors as seen in the table above, the results of the four SWOT elements (strengths, weaknesses, opportunities and threats) can be summarised into one summary as shown in table 8 below.

Table 8. Recapitulation of Calculation of Strengths, Weaknesses, Opportunities, and Threats

No.	Description	Score
1	Internal Factors	
	• Power	• 4.4512
	• Weaknesses	• 3.6948
2	External factors	
	• Opportunities	• 4.1546
	• Threats	• 3.6273

Source: Data processed.

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By referring to the results of the final calculation of the four internal and external factors, the next stage can be formulated a strategy for the development and development of the Kebon Ayu tourism village by conducting a cross-interaction analysis between the various SWOT factors that have been identified above, assembled in an analysis table as shown in the following table 9;

Table 9. SWOT Matrix Internal and External Environmental Analysis of Kebon Ayu Tourism Village

<p style="text-align: center;">INTERNAL</p> <p style="text-align: center;">EXTERNAL</p>	<p>STRENGTH</p> <ul style="list-style-type: none"> • Availability of experienced human resources in the field of tourism • Tourism development is supported by the government and local communities • Availability of historical relics of the colonial period (bridges, ancient buildings). • Culture and traditions (dance, performing arts etc.) of the community are well preserved • Accommodation (restaurants, lodging, transport) is relatively available • Set against a backdrop of rolling hills and lush green rice fields • Security level at tourist sites is maintained 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Tourism promotion that has not been maximised • Environmental management in tourist areas is still not optimal • Limited tourist facilities (electricity, clean water, toilets, telecommunication network) • Cleanliness at tourist sites that are not maintained • Facilities and infrastructure supporting the Tourism Village are still lacking • Lack of public awareness about the world of tourism • Lack of support from local government • Lack of ability of local people to speak foreign languages
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Facilities provided by Kebon Ayu attraction are attractive • Strong community support and expectations in tourism development • Encourage the growth of new business and employment opportunities • Provide attraction for private investment • Influence in increasing local revenue • Opportunities to offer tour packages • Encourage an increase in the variety of alternative tourism in Lobar 	<p>STRATEGY -SO</p> <ul style="list-style-type: none"> • Utilise existing human resources to develop the potential and beauty of Kebon Ayu tourist attraction seriously with full government support. • Revitalise heritage objects and local traditions that can encourage the growth of new businesses, employment and new investment. • Activate water tourism by utilising the Babak river, setting the natural panorama of the hills around the existing village as a Camping ground area. • Build and develop tourist infrastructure and accommodation that will provide convenience and comfort for visitors. 	<p>WO -STRATEGY</p> <ul style="list-style-type: none"> • Collaborate with investors to optimise the natural potential of Kebon Ayu tourist attraction. • Improve the accessibility of green and culinary attractions by improving infrastructure such as roads, bridges, and existing facilities. • Establish cooperation with external parties to increase the potential of local cultural products to attract tourist visits • Encourage the community to care for the environment and keep it clean, maintaining the river and the surrounding hills.
<p>THREAT</p> <ul style="list-style-type: none"> • Increased competition between tourist 	<p>STRATEGY- ST</p> <ul style="list-style-type: none"> • Optimising the natural potential and uniqueness of Kebon Ayu tourism objects to face 	<p>STRATEGY- WT</p> <ul style="list-style-type: none"> • Increase promotion and innovation as well as creativity for object development to be better

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<p>attractions in West Lombok</p> <ul style="list-style-type: none"> • Infiltration of foreign cultural influences that impact local culture • The emergence of business competition between migrants and local communities • Visitor safety and comfort factors are not favourable • Influencing the mindset and behaviour of the community as a result of tourism development • Causes environmental pollution due to untreated waste • There is still a negative image of tourism from the public 	<p>competition among other tourism objects.</p> <ul style="list-style-type: none"> • Construction and development of environmentally friendly tourism objects that emphasise the green nature of the countryside • Development of local products and local culture as alternative arts to attract tourists as a strategy to face competition in the form of art attractions, periodic agendas of community traditions such as maulid events, circumcisions, traditional weddings, etc. 	<p>able to face competition with other tourist attractions. The role of the local government, especially the Tourism Office and tourism observers is expected.</p> <ul style="list-style-type: none"> • Improving the quality of professional human resources in managing tourism objects and superior art products, assisting the management of tourism objects so that they have the potential for high selling value. • Increase public awareness in managing tourism objects, maintaining environmental damage, handling garbage, not cutting down trees in the surrounding hills and others. Here it is necessary to involve the head of RT, Kadus, TOGA, TOMA as motivators of environmental cleanliness.
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Source: Data processed.

