



Development Strategy of Tourism Object in Borobudur, Magelang District

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Abstract

This study aims to identify the contribution of new tourism objects around the Borobudur Temple area in increasing Magelang Regional Revenue (PAD), identifying driving and inhibiting factors to optimize the attractiveness of tourists in new tourist attractions around the Borobudur Temple, as well as develop integration strategies that can be carried out by the Magelang Regency government in developing new Tourism Objects around the Borobudur Temple using the SWOT analysis method. The expert respondents in this study were 2, namely Bappeda and the Magelang Regency Culture and Tourism Office. The results showed that the contribution given could boost the tourism sector to Magelang regency's regional income. It was seen from the percentage of contributions from several new tourism objects that were higher than the existing cultural tourism, Pawon and Mendut Temple. The inhibiting factor is road access to some tourist attractions in the less adequate district in Borobudur. The driving factor in the development of tourist attraction is the level of tourist arrivals has increased in each year (due to the) location of strategic tourist attractions and close to each other. The integration strategy of developing tourist attraction in Borobudur Subdistrict in order to increase the local revenue of Magelang Regency by optimizing the development of tourist attraction to become a superior tourist attraction in order to evenly distribute tourist visits to the Borobudur District is not only focused on Borobudur Temple

Keywords: Regional Original Income, Development Strategy, Contributions to Retribution

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi kontribusi objek wisata baru di sekitar kawasan Candi Borobudur dalam meningkatkan Pendapatan Asli Daerah Magelang, mengidentifikasi faktor pendorong dan penghambat untuk mengoptimalkan daya tarik wisatawan di tempat wisata baru di sekitar Candi Borobudur, serta mengembangkan integrasi strategi yang dapat dilakukan oleh pemerintah Kabupaten Magelang dalam mengembangkan Objek Wisata baru di sekitar Candi Borobudur menggunakan metode analisis SWOT. Responden ahli dalam penelitian ini adalah 2, yaitu Bappeda dan Dinas Kebudayaan dan Pariwisata Kabupaten Magelang. Hasil penelitian menunjukkan bahwa kontribusi yang diberikan dapat meningkatkan sektor pariwisata untuk pendapatan daerah Kabupaten Magelang. Itu terlihat dari persentase kontribusi dari beberapa objek wisata baru yang lebih tinggi dari wisata budaya yang ada, Pawon dan Candi Mendut. Faktor penghambatnya adalah akses jalan ke beberapa tempat wisata di kabupaten Borobudur yang kurang memadai. Faktor pendorong dalam pengembangan objek wisata adalah tingkat kedatangan wisatawan yang meningkat setiap tahunnya (karena) lokasi tempat wisata yang strategis dan berdekatan satu sama lain. Strategi integrasi pengembangan objek wisata di Kecamatan Borobudur dalam rangka meningkatkan pendapatan daerah Kabupaten Magelang dengan mengoptimalkan pengembangan objek wisata

Kata Kunci: Pendapatan Asli Daerah, Strategi Pengembangan, Kontribusi Terhadap Retribusi

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INTRODUCTION

The issuance of Law No. 32 of 2004 concerning regional government and Law No.33 of 2004 concerning Central and Regional Financial Balance, provides a great opportunity for regions to manage the resources owned by the regions in order to provide optimal results for the regions. The regional government always strives to improve the economy of the region itself, including by encouraging an increase in Regional Original Income (PAD).

Management of existing PAD sources needs to be improved and the regions must also be innovative and creative in finding and developing potentials that can increase the source of PAD so that regions have various sources of PAD which can be improved and can be used in regional development.

One of the government's efforts to increase PAD is to optimize its potential in the tourism sector. The tourism sector is considered as spearheading to increase PAD because tourism is multi-sectoral and multi-effects. According to Pradikta (2013), tourism is one of the important things for a country. With the existence of tourism, a country or more specifically the regional government where the tourist attraction is located, will get income from the income of each tourist attraction. Viewed from the perspective of macroeconomics, the tourism sector can have a positive impact such as increasing income, increase investment from the tourism industry sector and other economic sectors, create business opportunities, especially for people who are around these tourist attractions.

