

## The Strategy of Developing Kreo Cave Tourism

Tutik<sup>✉</sup>, Sucihatiningsih Dian Wisika P, Kardoyo

Universitas Negeri Semarang, Indonesia.

### Article Info

Article History:  
Received August 2018  
Accepted October 2018  
Published December 2018

Keywords:  
Strategy Development;  
Tourism, Kreo Cave.

### Abstract

The potential which is possessed by tourism object of Kreo Cave still needs to be developed again so that it becomes the major of tourism destination that is the most attractive in Semarang city. Therefore, it is needed the strategy of developing the tourism object that is really prepared carefully accompanied by a good handling by the manager of the Kreo Cave tourism object. The objectives of the research are (1) Assessing and analyzing tourist attraction strategies in the development of Kreo Cave Tourism Object in Semarang. (2) Reviewing and analyzing tourism facility strategies in the development of Kreo Cave Tourism Object in Semarang. (3) Reviewing and analyzing the accessibility strategies in developing Kreo Cave Tourism Object in Semarang. (4) Reviewing and analyzing the hospitality strategies in the development of Kreo Cave Tourism Object in Semarang. (5) Reviewing and analyzing the government support strategies in developing Kreo Cave Tourism Object in Semarang. (6) Reviewing and analyzing the tourism promotion strategies in the development of Kreo Cave Tourism Object in Semarang. The method of collecting data in this research was by using questionnaire and interview techniques. This type of the research was qualitative with SWOT analysis method. The result of descriptive qualitative shows the profile and condition of Kreo Cave Tourism Object, while the result of the calculation of SWOT analysis shows that Kreo Cave is in quadrant one, has the dominant strengths and opportunities that have the potential to be developed.

© 2018 Universitas Negeri Semarang

<sup>✉</sup> Alamat korespondensi:  
Jl. Kelud Utara III, Petompon, Gajahmungkur, Kota Semarang,  
Jawa Tengah 50237  
E-mail: [tutikashter@gmail.com](mailto:tutikashter@gmail.com)

## INTRODUCTION

The development of the tourism sector is a very important program in achieving a good development targets in developing country such as Indonesia, because the tourism sector has the link with other sectors such as agriculture, services, trade and the transportation sector. The development of the tourism sector optimally will be able to increase the growth of economic, create jobs, and increase the community income and regional income. The development of tourism in an area will bring many benefits to society, namely economically, socially and culturally. However, if the development is not well prepared and managed, it will cause several problems that make it difficult or even harm for the community (Ramadhan, 2017).

According to Nurdiyansah (2014: 16), tourism is an industry that has a strong relationship with the environment which is built for the need of facilities and infrastructure, as well as the development of tourism and consumption of the tourists which produce on environmental impacts. We cannot deny that tourism has become an industry that contributes to the environment greatly.

Tourism is the whole activities which are related with tourism and are multidimensional and multidisciplinary which emerge as a manifestation of the needs of each person and country and the interaction between tourists and the local community, fellow tourists, government, local governments, and entrepreneurs. The definition of tourism has a broad scope and activities, at least covers the five types of activities including marine tourism (beach and sun tourism), rural tourism (rural and agro-tourism), natural tourism (natural tourism), cultural tourism (cultural tourism), or business travel. The position of ecotourism is relatively unique, based on three legs at the same time, namely rural tourism, nature tourism, and cultural tourism (Marlina, 2015).

The existence of the tourism sector is very supportive the economic growth, because with the occurrence of the tourist demand for tourism will add to the source of regional income as well as sources of foreign exchange earnings for the country. Tourism is also a sector that is needed for every individual because it can foster the creative

power for someone, both for doing business activities and also for tourists who just want to vacation from their daily activities (Hidayat, 2011).