C. Analysis of Kebon Ayu Tourism Potential

Based on the results of the discussion and analysis above, it can be explained that the development of Kebon Ayu Village tourist attractions has a good opportunity to be developed, considering the strategic position of this village as a buffer for the district capital (Gerung City). This village has a lot of potential to be developed as a tourism asset to support the development of the tourism world in West Lombok in the future. Social and economic contributions to the region and society have good prospects. The development of the Kebon Ayu tourist village will certainly have an impact on improving the socio-economic conditions of the community, as well as will be able to provide a multiplier effect for the surrounding area to grow and develop simultaneously with Kebon Ayu Village itself. This situation will have implications for the opening of jobs and business opportunities for the community in general in the region.

The further impact on the region (West Lombok) will certainly contribute to regional revenue because of the development of new sources of regional revenue both in terms of taxes and levies and of course there are also opportunities for foreign exchange receipts for the country (Betega, 2010).

I. Supporting Factors for Tourism Development in Kebon Ayu Village.

As described above, many factors have been identified as drivers that support the development of Kebon Ayu Village tourist attractions. These factors can be described in detail as follows.

1. Natural Potential

The comfortable and beautiful natural atmosphere supported by the earthy rural feel, clean air and water that is still natural, and a well-maintained hilly environment certainly makes every visitor will feel at home and comfortable to enjoy a vacation and relax. The surrounding natural environment that is quite supportive, along with green rice fields that are able to present agro-tourism potential with various fruit commodities, and flanked by the Babak river which is wide enough that can be developed as a water tourism object, is another advantage of the Kebon Ayu Village tourist attraction. Of course, this condition will provide good hope as a comparative advantage for the development of tourism in Kebon Ayu Village, if it can be utilized and managed properly by all stakeholders (community, village government, local investors, and Regional Government/Regional Tourism Office).

2. Potential Other Supporters and Community Creativity.

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Another potential that is enough to support the existence of Kebon Ayu Village to become a tourist village is the existence of historical relics in the form of a suspension bridge left by the Netherlands. In addition, there is support for community creativity in the form of arts and crafts (dance and weaving crafts).

The existence of the Babak river which is quite wide with a relatively calm current, is also a good enough potential to become a recreational place as well. People can use it for motorboat rental to go around while fishing and maybe for sports. If you are done enjoying the beautiful rural atmosphere, visitors can enjoy traditional Lombok culinary with various menu flavors, besides being able to visit agro tourism with melons picked directly to enjoy on the spot.

3. Good and Maintained Clean Water Source Throughout the Year.

Kebon Ayu Village is a fertile village that has a good and natural and natural water source all year round. This is of course the main capital for the development of tourist areas. If the availability of clean water is guaranteed, then tourism actors who will take part in building and supporting local tourism will no longer hesitate to invest and invest in managing their businesses there.

4. The Distance Between the Regency Capital and the Province is Relatively Close.

This village is relatively easy to reach from Gerung City (the capital of West Lombok) because it is about 1.5 km away or it takes 5 minutes by car to reach it. Meanwhile, from Mataram City (the capital of NTB province), which is about 15 km with a travel time of about 15 minutes by car.

Public transportation is quite available and smooth, especially with Gojek or Grab, which can serve passengers throughout the day. Moreover, if you use a private vehicle, it will be even easier because there are not many intersections that must be passed and can be through the main road (Mataram-Lembar route) or through the West side route, namely the Tanjung Karang-Kuranji-Kebon Ayu route. A trip to Kebon Ayu Village through these two routes will bring its own impression to visitors considering the view of the lush green shades of rice fields can be enjoyed along the road.

