



PURWOSARI TOURISM VILLAGE DEVELOPMENT EFFORTS BASED ON LOCAL TOURISM INTEGRATED

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ARTICLE INFO

Article History:

Received March, 12, 2020

Accepted April, 15, 2020

Available June, 30 2020

Keywords:

Tourism Development,
Tourist Attraction,
Local Tourism Integrated

ABSTRACT

Purwosari village has a lot of potential to be used as the main tourist village of Semarang City. However, there is no denying that there is still an inequality of tourism development patterns between other tourism potential areas which is quite striking because the quality between the regions is not evenly distributed. This article tries to explore the concept in the development of local tourism integrated natural tourism destinations, reviewed with a qualitative approach with strategy analysis methods and SWOT selection process. The results of the analysis refer to quantitative planning efforts to compile the prioritized list based on the ranking of the relative attractiveness of a viable and appropriate alternative action, namely the decision stage of QSPM (Quantitative Strategy Planning Matrix). Applications in the development of tourist village destinations, including: Construction of tourist facilities and facilities from the local government development fund; Recommendations for training the surrounding community to work on the potential natural appeal of the typical culture that exists to be packaged into a beautiful, unique and authentic tourist attraction; as well as the creation of a website as a market development by expanding the reach of online channels to achieve integrated strategy of development of Purwosari tourism village in creating a good private investment climate.

Kelurahan Purwosari memiliki banyak potensi untuk dijadikan sebagai desa wisata unggulan Kota Semarang. Namun tidak dapat dipungkiri bahwa masih terjadi ketimpangan pola pengembangan wisata antar kawasan potensi wisata lainnya yang cukup mencolok karena kualitas antar kawasan belum merata. Artikel ini mencoba untuk menggali konsep dalam pengembangan destinasi wisata alam local tourism integrated, dikaji dengan pendekatan kualitatif dengan metode analisis strategi dan proses pilihan SWOT. Hasil analisis merujuk pada upaya perencanaan kuantitatif untuk menyusun the prioritized list berdasarkan ranking daya tarik relatif dari alternatif tindakan yang layak dan tepat guna, yaitu tahap keputusan QSPM (Quantitative Strategy Planning Matrix). Aplikasi dalam pengembangan destinasi desa wisata, meliputi: Pembangunan sarana dan fasilitas wisata dari dana pengembangan pemerintah daerah; Rekomendasi pelatihan masyarakat sekitar untuk menggarap potensi daya tarik alam budaya khas yang ada untuk dikemas menjadi daya tarik wisata yang indah, unik dan otentik; serta Pembuatan website sebagai pengembangan pasar dengan memperluas jangkauan saluran online hingga mencapai integrated strategy pengembangan desa wisata Purwosari dalam menciptakan iklim investasi swasta yang baik.

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INTRODUCTION

The tourist village is a village that has the potential uniqueness and uniqueness of a typical tourist attraction that is managed and packaged attractively and naturally with the development of tourism support facilities, in a harmonious environment with good and planned lobbying so that it is ready to receive and drive tourist visits, and able to drive tourism economic activities that can improve the welfare and empowerment of the local community. The concept of the tourism village itself is to utilize/empower the potential of the community and the potential of nature owned by the village.

Some of the locations in Purwosari Village have uniqueness that if further construction and nursement by the government and the community can potentially be used as a superior tourist village area. The uniqueness of Purwosari's potential is spread in several places, namely the area of Agro Purwosari, Agro Sodong, Taman Anggrek, Buffalo Complex, Farmer Group, Joint Venture Group (KUB) by Farmers Women Group and Jatiombo Historical Site. However, this advantage has not been managed to the maximum and even still has many obstacles that affect the closed tourist destination and hinder the development of tourist villages in Purwosari Village.

Based on the above background, a strategy is needed for the development of tourist villages in Purwosari Village as well as to deal with all the obstacles that exist. Analysis and strategy options look for ways to determine alternative actions that allow the company to achieve its mission and goals. The strategy, objectives, vision and mission of the formation of the current tourist village, coupled with external and internal audit information, provide the basis for producing and evaluating viable alternative strategies.

