

Developing Traji Tourism Village in Temanggung, Indonesia through SWOT Analysis

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Developing *Traji* Tourism Village in Temanggung, Indonesia through SWOT Analysis

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Abstract—*Traji* Tourism Village (TTV) is a new tourism area which has potentials and it needs planning for future management. Tourism development is closely related with competitiveness and attractions of tourist destinations. Therefore, identifying the tourism potentials is needed to achieve the destination competitiveness on tourism market. The objective of the study is to identify the now-situation at TTV with 3A principles (Attractions, Amenities, Accessibility) and then identify the SWOT analysis at TTV which can raise the strategies or programs to develop TTV. The respondents of the study are the management of TTV, the local government of TTV, the visitors, the TTV residents, and the Tourism Office. The results of the study show that TTV now has three attractions; *Peken Lepen*, *Suran Traji*, *Sendang Sidukun*. It also has 3 Amenities; *Peken Lepen*, *Sendang Sidukun*, Homestay, and limited Accessibility. Furthermore, the SWOT analysis shows that TTV has seven Strengths, five Weaknesses, seven Opportunities and five Threats. Then, the strategies/ programs to develop TTV are developing the village tourism packages and make them videos and photos, creating the souvenirs center, developing culinary/ snack center, developing nature tracking, and creating the photo/ instagrammable spots. Then, it needs also to improve human resources quality through training or workshop, creating garbage 3R center, building infrastructure or facilities for tourists' comfort and promoting them on many social media. It needs also supports from national and local governments. The next strategies are networking and preparing policy and one spot service system for attract more tourists visit TTV. Thus; it is expected that they are managed well by various parties to develop *Traji* Tourism Village in Temanggung, Indonesia for being the successful tourism village.

Keywords—*Tourism Potentials, Natural Tourism, Traji Tourism Village*

I. INTRODUCTION

In October 2016, Temanggung local government has set 10 tourism villages to attract tourists in Temanggung (bisnis.tempo.co)¹. the Head of Culture, Tourism Youth and Sports; Woro Andijani explained that *Traji* is one of the ten villages set up to be a tourism village in Temanggung ; it is called *Wisata Tirta Aji Bon Gede*. Then, for supporting the Tourism Villages, the Department of Culture and Tourism of Temanggung, Central Java, in 2018 budgeted up to IDR 2.05 billion. The funds are used to assist the development of five tourism villages in Temanggung; they are Purbosari, *Traji*, Pagergunung, Kedu and Ngropoh (Suyitno, 2018)².

Tourism village is a village which has special characteristics; both natural and cultural, and it provides many tourism objects for tourists. The tourism village is the object and the subject of tourism. As the object, it is the purpose of tourism activity, while as the subject; it is the organizer, what is produced by the village will be enjoyed by the community directly and the active role of the community is very crucial to determine the sustainability of the tourism village itself.

Traji Tourism Village (TTV) creates more people interested to come to the area with its attractions. The Law of the Republic of Indonesia No.10 In 2009³ on Tourism Chapter I Article 5 states that "Tourism attraction is everything which has uniqueness, beauty, and value in the form of diversity of natural wealth, culture and man-made products targeted for tourists destination".

TTV is located in Parakan subdistrict, Temanggung. The distance from the District is approximately 17 KM to the north. It is located at 853 MDPL. It has about 166.9 Ha. TTV is also known as "Tirta Aji" which means *banyu sing resik* (clean water), the term is taken because TTV has natural potentials; they are seven (7) springs that continue to flow despite the long drought. The seven springs are *Sendang Sidukun*, *Kali Bong*, *Kali Puring*, *Kali Jogo*, *Kali Panas*, *Sendang Lanangan*, and *Sendang Wedokan*.

Moreover; Murtianto (2016)⁴ states that there is a huge cultural tradition which is able to attract massive tourists who come from within or outside the village *Traji* Parakan, it is *Suran Traji*. This tradition is a cultural custom held on the night of 1 *Suro* in order to welcome the turn of the new Islamic year (*hijriyah*). This cultural event is held every once a year.

¹ Tempo.co. (2016). Tarikwisata, Temanggung Luncurkan 10 Desa Wisata. Bisnis.tempo.co. 29 Juni 2018.

² Suyitno, Heru. (2018). Kembangkan Desa Wisata, Temanggung Anggarkan Rp 2,05 Miliar. jateng.antaraneews.com. 29 Juni 2018.

³ Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 tentang Kepariwisata Bab I Pasal 5.

⁴ Murtianto, Anton. (2017). *Potensi Wisata Desa Traji*. DesawisataTraji.blogspot.co.id. 29 Juni 2018.