The purpose of tourism construction and development is to maintain the balance between economic, socio-cultural and environmental preservation needs. The concept of maintaining a balance of tourism assets are a form of sympathy for the quality of life. The relationship between the tourism sector and the economic welfare of local communities is closely related one to another. The tourism sector in a region will have a positive impact on the local government, such as increasing the district and surrounding communities, such as increasing the income of local people to absorb the labor, providing the business opportunities and etc (Indahsari, 2014). The development of tourism in an area will bring some benefits to society, whether they are economically, socially, and culturally.

Each village has the different potential. The village with prominent livelihoods such as agriculture will focus on increasing the productivity of these agricultural products. The village with a good industrial capability will also encourage that industry to be able to move the economy for the region. The local governments and communities are encouraged to be able to identify the potential of the village. The aim is to be able to become a contributor to the village economy, increasing the village income that is automatically expected to increase the living level of the community. The management of village potential that is good with the participation of the village government and the character of the village community that is more participatory to build their village (Marlina, 2015). One of the villages in Semarang City that can be studied is Kreo Cave Tourism Object.

Kreo Cave natural tourism is a forest area of  $\pm 5$  hectares located in hilly areas (Mount Krincing) and Kreo River valley, precisely in the hamlet of Talun Kacang, Kandri village, Gunungpati district, with a distance of  $\pm 13$  km from Tugu Muda roundabout to southward,  $\pm 5$  km from Semarang Ahmad Yani airport and  $\pm 3$  km from the Kalibanteng highway (Semarang Pantura Line - Kendal). Kreo Cave is a unique landscape that is the main object of this region.

The tourism object that was inaugurated in 1986 until now is open every day from 07.00 - 17.00 WIB. Tourism object of Kreo Cave is crowded usually only visited by tourists on Saturday and Sunday or national holidays. On normal days (Monday-Friday) the tourists who visit are few, and the sellers who are in the tourism object is also few. To be able to enter this object, tourists are only charged a parking fee of IDR 1.000, - for two wheels, and IDR 2.000, - for four wheels, while the entrance ticket is IDR 4.500, - on weekdays and IDR 5.500, - on Sundays or national holidays.

Whereas for groups of 25 tourists and above will only be charged a parking tariff of IDR 10,000, and get a 25% discount, but if without a prior notice, usually only given a discount of 10%. The entry ticket price is determined based on the Regional Regulation of Semarang city.

Tourism Village is a village that has the potential for uniqueness and distinctive tourist attraction, both in the form of the physical character of the rural natural environment and social-cultural life of the community that is managed and packaged in an interesting and natural way with the development of tourism supporting facilities, in a harmonious environmental arrangement and in a good management and planning so that it is ready to accept and move the tourist visits to the village, as well as being able to drive the tourism economic activities that can improve the welfare and empower the local communities (Atmoko, 2014).

Based on observations, the increasing number of visitors in Kreo Cave has not been matched by the convenience and the security at the site. As in the hill area, the visitors can go up the hill and enjoy the beauty around the tourism object. However, the visitors need to be careful because the security is not available yet in the hill area. The texture of the soil that is still steep and in the edge of the path leading up to is not provided with the safety. So that it is dangerous for the visitors especially for the children and elderly visitors, considering there is no age limit for visitors.

The mindset of the people who open the businesses in the area of tourism object still attaches for the importance of money oriented. In this case, the seller is friendlier to the visitors when

visitors have purchased the product which is offered. While the visitors who just ask for the information, they are not served. This happens because there is a social gap between the fellow of sellers who have more buyers. In addition, the sellers' activities in the area of tourism objects are not found every day. Although Kreo Cave Technical Implementing Service Management Department officers have provided stall for the people who want to sell, the community does not open the businesses every day, this is because the average community works as factory workers.

People are forced to close the stall on weekdays and starts to sell only on Saturdays, Sundays and holidays because the area of tourism object is not crowded with visitors every day. If the people only rely on selling in the area of tourism object, they will not get enough income to fulfill their needs, so they prefer to be factory workers rather than relying on Kreo Cave tourism objects.