PROBLEM

It is mentioned in Law No. 10 on Tourism that the element of tourist products or destinations there are at least 3 namely: Attraction / tourist attraction, Amenities and Aksebilities commonly abbreviated 3A tourism. The development of tourist destinations at the land site level takes into account at least 3 key points. The destinations in Purwosari Village have many obstacles that are enough to hinder the development of tourist villages so that these three aspects cannot be fulfilled.

Table 1. Population of Purwosari Village by Education

Level	Year	
	2014	2015
Elementary school	691	884
Junior High school	414	427
Senior High school	231	230

Academy	14	24
College	8	22

Source: Purwosari Village Statistics Data, 2015

Identification of the obstacles faced is the lack of support from the Government such as a lot of information contained in tourist sites can't be sold due to the educational limitations that the surrounding community has. This can be seen the tendency of the people of Purwosari Village to be elementary school graduates who have an impact on the low quality in skills, knowledge of human resources in managing tourist areas due to the lack of ideas and support capacity of the community. Not only that the lack of tourism development funds from the government has a big influence on the development of existing tourism. At least for agro sodong development project stopped since 1998.

The limitations of tourist publications are also an obstacle that has quite an effect on tourists who come. Tourists often have difficulty because of the lack of information about tourism, especially publications on social media. At this time, the development of information technology is growing and with the role of information technology this can be one way to introduce and promote existing tourism. Keen (1991) explained that all business activities change from service, operations, marketing and distribution of goods and services, this is due to the development of information technology. The ability to master and use information technology will be the key to the success of business activities, one of which is in the field of tourism.

Signaling theory emphasizes the importance of information issued by the company against the investment decisions of parties outside the company (Bringham and Ehrardt: 2005). Information is an important element in presenting information, notes or descriptions both for past, current and future circumstances for the survival of a company and how it markets its effects. In this case the company in question is the tourist village of Purwosari Village. If the support capacity to support the tourist village has been prepared properly, then the supporting capacity is informed to the general public until it reaches investors who will interpret and analyze the information as a good signal or bad signal. If the information is considered as a good signal for investors, then it is expected that there will be cooperation between the company (Purwosari Village) and mutually beneficial investors.

METHOD

The devotion is a follow-up to the proposed work program of The Real Working Lecture (KKN) science which is adapted to the proposal of community service

program activities from Semarang state university lecturers focusing on food and agriculture titled PKW Agro Techno Park Semarang City. The work program of Real Working Lecture (KKN) Scientific Is also supported from the results of mapping the potential of the village in order to develop a tourism village in Purwosari Village so that it hopes to improve the existing marketing model, namely by increasing the selling value of the local uniqueness owned.

Qualitative approach with strategy analysis method and SWOT selection process (Strength, Weakness, Opportunities and Threats) using qspm decision stage (Quantitative Strategy Planning Matrix) is selected to map various potentials, as well as weaknesses of some locations that researchers determine with ordinal sampling techniques. In addition, qualitative approaches are used to obtain a broader scripted picture of observed phenomena (Mole Ong, 1995). Qualitative approaches are also seen as being able to dig deeper into phenomena (Creswell, 1994).

The phenomenon in question concerning the potential of Agro Purwosari, Agro Sodong, Taman Anggrek, Buffalo Complex, Farmer Group, Joint Venture Group (KUB) by Farmers Women Group, diversity of agricultural production and processed sector and Jatiombo Historical Site. The lack of publication or literature that examines the profile and history of the village in detail becomes an obstacle in the research, so that the collection of scripted data is carried out with direct observation techniques towards the region. Supported by data from the source (key person) and Focus Group Discussion (FGD) which provides an assessment of the variables in the observed object (judgment value). The parties that are the key person in determining the value of judgement are 1) The Head of Purwosari Village; 2) Jonah Marzuqi (farmer's coach); 3) Julikah (chairman of the Joint Venture Group); 4) Chairman of RW 02 (chairman of the Livestock Group); 5) Agus (manager of Agro Purwosari).