However, when we observed people at *Traji*, some respondents said that they did not understand that *Traji* has been proclaimed as Tourism Village. The head of TTV, Mr. Tumarno stated that the development of TTV was in the process but it needed the supports from various parties.

Kotler and Armstrong (2012)⁵ say that a product is anything which can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need". It means that a potential or a good is created and offered to the market to meet the needs of the market and from that potential the market or consumer gets satisfaction. In the tourism industry, the potential can be places or attractions offered to visitors. Visitors will visit a place or tourist attraction if the place or tourist attraction can meet their wants and needs and they can get satisfaction.

Then, Middleton (2001: 122)⁶ says more deeply that the tourist products to be cultivated as an amalgam of three main components of attraction, facilities at the destination and accessibility of the destination. From this understanding, it can be seen that the tourism potential is generally formed due to the three main components of tourist attractions, facilities in tourist destinations and accessibility. It is closely related to the tourist attraction.

It was mentioned in the previous study, Basyuni et al (2017)⁷ did a research on the Potentials and Strategy Ecotourism Development Mangroves in the village of Lubuk Kertang District of Brandan Barat Langkat North Sumatra shows that there is a real impact in the identification of potential and strategies for developing mangrove.

Tourism is vital to be developed which can give positive impacts to the society. Marinovski, et al. (2012)⁸ stated that tourism is seen as an option for increasing economy of the countries and their regions. Analyses of potentials included identification of existing strengths for tourism development within the regions, and indicate that the basic assumptions for tourism are closely related to the existence of natural values and attractions, cultural heritage, social and economic development of regions, transport communications and accessibility of regions.

Identification of tourism potential is a complicated one, both nationally, locally and locally. Active participation of stakeholders from all sectors both directly and indirectly is strongly connected with tourism. So, the situation analysis in

tourism in this study aims to be the basis for future research activities.

Tourism village is a village which is developed into tourism business and give economic, social, and culture influences for the community and *Traji* is the latest tourism village which needs assistance for reaching the expected goals. The analysis of current situation in tourism sector is the starting point of this research. The contribution of conducted analysis is to gather information, share experience and to consider implications for future approaches (Marinoski et al., 2012).

The objective of the study is to identify the now-situation at TTV with 3A principles (Attractions, Amenities, Accessibility) and then identify the SWOT analysis at TTV which can raise the strategies or programs to develop TTV.

II. THE METHODS OF THE STUDY

A. The Settings of the Study

This research was conducted in the *Traji* Tourism Village (TTV), Parakan Subdistrict, Temanggung and other areas which are relevant to this research. It is related to the identification of tourism potentials in TTV which was conducted on April, 13 to July, 30 2019.

B. The Types and Approach of the Study

It is a descriptive study with a qualitative approach. According to Sugiyono (2000)⁹, descriptive research is conducted to determine the value of independent variables, either one variable or more (independent) without making comparisons, or connecting between a variable with another.

A SWOT analysis can develop the business strategy. SWOT stands for strengths, weaknesses, opportunities, and threats, strategy and programs.

Strengths and weaknesses are internal to the company/ the institution, things that can be controlled. Opportunities and threats are external things. We can take advantage of opportunities and protect against threat.

The purpose of the research is to understand the phenomena experienced by the subject of research such as their behavior, perception, motivation, and action. It describes holistically by means of description text in a natural context by utilizing various natural methods (Moleong, 2007: 6)¹⁰. It explores the information on how the local government should develop the tourism potentials at *Traji*.

C. The Techniques of Getting the Informants

The informants of this study the management of TTV, the local government of TTV, the visitors, the TTV residents, and the Tourism Office who were closely related to the research site. The informants are determined by the Snow Bowling technique. First, researchers find the informants who understand the TTV potentials. Then, the researcher searches for the supporting informants who understand about the natural potentials in *Traji* Village, Parakan Subdistrict, Temanggung.

⁵ Kotler, Philip dan Armstrong, Garry. (2012). *Prinsip-Prinsip Pemasaran*. Edisi 13, Jilid 1. Jakarta: Erlangga.

⁶ Middleton, Victor TC (2001). *Pemasaran dalam Perjalanan dan Pariwisata Edisi ke-3*. Bodmin: MPG Books Ltd.

⁷ Basyuni, M., Bimantara, Y., Selamet, B., Thoha, AS. (2017). *Identifikasi Potensi dan strategi Pengembangan Ekowisata Mangrove di Desa Lubuk Kertang Kecamatan Brandan Barat Kabupaten Langkat Sumatera Utara*.