The traders do apparently not welcome with the effort of Technical Implementing Service Management Department Kreo Cave that provides the facilities for them. This is because the one-door system is not running properly. A one-door system is a term for parking placement and merchants in one location. This system aims to make tourist locations look neat, controlled and safe from unwanted actions because they are close with the Technical Implementing Service Management Department office. However, this system does not run optimally because there are still stalls in different locations. In addition to the officers not being able to control, the income of the traders in the area of tourism object becomes bumpy, because the visitors prefer to buy the products at separate stalls for reasons closer than having to enter the merchant area.

Tourism object is something that is an attraction so that the people can visit it. The tourism object that is intended in this case is the area or place that become the location to be visited by people or who are called with tourists because it has its own attraction (Mottoh, 2012).

Kreo Cave Tourism Object has its own attractions compared to other tourism objects in Semarang City. Besides being famous for its LTM (Long Tailed Monkey), Kreo Cave Tourism Object is also unique, including a location surrounded by Jatibarang reservoir, its charm, its

history, and the routine attraction from monkey do areca palm climbing which is held every week to attract visitors.

The development of Kreo Cave is inseparable from the role of people who have both formal and non-formal education assisted by various institutions, such as the arrival of community service students from various universities who help to train the skills of the local community. The skills provided by community service students are expected to be a provision for the local people to grow tourism, especially Kreo Cave. Because of tourism is an industry that relies heavily on the existence of human resources. According to Suardana (2015), the realization of tourism is the interaction of humans who do the tourism and act as the consumers, namely the parties who travel or tourists and humans as the producers, namely parties who offering the tourism products and services.

The important factors in terms of tourism that need to be considered include: 1) the trip is carried out temporarily; 2) travel is carried out from a location to another location; 3) travel has to do with sightseeing or recreation; 4) individuals who travel apply as consumers at tourist sites not as someone who earns for the income (Gunanto, 2017).

The development of tourism is inseparable from the participation of local communities because the local population is a key player in tourism because they are the ones who provide the most of the attractions while determining the quality of tourism products. In the community participation activities themselves, every member of the community is demanded a contribution. The contribution is not only limited to the funds and finance, but also can be in the form of power (power), ideas (thoughts) and material. In addition to contributions in the form of mind, energy and material, participation activities are a process by which community gain the experience, learning and benefits to support of life in tourism business services. This is as an effort to improve the quality of life and community welfare based on socio-cultural values, philosophy of view of life and society (Saputro, 2016).

To realize a competitive tourism industry, the strategy of developing tourism is needed. This strategy of developing tourism is based on the

demand and supply of tourism services. The strategy of developing tourism is very diverse based on the analysis of the sources and objectives of development (Setyawan, 2017).

A strategy is a tool to achieve the company goals in relation to long-term goals, follow-up the programs, and resource the allocation priorities (Fatria, 2017). The following are the types of strategies according to (Rangkuti, 2009: 3) include a) integration strategy b) intensive strategy c) diversification strategies) defensive strategies.

According to Porter (2008: 122), Strategy is how the position of the company into something that is unique and valuable by making the decisions about what should be done and what is not carried out and then is to make the conformity of all company activities.

## METHODS

This study used a qualitative approach because it aimed to explore an object of the research. According to Sugiyono (2016: 47), a qualitative approach was used if the research problem was unclear, still dim or still dark. This kind of the condition was suitable for the research with qualitative methods because the researchers would go directly to the objects, explored so that the problems could be found. The analysis used in this study was the SWOT analysis (Strength, Weakness, Opportunity, and Threat).

According to Rangkuti (2009: 18), SWOT was a systematic identification of several factors to formulate a service strategy. This analysis was based on the logic that could maximize the opportunities but simultaneously could minimize deficiencies and threats.