According to Spillane (1987), the role of tourism in the development of the country in its outline has three aspects, namely in terms of economics (sources of foreign exchange, taxes),

social aspects (job creation), and cultural aspects (introducing our culture to foreign tourists) Economists estimate the tourism sector will be one of the important economic activities in the 21st century. In the economy of a country, if it is developed in a planned and integrated manner, the role of the tourism sector will exceed the oil and gas sector and other industries.

Magelang Regency is one of the tourist objects because of its location in the middle of Central Java Province and also adjacent to Yogyakarta Province so that it is not possible for tourists to transit in Magelang Regency. This can be useful as an introduction to the tourism sector in Magelang Regency and will increase regional revenues in the tourism sector. From the existing regional income, the contribution of the tourism sector in the PAD structure can be seen in table 1 in appendix.

From Table 1 in appendix , it can be seen that the number of tourism sector contributions from 2010-2016 experienced a significant increase in the rupiah. But the percentage of contributions to PAD from 2010-2014 has decreased continuously and in 2015 has increased but only 0.62%. Judging from this, the absorption of PAD in the tourism sector has not been maximally absorbed because it is seen from the abundant tourism potential of Magelang. This illustrates that the tourism sector in Magelang Regency has not been able to provide maximum contribution. Looking at the tourism potential in Magelang Regency, Original Local Government Revenue from the tourism sector can still be maximized in order to encourage an increase in Original Local Government Revenue in Magelang Regency. The tourist attraction in Magelang Regency can certainly be a pillar of local revenue because there are many tourist areas which the

management are less optimal so that the retribution absorbed is still low.

From Table 1, it can be seen that the number of tourism sector contributions from 2010-2016 experienced a significant increase in the rupiah. But the percentage of contributions to PAD from 2010-2014 has decreased continuously and in 2015 has increased but only 0.62%. Judging from this, the absorption of PAD in the tourism sector has not been maximally absorbed because it is seen from the abundant tourism potential of Magelang. This illustrates that the tourism sector in Magelang Regency has not been able to provide maximum contribution. Looking at the tourism potential in Magelang Regency, Original Local Government Revenue from the tourism sector can still be maximized in order to encourage an increase in Original Local Government Revenue in Magelang Regency. The tourist attraction in Magelang Regency can certainly be a pillar of local revenue because there are many tourist areas which the management are less optimal so that the retribution absorbed is still low.

Management of existing PAD sources needs to be improved and the regions must also be innovative and creative in finding and developing potentials that can increase the source of PAD so that regions have various sources of PAD that can be improved and can be used in regional development. One of the government's efforts to increase PAD by optimizing potential in the tourism sector. The tourism sector is considered capable of spearheading to increase PAD because tourism is multi-sectoral and multi-effects. According to Pradikta (2013), tourism is one of the important things for a country. With this tourism, a country or more specifically the regional

government where the tourist attraction is located, will get income from the income of each tourist attraction. Viewed from the perspective of macroeconomics, the tourism sector can have a positive impact such as increasing income, can increase investment from the tourism industry sector, and other economic sectors, and can create business opportunities, especially for people who are around these tourist attractions.

Based on the above problems, by optimizing tourist visits in various tourism objects in Borobudur Sub-district can spur economic growth in Magelang Regency. Factors that cause tourist attraction less desirable can be investigated and then what strategies can be found to be suitable for increasing tourism objects and tourist visits in tourism objects in Borobudur Sub-District can increase. According to Taufiqurrohman (2014), tourism development needs to be done comprehensively and integratedly to be able to attract visitors both domestic and international.

This study aims to identify the contribution of new tourism objects around the Borobudur Temple area in increasing Magelang District Revenue (PAD), identifying driving and inhibiting factors to optimize tourist attraction in new tourism objects around the Borobudur Temple and composing integration strategies that can be carried out by the Magelang Regency government in developing new Tourism Objects around the Borobudur Temple.