⁸ Marinovski, N., Nestoroska, I., & Korunovski, S. (2012). Problems and perspectives for rural tourism development in the Republic of Macedonia (with co-authors), 1-st International scientific-practical conference: Rural tourism-Experience, problems, perspectives. *Sankt Petersburg State University Economy and Services*, 23-24.

⁹ Sugiyono, DR (2000). *Metode Penelitian*. Bandung: CV Alfabeta.

¹⁰ Moleong, J. Lexy. (2007). *Metodologi penelitian kualitatif*.

D. The Data Collection Technique

Data were collected by interviews and direct observation. Bogdan and Taylor (1975)¹¹ argue that interviews were used to find information about something, in this case is about natural tourism potentials at TTV. Then; direct observation was carried out to complete the results of interviews with informants who knew the potential of tourism in order to get more accurate data. Furthermore; in-depth interviews were also carried out with *Traji* Village Head and village officials to get more reliable and accurate data.

E. Data Validity

Data are validated with triangulation methods. According to Bachri (2010)¹², he says that triangulation is a data analysis approach that synthesizes data from various sources. Triangulation seeks to quickly examine existing data in strengthening existing data in strengthening interpretations and improving policies and programs based on available evidence.

Then, Stainback in Sugiyono (2007: 330) also states that the objective is not to determine the truth about the same social phenomenon, but the purpose of circulation is to improve his/her understanding on something under investigated. Thus; triangulation is not aimed at finding the truth, but improving the researchers' understanding of the data and facts they have. The triangulation method is used to ensure the data validity on natural tourism potential from the interviews and direct observation at *Traji*.

III. RESULTS AND DISCUSSION

Data analysis is a process to manage the data order, organize them into a certain pattern, and categorize in a basic description. Data are analyzed with by reducing the data, categorizing the data, synthesizing, formulating the hypotheses and concluding (Moleong, 2004:288-296). Data are summarized and selected based on the theme. Then, data are displayed by creating narrations to identify the natural tourism potentials. The narration can be used to draw the conclusion on identifying the natural tourism potentials at TTV, Parakan Sub district, Temanggung.

The research framework of identifying programs/strategies through SWOT analysis at *Traji* Tourism Village (TTV).

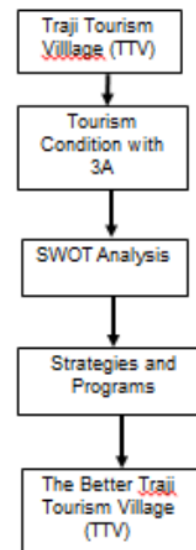


Figure 1. Research Framework

A. Analysing Now Situation at TTV through 3A Principles (Attractions, Amenities, Accessibility)

The World Tourism Organization (1995) reports on the development of alternative tourism which is considered to respect the natural environment and the culture. The fact has sparked awareness of the development of environmentally friendly tourism which is an alternative tourism (Weiler, B, and Hall, 1992)¹³. The tourism model considers the sustainable use of resources for future generations; included in alternative tourism including green tourism; soft tourism; low impact tourism; ecotourism; responsible tourism; appropriate tourism; sustainable tourism; and others (Hunter & Green, 1995)¹⁴.

Department of Culture and Tourism of Temanggung, Central Java in 2018 claimed that the government allocated IDR 2.05 billion for developing the tourism village in Temanggung. The Head of Culture and Tourism of Temanggung said the budget would be allocated for exploring some tourism villages, including TTV (Suyitno, 2018).

Each village gets an allocation IDR 410 million to develop its tourism potentials. Funding for development from the government in the TTV is focused on developing human resources, homestays and improving tourism infrastructure. The development of human resources is intended to develop or improve the ethics of society in doing good service to tourists. Furthermore, homestay development is focused on improving bathrooms so that tourists feel more comfortable. It needs the construction of infrastructure, assisted by the Temanggung

¹¹ Bogdan, R., & Taylor, S. J. (1975). *Introduction to qualitative research methods: A phenomenological approach to the social sciences*. John Wiley & Sons.

¹² Bachri, B. S. (2010). Meyakinkan validitas data melalui triangulasi pada penelitian kualitatif. *Jurnal Teknologi Pendidikan*, 10(1), 46-62.

¹³ Weiler, B. Dan Hall, CM (1992) *Pendahuluan: Apa Yang Khusus Tentang Minat Khusus Pariwisata?*, Di B. Weiler D

¹⁴ Hunter, C., & Green, H. (1995). *Pariwisata dan lingkungan: Hubungan yang berkelanjutan?*. Routledge.

Culture and Tourism Office; it can also use village funds which have been allocated for infrastructure development.