Key person in this study was the people who have businesses in Kreo Cave, Goa, Kreo Technical Implementing Service Management Department Manager, and Semarang City Culture and Tourism Office, while the visitors were supporting the data in this study. The techniques of collecting the data were carried out in four ways, namely observation, documentation, interviews, and questionnaires. Four criteria were used, namely, including credibility test (trust), source and technique triangulation, transferability, dependability, and certainty (confirmability) tests. The techniques of data analysis were used

namely Interactive Model data analysis by Miles and Huberman (Sugiyono, 2016) with data analysis procedures used, namely data collection, data reduction, data presentation, verification and the final part of conclusions.

**RESULT AND DISCUSSION**

Visitors are the most important thing in tourism object as a benchmark whether the tourism is feasible or not as the tourism object. In this study, the researcher also uses the existence of visitors as an alternative consideration in a strategy.

**Table 1.** Visiting decision

No	Tourism Object	Number of visitors
1	Mareakaca	1
2	Eling Bening	2
3	Jatibarang Reservoir	4
4	Kreo Cave	8
5	Spot Photos	15
		30

Based on the results of the distribution of 30 questionnaires to the respondents who visits Kreo Cave, it is obtained the data that only 27% or 8 respondents deliberately choose Kreo Cave as the main destination for travelling, the remaining 73 as many as 22 respondents choose Kreo Cave as an alternative destination after visiting other tourism objects, such as photo spots, Jatibarang reservoir, Eling bening and mareakaca.

**Attraction of Kreo Goa**

The attraction of Kreo Cave is very diverse. Starting from the charm, Kreo Cave has a variety of charm, both natural charm and cultural charm of the local community. As previously explained, the natural charm possessed by Kreo Cave Tourism Object is inseparable from the natural wealth of flora and fauna. The charm of the existing culture is also inseparable from the traditions that are maintained from the ancient times to the present. Until now in the Kreo Cave tourism object rituals are still being held as Rewanda offerings. Sesaji Rewanda does not mean

that we worship to the spirit of monkey (Rewanda) but instead of express the gratitude to God for the creation of beautiful nature, a unique cave that is equipped with hundreds of monkey species that roam freely, but benign when interacting with humans. This activity is also as the tourist attraction to attract the visitors.

**Table 2.** Number of Visitors and Income of Kreo Cave Tourism Object

No	Year	Number of visitors	Income
1	2014	108171	375,224,750
2	2015	144040	472,559,000
3	2016	110855	352,657,750
4	2017	175670	777,354,500

**Facilities**

So far when compared to other tourism objects, Kreo cave has already capable of provided facilities. However, the existing tourism facilities are still not optimal. For example a resting place or shelter, Kreo Cave strives to meet the needs of visitors by providing a comfortable resting place. Kreo Cave itself has attempted to provide the facilities needed in the form of a bridge to Kreo cave, children's playground, a canteen area, a resting place, and a family gazebo. However, the condition of the location around Kreo Cave that looks barren and not neatly arranged has an impact on the comfort of visitors who feel disturbed by the scenery. In addition to access to the resort, the location is not properly arranged. A lot of trash scattered, the rusty seats and the worn-out gazebos. Not only that, when the visitors are in Kreo Cave, the visitors will be found with a hill right above the cave. However, to get to the top of the hill, the visitors are difficult to access the road to the hill, and the conditions like this are not safe, considering the number of visitors not only from young people but also among children and the elderly.

**Accessibility**

The accessibility to Kreo Cave can use land routes. For a while, the access to Kreo Cave from the main pavilion is difficult on a normal day because there are no driver posts available every day, so the visitors who want to visit must bring a

private vehicle or can by ordering a vehicle via online. For the tourism accessibility, in particular Kreo Cave is indeed only a land route, namely the bridge to Kreo Cave hill. However, for the future, the Semarang City Culture and Tourism Office will seek easy access by utilizing three channels, namely air, land and sea access. With the opening of these three accesses, it is hoped that it can increase Kreo Cave's income and community income by collaborating between the manager and the local community. In addition, these three accesses will also become the new attractions in the Kreo Cave area to provide the newness for visitors.