All key person parties are involved in the process of identifying, formulating strategies to the level of

alternative strategy rating best where researchers become mediators of the process of understanding various combined external and internal audit information about the region and helping participants crystallize in their own minds the specific strategies they believe are most profitable that are then submitted in the forum. When all are feasible, the strategies identified by those participants are re-sorted individually by researchers in order of attraction by each participant, with 1 = may not be applied, 2 = may have to be implemented, 3 = may have to be implemented, and 4 = must definitely be implemented. The strategy with the highest amount is considered the best, so this process produces a list of priority strategies that reflect the collective wisdom of the group. Alternative strategies proposed by participants are then considered and discussed in a meeting or series of meetings. The proposed strategy must be stated in writing.

RESULTS AND DISCUSSIONS

Analysis of the three stages of decision-making from strength identification, weakness, opportunities and threats provides some strategic planning regarding the tourist destinations of Purwosari Village. Then summarized until leaving the last stage, namely the decision stage. Decisions in the selection of strategy sequences that will be carried out gradually and continuously by all parties involved.

Table 3. Analysis of SWOT Village Tourism Purwosari Village

Strength	Weaknesses
<ul style="list-style-type: none"> • Development of agricultural and livestock innovations as well as training places, apprenticeships, technology dissemination centers and business advocacy centers to the wider community. • Development of fruit crops and organic production houses and superior agricultural products. • Provides orchid seedlings, juvenile orchids and mature orchids. • Diversity of business activities namely horticulture product processing, catering services, souvenirs, tour guides, arts, party equipment rental services, horticulture seed sales, and sales of saprotan (agricultural program facilities). • Legacy assets from agro sodong project. • Dig in and make use of local wisdom. • Cooperation with various groups namely Farmers Group, Joint Venture Group and Livestock Group. 	<ul style="list-style-type: none"> • Stop the Tourism Village program from the central leadership. • Lack of capital assistance, skill training in business management, and disclosure of market conditions. • There are no other managers from the community because they already have primary jobs. • The location is far from the main road and poor road access makes this place rarely known to the general public.
Opportunities	Treaths
<ul style="list-style-type: none"> • Unused city government land or ex-crooked land. • Development of agricultural technology and promotional media. • Develop agribusiness and make a strong and independent farmer organization. • Development of edu-tourism destinations in Purwosari Village for visitors from agriculture, plantations, farms, and cultural sites. • Increase PAD agriculture, livestock sector. • To make the backbone of the supporting economy in the utilization of natural resources for the welfare of the community and independent based on the principle of kinship. 	<ul style="list-style-type: none"> • The number of tourist destinations offered by competitors with the development of technology so that it is more interesting makes people's tastes easy to shift. • The economic downturn that has impacted the development power of tourist sites has put a brake on tourism activity. • The establishment of Agro Cepoko into the agribusiness sector is similar to offering more capable locations, access and facilities to receive visitors than Agro Purwosari.

Source: Processed Data, 2019

The results of SWOT analysis obtained three alternative strategies for the development of tourist village destinations in Purwosari Village which include: The construction of tourist facilities and facilities from the local government development fund; Recommendations for training the surrounding community to work on the potential natural appeal of the typical culture that exists to be packaged into a beautiful, unique and authentic tourist attraction; and website creation as a market development by expanding the reach of online channels to achieve integrated strategy. The three alternative strategies are then structured in the matrix of Quantitative Strategic Planning (QSPM) of Purwosari Village Tourism Village so that the strategic priorities need to be applied first.

Table 4. Quantitative Strategic Planning Matrix (QSPM) Purwosari Village Tourism Village

Key Success Factors	Weight	Service and Facilities Development by government funds	Empowerment of local human resources by give some training	Market Development by expanding the reach of online channels (website)
		TAS	TAS	TAS
Strength	100	74.8	133.9	76.7
Weaknesses	100	107.7	52.4	76.4
Opportunities	100	86.3	145.9	154.9
Threat	100	82.3	46.8	65.6
Amount		351.1	379	373.6

Source: Processed Data, 2019

Based on the prioritized list of relative appeals of viable and appropriate action alternatives, applications in the development of tourist village destinations, include: Development of tourist facilities and facilities from the local government development fund with a score of 351.1; Recommendations for training the surrounding community to work on the potential natural appeal of the typical culture are there to be packed into a beautiful, unique and authentic tourist attraction with a score of 379; as well as the creation of a website with a score of 373.6 as a market development by expanding the reach of online channels to achieve integrated strategy of development of Purwosari tourism village in creating a good private investment climate.