The impact of tourism development in physical terms is very influential in improving the quality of tourism. Based on the physical condition of tourism at TTV, there are several potentials supporting the TTV. As a structural form of tourism activities, tourism villages are closely related to housing activities, settling in or close to the lives of rural communities, learning about villages and local cultures and ways of life and often participating in rural activities. In planning and development and management the community is fully involved so that the expected benefits can be received by the people themselves.

It needs careful actions to develop tourism villages, especially in areas which still have cultural ties and traditional traits. As a basic model of tourism village establishment, should consider site selection in planning the facilities to be used. It is necessary to coordinate with the population and collaboration among themselves to carry out effective development and management and marketing.

Another important principle in the development of tourism villages is to unite the process of involving local communities in the exchange of ideas, actions, decision making, and control in developing rural tourism activities. Thus; it is expected that the activities will provide a symbiotic framework of mutualism, mutual benefit between the people and tourists.

Temanggung local government provides financial support for improving tourism facilities and infrastructure in the Temanggung tourism village. TTV has attractive tourism potential and a very charming rural feel. Tourism Village Trends or Tirto Aji are identical with the natural potential of seven (7) springs that continue to flow even in drought conditions. This potential is one of the tourist attractions in the TTV.

TTV is one of the tourism villages in Parakan Subdistrict, Temanggung. The local government needs to develop the tourism by implementing 3A (Attractions, Amenities and Accessibility).

TTV is in progress to achieve the real Tourism Village which can give more and more impacts to many lives. The first program is on the infrastructure including the facilities and or amenities. The physical tourism development includes the physical environment which is built or engineered in creating an attractive environment; they are *Sendang Sidukun* and *Peken Lepen*.

Sendang Sidukun is a swimming pool equipped with the complete facilities for tourists to get exercise, sports and entertainment. It is divided into two areas; children and adult swimming pools. It has been built for about two years. Many visitors expect to get satisfactions; however; there is limited parking areas which make them reluctant to visit it. Furthermore; some visitors said that women and men adults swimming pools need to be built and separated. It needs more space especially for the young ladies to protect them from the sexual harassment and for moral conservation.

The second infrastructure which has been built is *Peken Lepen*. It is located about 200 m from *Sendang Sidukun*. It is not only just infrastructure but also for attractions. It is a place for the traditional cuisine sellers to sell their products. It attracts more people. The Head of *Peken Lepen* Management

stated that until July 2019, there were 11 *Peken Lepen*. It is not only just selling the traditional cuisine but also providing and displaying many art performances showed by many traditional groups around TTV.

Wiradiputra and Brahmanto (2016)¹⁵ argue that good attractions in tourism includes: a) the attractions of the object itself; b) have differences with other objects; c) support infrastructure conditions that are well maintained; d) availability of facilities something to see, something to do, and something to buy, and equipped with other infrastructure facilities.

Peken Lepen is the most complete package for a tourist to get the satisfaction. He/she can get the beautiful environment, can see the local performances, can buy the snacks or food.

Furthermore; tourists also need amenities or facilities which can support tourism activities (Muttaqin et al, 2013)¹⁶. In connection with rural tourism activities, it means that the tourists do not need to be urban people. The urban people seek the simplicity at the rural tourism which invites guests to live in rural households. Homestay is the third program developed by TTV. There are about 10 homestays which are ready to serve the guests. Each Homestay has the minimum standard to make the visitors or guests happy and welcomed.

TTV is still improving the programs and needs more feedbacks from various parties. It needs programs to socialize all *Traji* residents that they need to keep the cleanliness and health to reach the real tourism village. However; there are also some problems related to the accessibility.

The last for tourism potential is accessibility, in the form of facilities that cause tourists to visit a destination or object (Muttaqin et al, 2013). In this context, facilities and infrastructure are built so that tourists can reach objects safely, comfortably and properly.

Based on the principle of 3A (Attractions, Amenities and Accessibility) it can be said that the development of the TTV has not fully touched on the 3A principle. In terms of attractions, TTV actually has good natural tourist attraction. However, unfortunately it has not been developed in the right and optimal corridor. Then, in terms of infrastructure or facilities, the TTV also cannot be said in the tourist village with good infrastructure. It can be seen based on the results of observations and interviews that the condition of natural potentials still requires improvement, in terms of infrastructure and facilities.

When entering the tourist area there should be more accesses for the vehicles to be in. Thus; essentially the application of the 3A principles (Attractions, Amenities and Accessibility) needs to be considered for developing the better TTV.

¹⁵ Wiradiputra, F. A., & Brahmanto, E. (2016). Analisis persepsi wisatawan mengenai penurunan kualitas daya tarik wisata terhadap minat berkunjung. *Jurnal Pariwisata*, 3(2), 129-137.