### **Hospitality**

Hospitality is very important; especially the visitors who come to Kreo Cave come from various regions and need a convenience during a tour. Based on research, not all the traders in Kreo Cave Tourism Object apply a friendly attitude. This happens because some traders who open the businesses in Kreo Cave are more concerned with the income than the convenience of visitors. In addition, every workday on Monday to Friday most of the traders who open businesses in Kreo Cave prefer to work in a factory rather than in Kreo Cave. The attitude of such traders is due to the public's lack of awareness of tourism.

### **Government Support**

The support that can be given by the government is to realize what is needed by tourism object based on the availability of regional budgets to support tourism development. Government support can be in the form of planning, so far the role of government in tourism planning is needed in the development of tourism objects. The efforts that are done for the construction of the Kreo Cave facility have been carried out so far, only constrained by the licensing and budgeting that cannot be cover all. Moreover, the number of visitors that come from each year has increased and decreased. With the cheap of admission prices, this makes it difficult for managers of Kreo Cave to develop the tourism facilities, especially the costs that are incurred in the construction of many facilities. Therefore, to fulfill the development of the tourism facilities must involve the role of the government, especially the Culture

and Tourism Office of Semarang City. This funding proposal cannot be directly approved and realized by the government because it must consider the funds that have been budgeted based on tourism needs.

### **Tourism Promotion**

So far the marketing that used to promote Kreo Cave has not used the technology optimally, so the visitors are difficult to find the information about Kreo Cave. Overall, the promotion process is carried out entirely from the government, because it is constrained by human resources who are experts in the field of promotion. This is because Kreo Cave does not have the reliable human resources in the field of promotion. Limitations of the human resources who are experts in the field of promotion become a separate obstacle for Kreo Cave. Even though the government has controlled it, it is better for Kreo Cave to have its own efforts and strategies in tourism promotion.

### **SWOT Analysis**

Based on SWOT matrix analysis, the alternative strategies that are obtained as follows:

#### **S-O Strategy**

The SO strategy is a strategy that utilizes the whole power to take the advantage of the opportunities as much as possible, including:

Utilizing the existing attraction to be packaged into a superior attraction. Like realizing the tourism needs, applying the programs that are planned and supporting tourism development. The existing attractions such as natural charm, the existence of long-tailed monkeys, the history of Islam and the wealth of flora and fauna need to be maintained properly and displayed their potential. Kreo Cave can take the advantages of the natural charm as an attractive photo spot for the visitors. Next, with the existence of a long-tailed monkey, Kreo Cave can display the monkeys as an attraction as it includes a group of monkeys to display new attractions. Regarding the history of Islam that is inherent in the history of the formation of Kreo Cave this can be used as a means of education for the students with the aim are the schools in the city of Semarang. The last attraction is the wealth of flora and fauna that grow around the tourism objects, with the

existence of the wealth flora and fauna that can be used as a learning medium remember that the number of the rare plants that live in the Kreo Cave area.

The government collaborates with *Pokdarwis* and the university to give the stimulus to the community about the meaning of tourism awareness. The collaboration that is meant is in terms of providing the training and public awareness of the importance of tourism. The existence of a *pokdarwis* and the role of the university that fielded the community service students at Kreo Cave, hopes that it can be closer to the community. Therefore, the government knows what the needs of the community and what needs to be done to emphasize the tourism awareness to the community around Kreo Cave.

Appealing for the managers and communities to promote tourism. Promotion is a powerful way to provide the information to prospective visitors. With a lot of promotion, Kreo Cave will get a closer to the visitors, and so the visitors will feel sure to come even though they have never been to go to Kreo Cave.