METHOD

This research was conducted in Borobudur Subdistrict, Magelang Regency, by conducting interviews and questionnaires to key respondents in several agencies, namely Bappeda and the Tourism and Culture Office of

Magelang Regency. The analytical method used in this study is descriptive analysis and SWOT analysis. To answer the third problem statement using SWOT analysis, according to Rangkuti, (2015) SWOT analysis is a systematic identification of various factors to formulate the company's strategy. In the descriptive analysis, an illustration of how the contribution of new tourism objects around the Borobudur Temple area can increase the Regional Revenue (PAD) of Magelang Regency. Then, in the SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) strategies will be obtained in order to identify what factors are the drivers and obstacles to the development of tourist areas around Borobudur temple attractions and how the integration strategies can be carried out by Magelang Regency in developing new Tourism Objects around the Borobudur Temple. There are several steps that must be done such as identifying internal factors and external factors. The analysis and preparation phase will be based on the Internal and External matrix along with the results of IFAS (Internal Strategic Analysis Summary) and EFAS (External Strategic Analysis Summary) scores that have been analyzed previously. Identification of internal factors and external factors in this study is based on the

results of observations and interviews, while IFAS and EFAS analysis in this study are assisted by expert respondents (key person).

RESULTS AND DISCUSSION

The existence of Borobudur Temple attractions in Borobudur District indirectly affects the development of tourism in Borobudur District. The number of tourists visiting Borobudur Temple will bring up new tourism opportunities that will emerge. The geographical condition of Borobudur Sub-district which supports its natural potential has the potential to become a tourist attraction, so encouraging villages around the Borobudur Temple area to utilize the natural wealth to become a new tourist destination in the Borobudur district.

Punthuk Setumbu, Bukit Rhema (Chicken Church), Purwosari Hill, Punthuk Mongkrong Sukmojoyo is the attraction of new tourism objects in the Borobudur District. The level of tourist visits to the attraction of new tourism objects is even higher than the cultural tourism of Mendut Pawon Temple, which is still close to Borobudur temple. The income from these attractions is also quite high. The following is a table of tourist revenues in 2016:

Table 2. Revenue of Borobudur District Tourism Object 2016

Tourist Attraction	Income	Percentage of Tourist Contributions
Mendut Pawon Temple	263.088.000	9,25%
Punthuk Setumbu	1.543.290.000	54,22%
Bukit Rhema (Gereja Ayam)	622.125.000	21,85%
Purwosari Hill	290.760.000	10,21%
Punthuk Mongkrong Sukmojoyo	127.330.000	4,47%
Total Contribution of Tourism Object		1.138.637.200

Source: Data processed in 2018

Based on table 2 above, it can be concluded that Punthuk Setumbu tourism object has the highest contribution of 54.22% of the total contribution of the tourism sector to Magelang Regency's original income, while Punthuk Mongkrong Sukmojoyo contributes the smallest contribution of 4.47% of the total contribution tourism sector towards the original income of Magelang Regency.

From the data above, it can be concluded that the emergence of new tourism objects around the Borobudur Temple has a quite high role in contributing to the original income of Magelang Regency through the tourism sector.

The identification score of internal and external strategic factors is the result of multiplication between weights and ratings. The weight and rating used as the basis of the analysis are the weight and average rating of the accumulated keyperson answers. The weighting and average rating are the bases used to determine the scores of internal factors and external factors in this analysis. The following are the results of the score identification of internal factors and external factors:

Internal Strategic Analysis Score Summary (IFAS). The following are the results of the Internal Strategic Analysis Summary (IFAS) score of the keyperson in this study which is a combination of weighting and rating. Based on table 3 in appendix the results of weighting and average rating by keyperson indicate that the condition of internal factors in the strategy of developing new tourist attractions in Borobudur District is in the high category with a total score of 4,375.

External Strategic Analysis Summary (EFAS) Score. The following is the result of the External Strategic Analysis Summary (EFAS)

score of the personality in this study which is a combination of weighting and rating:

Based on the weighting and average rating by Keyperson, it shows that the condition of external factors in the strategy of developing new tourist attractions in Borobudur District is in the high category with a total score of 3,625.

The results of the score identification of internal and external strategic factors can be seen in the direction of the development of new tourist attractions in the Borobudur District. The direction of the strategy can be explained in the following positioning.