Quantitative Strategy Planning Matrix (QSPM) first rank is human resource management. Although the local community is competent in the field of expertise in each region, but in the majority they have not been able to receive tourist visitors either in terms of mastery of facilities, facilities, and technology supporting tourist areas; and interactive language skills in communicative information delivery. The running management pattern has not been coordinated clearly and in detail in the management structure of a community group, especially for Jatiombo and Agro Sodong cultural sites.

The community has mostly had primary jobs in each field other than agriculture, plantations or tourism,

so it does require extra energy in mobilize the community to be willing to play an active role in local dying. Extra effort is needed to encourage older people who already have primary jobs to provide direction, training and coaching in driving the young into a formidable, independent and competent Tour Aware Group to create Purwosari Tourism Village. Training and coaching needs to be well packaged and interesting so that the community can enthusiastically participate in improving the quality that it has. This essence is applied to the community service program in Purwosari Village, where not only focusing on one of the three alternative strategies, but structured can be applied and have a comprehensive impact on all aspects.

The externality of the community service program is found when the community is able and mastering technology, information facilities, establishing good communication when being a tour guide and manager in Agro Purwosari and other tourist areas because the level of education of the community purwosari village is largely limited to elementary school graduates. The community is able to provide

support for the potential of the region as a means of regional information, control the attractiveness of local tourism production, and the diversity of agricultural products with bpom health standards so that it is feasible circulation, exchange information between small and medium-sized entrepreneurs about business development patterns, agricultural products market between producers, educational institutions and business training, until finally able to create a good investment climate to encourage local income of the region. Other things that impact community service programs:

1. Knowledge of the education of Purwosari village children can be increased.
2. The level of awareness of the public health of Purwosari Village is increasing.
3. The quality of human resources of Purwosari Village is improving.
4. The revitalization of Purwosari village infrastructure and environment was achieved.
5. The level of welfare for the people of Purwosari Village is increasing

Table 5. Conformity of Community Service Work Program with Quantitative Planning Strategy

Service and Facilities Development by government funds	Empowerment of local human resources by give some training	Market Development by expanding the reach of online channels (website)
Graffiti Work Program	Sun-E Work Program (Sunday Fun with English)	Wartawar Work Program (Web Agro Wisata Purwosari)

Ms. Lela's Work Program (Recipe Book Making, Leaflets and Labeling)	FGD Agrotourism Education Work Program	Plariterma Work Program (Plangisasi Purwosari integrated Maps)
Stoic Work Program (Fruit Seed Planting)	Product Suction Work Program (Hygienic Sanitation Production Process)	
Position Work Program (Production Outlet Creation)	Maobu Work Program (Fruit Processed Food)	
	Business Plan Manufacturing Training Work Program	

Source: Processed Data, 2019

CONCLUSION

Purwosari Village has several unique points spread in several locations such as Agro Purwosari, Agro Sodong, Taman Anggrek, Buffalo Complex, Farmer Group, Joint Venture Group (KUB) by Farmers Women Group, diversity of production and processed products from agriculture and Jatiombo Historical Site. Various potential obstacles that hinder the development of tourist villages in Purwosari Village, namely the lack of support from the government such as a lot of information contained in tourist sites can not be sold because of the quality of human resources in working on tourist areas; lack of capital capacity in the development of tourist areas; and the limitations of tourist publications are also an obstacle that has quite an effect on tourists who come.

Quantitative Strategy Planning Matrix (QSPM) priority strategy test results are recommendations for training the surrounding community to work on the potential natural appeal of the typical culture that exists to be packaged into a beautiful, unique and authentic tourist attraction in the first place; The creation of the website is in the second order, as a market development by expanding the reach of online channels until it reaches integrated strategy of development of Purwosari tourism village in creating a good private investment climate.

Community empowerment for the sustainability of the program is not a pending offer to develop tourism. Empowerment is a conception applied to groups that have readiness to empower, including heterogeneity levels in education and homogeneity of agriculture and managed areas. It is difficult to empower low-income groups without outside intervention, but it is not an obstacle to tourism development through local tourism integrated. Communities and local governments need to work together to require extra energy in mobilize communities to be willing to play an active role in local day care. If this has achieved good integration, other strategies can run effectively.

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