#### S-W Strategy

The WO strategy is a strategy is made based on the utilization of the existing opportunities by minimizing the existing weaknesses, including:

Organizing the tourism locations by utilizing unused land. The land that can be used is a hill and along the stairs to Kreo Cave. With the use of empty land, it is expected that Kreo Cave can provide something that is new and fresh so that the visitors feel happy and will come again after making a tourists visit in Kreo Cave. Not only that, by giving a new look that is more memorable, hopefully, the visitors will feel satisfied and provide information to colleagues, relatives, and others to give the recommendations to come to Kreo Cave. Indirectly, Kreo Cave has promoted with the help of visitors' experiences during a tour in Kreo Cave.

Supervising, repairing, maintaining, and renewing the facilities and accessibility of the tourism to improve the visitor safety and convenience. The supervision that is referred is the manager supervises of the visitors so as not to attempt to damage of the existing public facilities and tourism facilities. Repairing the facilities can take the form of damaged facility of the

improvements and are not feasible to be served to visitors such as gazebos, children's playgrounds, and rusty and dirty resting chairs. The treatment which is carried out is the maintenance of the existing facilities so that they are not easily damaged. In addition, the renewal that is meant is to renew the existing facilities that do not exist yet, such as providing the parks and reforestation in the tourism areas. This is done so that the visitors who feel comfortable and not disappointed after making a tour in Kreo Cave.

Inviting the community and tourism stakeholders to passage the constructive ideas and suggestions. The purpose of this method is so that people feel included in the development of Kreo Cave. Thus, the local community will make the best effort to contribute to the development of tourism objects, and of course, it will create good cooperation between the community and the government of both the manager and tourism service.

The government provides a place to display typical Kreo Cave products. By giving a place, the community will do their best to display their products. This can also help the visitors to get the products that can be taken to home as souvenirs from Kreo Cave. During this time, Kreo Cave has a product that can be sold as a tourist attraction, namely *sego khetek* which only exists in Kreo Cave. *Sego Khetek* is well known from earlier times, but to get this food, the visitors must search and order in advance, due to the limited of human resources who can manage it.

#### T-O strategy

The ST strategy is a strategy to use the strengths to overcome the threats, including:

Packaging the attractiveness that is as good as possible to display the potential of Kreo Cave so that it is not less competitive with other tourism objects. Packaging can be tailored to the needs of today's society by paying the attention to the potential of Kreo Cave. The aim is to provide the renewal and an interesting experience for the visitors so that the visitors will feel pampered during the sightseeing tours in Kreo Cave.

Improving the existing tourism facilities to make it more comfortable, remember the number of facilities that are neglected and untreated, such as resting chairs that look shabby and arid because there are no parks around the location. So that

there needs to be improvement and arrangement of space so that visitors feel comfortable while resting.

Supervising both outside the tourism and in tourism so that they can control the unwanted behavior of the visitors such as damaging and scribbling. Because if left unchecked this will disturb the scene and the other visitors feel uncomfortable.

Learning from other tourism objects in an attractive promotional field. Given Kreo Cave is weak in the field of promotion which is evident from the lack of information received by visitors, so Kreo Cave needs to learn from the experience of other attractions, the aim is that Kreo Cave can still exist in the world of tourism.

#### T-W Strategy

The WT strategy is a strategy that based on the activities that minimize the existing of weaknesses and avoid threats, including:

There is at least one new program to add to the attractiveness of tourism. The purpose of the new program every year is to have the renewal and freshness in the world of tourism, especially Kreo CAve, given to the increasing the number of new natural objects in the Semarang city, so do not let Kreo Cave be distracted by other tourism objects. The new programs are being planned are the construction of three transportation routes as well as new attractions that can be enjoyed by visitors.

Immediately will build the track, guardrails and setting hills. The amount of empty space and limited the tourism facilities, require Kreo Cave to develop tourism facilities. Data of 2017 shows that the number of visitors to Kreo Cave has increased dramatically, thus requiring the construction of facilities to be rushed, the aim is that visitors are not disappointed and feel paid after coming to Kreo Cave, and Kreo Cave becomes the major of tourism destination not because of the photo spots outside.