Positioning Analysis, Based on the Internal Strategic Analysis Summary Matrix (IFAS), the position of the X axis can be known as follows:

$$X = \text{Total Strength} - \text{Total Weakness}.....(1)$$

$$X = 3,485 - 0,89$$

$$X = 2,595$$

Based on the External Strategic Analysis Summary (EFAS) Matrix, the Y axis can be known as follows:

$$Y = \text{Total Opportunities} - \text{Total Threats}..(2)$$

$$Y = 1,955 - 1,67$$

$$Y = 0,285$$

It can be seen the position of the X axis at point 2.595 and the position of the Y axis is at the point 0.285. Below is a picture that shows the positioning of the strategy for developing new tourist attractions in Borobudur District.

Based on positioning analysis or SWOT position matrix from IFAS and EFAS calculations, the strategy in this study is in quadrant I (aggressive strategy), which means it is profitable and has the opportunity to be

developed because the opportunities are greater than the threats that must be faced. Besides, the strength that is possessed is also great, that the opportunities can be utilized to the fullest.

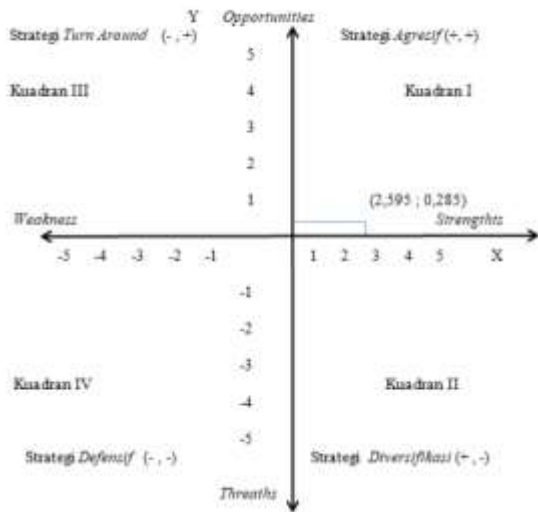


Figure 2. Swot analysis results
Source: Data processed in 2018

Based on the SWOT analysis, several strategies can be proposed to develop new tourist attractions in Borobudur District. The strategy includes increasing the number of tourists visiting Borobudur Subdistrict can still be increased due to the area of tourist attraction in Borobudur Sub-District which has not been utilized optimally and can still be developed and the distance of tourist attraction in Borobudur District which is close to and affordable by tourists and the surrounding environment . Then, tourist attraction in the district of Borobudur in the form of rural and cultural areas can be developed to attract tourists who are concentrated in the Borobudur Temple alone in order to equalize tourist attractions. Cooperation is needed between managers of tourist attraction and related institutions so that they can optimize the development of tourist

attractions in Borobudur District. Regional freedom with regional autonomy can support physical development as a tourist attraction by improving road access to tourist attractions so that tourists can easily reach it. The area of tourist attraction that can still be developed can be used for the construction of tourist businesses (hotels, homestays, restaurants) to accommodate tourists. The Magelang District Government needs to carry out physical development and development in order to increase tourist attraction so that it becomes a superior tourist attraction and is in demand by tourists.

CONCLUSION

In addition, the development of tourist attractions in the form of natural and cultural beauty can be a force to attract tourists visiting Borobudur District, not only visiting Borobudur Temple. Last, the use of existing transportation facilities that can be used by tourists to go to tourist attractions, especially Punthuk Setumbu, Gereja Ayam, Purwosari Hill, and Punthuk Mongkrong Sukmojoyo, as well as the development of potential tourist attractions that can compete with other tourist attractions that began to appear and developing.