5. Guaranteed Safety Conditions

The location of Kebon Ayu Village is one of the relatively safe villages. A situation like this is certainly an important factor in the development of a tourist area. A comfortable and safe atmosphere like this cannot be separated from the awareness of the community to protect their environment and to protect and respect the guests who come. With such a situation, guests/visitors will not be worried about walking in and out of several tourist spots in the village, both for the night and especially during the day. Therefore, good and comfortable security conditions felt by every visitor will certainly greatly help the tourism promotion of Kebon Ayu Village as one of the good and comfortable tourist villages and worthy of visiting for recreational places.

II. Inhibiting Factors

Various potential resources that Kebon Ayu Village has as a tourist asset, as explained above, there are still several factors that have not supported and have the potential to hinder the development of tourist attractions in this village, including:

- a. Efforts to promote the potential and tourist attractions are still lacking, both by the local government and by the tourism actors themselves. Meanwhile, the community itself seems to be still passive because information using leaflets and booklets is still relatively limited, but for now local tourism actors use social media as a means of promotion. Likewise, there are not many local/regional events, especially with a national scope that specifically raises Kebon Ayu Village tourism. This condition has resulted in not many tourists coming to visit, especially foreign tourists.
- b. The support of tourist facilities and infrastructure in these objects is also lacking, such as village roads, inadequate street lighting, community housing that is still not neatly arranged, lodging places (bungalows) are not yet available, mini markets, toilets, and others, also need to be better prepared.
- c. Another factor that is often forgotten in tourist attractions in general is about cleanliness and waste management. The tradition of people who throw garbage carelessly has not disappeared from the habit. The same condition can also be seen from the guests (especially local guests) who visit who still lack awareness in terms of cleanliness. In addition, with the actions of culinary traders with stalls that seem modest and not clean, it is a challenge to be more serious about organizing this hygiene problem. This situation will certainly make the atmosphere less comfortable for visitors who come to this tourist location, especially foreign/foreign guests.

For this reason, it is the joint task of stakeholders, especially the village government, to move quickly to overcome this cleanliness problem. Garbage cans have begun to be prepared, signs about the prohibition of littering have begun to be installed, counseling and appeals to the community about cleanliness must continue to be carried out periodically, even if it is necessary to impose social sanctions have begun to be imposed for residents who litter.

D. Development Strategy of Kebon Ayu Village Tourist Attractions

By referring to the discussion and analysis above, by examining various related supporting and inhibiting factors, a strategy for the development of Kebon Ayu Village tourist attractions can be formulated. Based on the approach with

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SWOT analysis which refers to four aspects of assessment (strengths, weaknesses, opportunities and threats), a comprehensive plan for the development of tourist attractions in Kebon Ayu Village can be prepared as follows;

1. Improve the quality and quantity of promotion of tourist attractions with innovative tourism activities to attract tourists to visit. This promotion and innovation must be carried out regularly and intensively (periodically) by all parties (stakeholders), the people of Kebon Ayu Village (Pokdarwis), the village government, local governments, communities/tourism observers, and other tourism actors.
2. Improving supporting facilities and infrastructure such as repairing roads and bridges, building water games/tourism on the Babak river (tourist boats), outbound and camping facilities, arranging street lights and riverbanks, and other supporting facilities. Thus it will provide a strong attraction and provide comfort and satisfaction for visitors and convenience for tourists, especially foreign tourists.
3. Intensifying the promotion and utilization of historical objects (such as suspension bridges left by the Netherlands), building and developing culinary tourism with local menus, encouraging the growth of agro-tourism, initiating the existence of lesehan/floating restaurants on the Babak river, reforestation and arrangement of parks on the riverside, and others. Of course, all of this requires seriousness and creativity as well as strong innovation in an effort to develop better conditions by collaborating with private parties who care and are interested in tourism.
4. Arrangement of the residential environment (shack surgery) and at the same time waste handling, sanitation/waste arrangements from residents' households in each neighborhood and no less important is to build public awareness to care about a healthy lifestyle that is free of waste as a result of professional tourism activities. This needs to be prepared early and more seriously in order to welcome a better future of Kebon Ayu Village tourism in the future.

From the description and analysis above, it gives an idea that the professional arrangement and development of the Kebon Ayu Village tourist area will make a positive contribution to regional development because it will provide a wider multiplier effect on the surrounding area and will contribute to increasing regional sources of income (PAD).

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