Improving the tourism facilities such as opening the road to a resort along the steps of stairs. This also needs to be considered, given the availability of resting chairs along the steps of stairs but not provided the way to the place. If the visitors want to take advantage of the chair, visitors must jump over the stair railing, and this greatly disrupts the attention of visitors.

Building trust in the community to play a role in the development of Kreo Cave. Considering that the community is only open on Saturdays and Sundays, the government and tourism managers need to approach the community personally. This goal is so that people do not hesitate if they have to open a business in Kreo Cave. Because of all this time, there are people who are safer of working in a factory than relying on their lives in Kreo Cave, remembering that the visitors who arrived are unpredictable.

Starting to utilize social media as a means of effective and efficient tourism promotion. Promotion activities can be done by anyone because social media that is currently attached to the surrounding community is very easy and can be learned. For example, using Instagram, Facebook, YouTube, etc. The government can appoint one or two people to be responsible in the field of promotion by utilizing social media assistance so that Kreo Cave does not always rely on government roles. Because who knows about Gao Kreo is an internal manager, while the government only knows from the report that it does not go directly. So, how nice is Kreo Cave to have good human resources in the field of promotion.

## CONCLUSIONS

The results of the research that has been done can be concluded as follows:

Kreo Cave has five potential attractions that have not been optimally developed, namely natural charm, routine attractions, wealth of rare flora and customs, the existence of wild but benign long-tailed monkeys, and the history of Islam.

Facilities that exist in Kreo Cave can be said to have not supported optimally because there are still many facilities that are not well maintained because they are constrained by the distance of the manager with the location and awareness of visitors who are less concerned about the environment.

Accessibility of Kreo Cave until now there is no public transportation that can take the visitors to the location of Kreo Cave because it is constrained by the distance and location.

The hospitality of the community in interacting with the visitors is still not good,



because the people still prioritize the business rather than establish a good relationship with visitors. This happens because the community background that opens the businesses in the Kreo Cave area are the factory workers and only sell on Saturdays and Sundays.

The role of the government so far is to make the plans, developing the facilities, improving the tourism, and increasing public awareness for tourism awareness. Until now, the Kreo Cave government is still having the problems in submitting program proposals due to cost constraints. In addition, the government is still having trouble in providing stimulus to the public on the importance of tourism awareness.

The limitations of human resources who are experts in the field of promotion become a separate obstacle for Kreo Cave, so there needs to be at least one special person who handles in the field of promotion.

Based on the results of the analysis and discussion, the suggestions that can be submitted are as follows:

The government and the managers of Kreo Cave need to develop their potential by utilizing the beauty of existing natural charms, adding to the routine attractions that visitors can enjoy, and appealing to local people to participate in the development of Kreo Cave.

To deal with limited resources that are experts in the field of promotion, the government and the manager of Kreo Cave can do a promotion by displaying the appeal of the diversity of culture that Kreo Cave has. Like the attractions, that display the different customs and culture, as well as routine attractions held every week that is areca-palm climbing of long-tailed macaques in Kreo Cave area.