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APPENDIX

Table 1. Contribution of Tourism Sector to the PAD of Magelang District in 2010-2016

Thn	Tourism Sector						Total	%
	Original Local Governmen t Revenue (PAD)	Retributi on Object Par.	Hotel tax	Restaurant tax	Parking Tax	Entertainmen t Tax		
2010	76.057.772.876	2.470.714.495	4.640.457.948	1.697.703.056	191.030.800	131.874.645	9.131.780.944	12,01
2011	90.458.918.422	2.636.802.150	4.377.288.220	1.812.943.168	194.023.400	160.343.924	9.181.400.862	10,15
2012	123.722.781.349	4.033.206.295	5.769.718.741	3.135.782.354	433.045.201	271.746.797	13.643.499.388	11,03
2013	173.253.651.914	4.124.431.035	6.641.038.262	3.593.410.841	545.507.650	447.774.200	15.352.161.988	8,86
2014	242.112.665.092	4.089.796.544	9.415.372.689	4.828.337.167	553.108.536	765.241.112	19.651.856.048	8,12
2015	261.542.589.723	3.745.264.115	10.267.691.157	6.635.540.006	693.059.250	1.509.905.071	22.851.459.599	8,74
2016	288.485.678.128	4.054.701.805	11.317.863.615	8.672.916.769	401.497.245	1.710.482.399	26.157.461.833	9,06

Source: DPPKAD Kabupaten Magelang, 2016

Table 3. Internal Strategic Analysis Score Summary (IFAS)

No.	Internal Strategic Factors	Weight	Rating	Score	Ranking
Strength					
1	An increase in the number of tourists both local and foreign each year in the District of Borobudur	0,13	4	0,52	2
2	Location of tourist attraction in Borobudur District which is strategic and close to each other	0,15	4	0,6	1
3	The potential of natural beauty that is able to compete with other tourist attractions	0,13	4	0,52	3
4	Comfortable atmosphere in the tourist attraction of Borobudur District	0,14	3,5	0,49	4
5	The existence of supporting means of transportation	0,13	3,5	0,455	6
6	Affordable ticket prices	0,12	3,5	0,42	7
7	The hospitality of the surrounding community in tourist attractions in Borobudur District towards tourists	0,12	4	0,48	5
Total Strength Score				3,485	
Weaknes					
No.	Internal Strategic Factors	Weight	Rating	Score	Ranking
1	Road access to the less attractive tourist attraction	0,14	1	0,52	2
2	The lack of attractions possessed by tourist attractions in Borobudur District	0,11	2	0,6	1
3	The lack of facilities possessed by tourist attraction in Borobudur District	0,12	1	0,52	3

4	Development of tourist attractions in Borobudur sub-district which is still simple	0,12	1	0,49	4
5	The lack of promotion of tourist attractions in Borobudur District	0,11	1	0,455	6
6	The lack of tourism businesses (hotels, homestays, restaurants) is adequate	0,12	1,5	0,42	7
Total Weakness Score				0,89	
Total Score Internal Strategic Factor				4,375	

Source: Primary Data (processed 2018)

Table 4. External Strategic Analysis Summary (EFAS) Score

No.	External Strategic Factor	Weight	Rating	Score	Ranking
Opportunities					
1	The area of tourist attraction is still extensive to be developed	0,12	3	0,36	3
2	The existence of cooperation between managers of tourist attraction with relevant agencies	0,12	3	0,36	4
3	Regional autonomy gives freedom to develop existing tourism promotions	0,11	3,5	0,385	2
4	The environment around tourist attraction in the Borobudur District which is in the form of a village and its culture can be developed and made a tourist attraction of the Borobudur Temple	0,13	4	0,52	1
5	Increased HR with tourism conscious communities	0,11	3	0,33	5
Total Opportunity Score				1,955	
No	External Strategic Factors	Weight	Rating	Score	Ranking
Threats					
1	The presence of other tourist attractions that began to emerge and develop increased competitiveness	0,07	3	0,21	5
2	There are similarities in potential with tourism objects in other regions	0,08	1,5	0,12	6
3	There is damage to the surrounding environment in tourist attractions in the District of Borobudur	0,1	2,5	0,25	3
4	Interest of tourists who only visit the tourist attraction of Borobudur Temple	0,12	3,5	0,42	1
5	Awareness of tourists to maintain tourist attraction in Borobudur District	0,1	2,5	0,25	4
6	Road access to tourist attractions in Borobudur District, especially Punthuk Setumbu, Chicken Church, Purwosari Hill, Punthuk Mongkrong Sukmojoyo can only be passed by mini buses and motorbikes	0,12	3,5	0,42	2
Total Threats Score				1,67	
Total Score External Strategic Factor				3,625	

Source: Primary Data (processed 2018)