## REFERENCES

- Argyo Demartoto. 2008. "Strategi Pengembangan Obyek Wisata Pedesaan oleh Pelaku Wisata di Kabupaten Boyolali". Laporan Penelitian Perseorangan dalam Bidang Sosiologi. Surakarta.
- Atmoko, T. Prasetyo Hadi Atmoko. 2014. *Strategi pengembangan Potensi Desa Wisata Brajan Kabupaten Sleman*. Jurnal Media Wisata, Vol. 12, No 2, November 2014.
- Fatria, Muhammad Akbar. 2017. *Strategi Pengembangan Industri Rumah tangga Di Kota Pekanbaru (Studi Kasus Usaha Jamur Crispy Industri Pengolahan Jamur Tiram)*. JOM Fekon, Vol.4 No.1 (Februari) 2017.
- Gunanto, Edy Yusuf Agung, Mulyo Hendarto, dan Darwanto. 2017. *Manfaat Pariwisata Goa Kreo dan Waduk Jatibarang Bagi Perekonomian dan Lingkungan Masyarakat (Studi Empiris: Desa Kandri, Kecamatan Gunung Pati, Kota Semarang)*. Media Ekonomi dan Manajemen Vol. 32 No. 2 Juli 2017. <https://media.neliti.com/media/publications/150256-ID-manfaat-pariwisata-go-kreo-dan-waduk-ja.pdf>.
- Hidayat, Marceilla. 2011. *Strategi Perencanaan dan Pengembangan Objek Wisata (Studi Kasus Pantai Pangandaran Kabupaten Ciamis Jawa Barat)*. Tourism and Hospitality Essentials (THE) Journal, Vol. I, No. 1, 2011 – 33.
- Indahsari, Kurniyati. Henny Oktavianti. 2014. *Analisis Peran Pariwisata Pantai Camplong Terhadap Kesejahteraan Masyarakat Lokal*. Media Trend Vol. 9 No. 2 Oktober 2014, hal. 181-195.
- Marlina, Neny. 2015. *Strategi Pembangunan Desa Wisata Kandri Menuju Kesejahteraan Masyarakat*. Jurnal Ilmiah Ilmu Pemerintahan, Vol 1, No. 2, September 2015. <https://ejournal2.undip.ac.id/index.php/jiip/article/view/1620>. Diakses 27 Januari 2018.
- Mottoh, Rommy. J.R. 2012. *Kontribusi Objek Wisata Pantai Firdaus dan Pengaruhnya Terhadap Pendapatan Masyarakat Desa Kema II Kecamatan Kema Kabupaten Minahasa Utara*. Vol 9, No 1 (2013). <https://ejournal.unsrat.ac.id/index.php/jia/article/view/2511>.
- Nurdiyansah. 2014. *Peluang dan Tantangan Pariwisata Indonesia*. Bandung: Alfabeta.
- Porter. (2008). *The Five Competitive Forces That Shape Strategy*. Harvard Business Review .
- Ramadhan, Dede Setya dan Rusdarti. 2017. *Strategi Pengembangan Obyek Wisata Puri Maerakaca Terhadap Pedapatan Sektor Pariwisata Kota Semarang*. Economics Development Analysis Journal 6 (2) (2017). <http://journal.unnes.ac.id/siu/index.php/edaj>.
- Rangkuti, Freddy. (2009). *Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*. Jakarta: Gramedia.
- Saputro, Eko Adi, Tyaturahono Budi Sanjoto, dan Sriyanto. 2016. *Partisipasi Petani Kentang dalam Pengembangan Pariwisata di Dataran Tinggi Dieng. (Studi Kasus di Desa Sambungan Kecamatan Kejajar Kabupaten Wonosobo)*. ISSN 2252-6684 Edu Geography.

- <http://journal.unnes.ac.id/sju/index.php/eduge>  
o.
- Setyawan, Luki dan Arif Satria. 2017. *Hubungan Pengembangan Wisata dengan Strategi Nafkah dan Taraf Hidup Rumah Tangga Nelayan Desa Karimunjawa*. ISBN: 2338-8021; E-ISSN: 2338-8269. Jurnal Sains Komunikasi dan Pengembangan Masyarakat [JSKPM], Vol. 1 (2): 167-182.  
ejournal.skpm.ipb.ac.id/index.php/jskpm  
<http://ejournal.skpm.ipb.ac.id/index.php/jskpm/article/view/70>. Diakses 25 Januari 2018
- Sugiyono.2016. *Memahami Penelitian Kualitatif*. Bandung:Penerbit Alfabeta.