¹⁶ Muttaqin, T., Purwanto, R. H., & Rufiqo, S. N. (2013). Kajian potensi dan strategi pengembangan ekowisata dicagar alam pulau sempu Kabupaten Malang provinsi Jawa timur. *Jurnal Gamma*, 6(2).

B. The SWOT Analysis of Traji Tourism Village

TTV is now developing many programs and based on observations and interviews; here it is the SWOT Matrix of TTV Development Strategy

TABLE 1. SWOT MATRIX OF TRAJI TOURISM VILLAGE DEVELOPMENT STRATEGY

External/Internal	Strengths	Weaknesses
	<i>Sendang Sidukun (S1)</i> Seven Springs (S2) <i>Suran Traji (S3)</i> <i>Poken Lepen (S4)</i> Society Support (S5) Government Support (S6) Social Media (S7)	Lack of Qualified Human Resources (W1) Lack of Garbage Management (W2) Lack of Infrastructure included Roads and Streets (W3) Lack of Parking Area at Tourism Spots (W4) Lack of Tourism Promotion (W5)
Opportunities Tourism village development (O1) Improving the Village Quality (O2) Government policy related to tourism village development (O3)	SO Strategy 1. Developing the village tourism packages and make it videos and photos. 2. Creating the souvenirs center, 3. Developing culinary/ snack center, 4. Developing nature tracking, 5. Creating the photo/ instagrammable spots.	WO Strategy 1. Improving human resources quality through training or workshop, 2. Creating garbage 3R centre, 3. Building infrastructure or facilities for tourists' comfort, 4. Promoting on many social media.
Threats Conflict with some parties (T1) Negative visitor Behavior (T2) Environmental Damage (T3) The Emergence of other tourism villages (T4) Weak Inter-sector coordination (T5)	ST Strategy 1. The role of government in increasing the attractiveness, 2. The role of government in tackling and anticipating negative impacts, 3. Improve regional security stability.	WT Strategy 1. Networking and, 2. Preparing policy and one spot service system for attract more tourists visit TTV.

C. Strategies/ Programs for the Better Traji Tourism Village

Then, based on Ahimsa, et.al (2000)¹⁷ state that there are some strategies to develop the rural tourism, they are:

- Informing local residents about what will happen when rural tourism enters their village;
- Keeping dialogue with and between them;
- Respecting opinions and involve local communities in decision making;
- Improving the understanding of the nature of tourism and its impacts;
- Encouraging relations between tourists and local residents;
- Protecting the local population from a lot of tourism activities.

The strategies and programs offered in improving Traji tourism villages are based on SWOT analysis (Strength, Weakness, Opportunities and Threats). Based on the SWOT analysis, the strategies in the development of Traji tourism village that can be carried out include: Opportunity Strategy, Weakness Opportunity Strategy, Strategy Strategy and Weakness Threats Strategy.

The strength and opportunity of Traji village can be used as a strategy in developing Traji village as a better tourism village. The form of strategy that can be done based on mapping of strengths and opportunities is a) developing a village tourism package and making it videos and photos; b) creating the souvenirs center; c) developing culinary / snack center; d) developing nature tracking; e) creating the photo / instagrammable spots.

Furthermore, strategies that can be developed based on strength and threat mapping include: a) the role of government in increasing the attractiveness; b) the role of government in

tackling and anticipating negative impacts; c) Improve regional security stability.

Mapping based on shortcomings and opportunities from Traji tourism villages also raises several competitive strategies including: a) improving human resources quality through training or workshop; b) creating garbage 3R center; c) building infrastructure or facilities for tourists' comfort; d) promoting on many social media. Furthermore, some of the shortcomings and threats of the Traji tourism village can also be made several strategies including: networking and repairing policy and one spot service system for attracting more TTV tourists visit.

IV. CONCLUSION

Traji needs to apply 3A principles (Attractions, Amenities and Accessibility). Attractions related to tourist attraction, facilities related to tourist infrastructure and accessibility related to easy access to tourist areas. If it is viewed in terms of this 3A, TTV has not fully implemented the principles. Thus; SWOT analysis is done to get the appropriate strategies to develop TTV. There are seven strengths which can be developed by developing the village tourism packages and make them videos and photos, creating the souvenirs center, developing culinary/ snack center, developing nature tracking, and creating the photo/ instagrammable spots. Then, to improving human resources quality, it can be conducted through training or workshop, creating garbage 3R centre, building infrastructure or facilities for tourists' comfort, promoting on many social media.

TTV needs supports from the related parties; government, management of Tourism Village and of course community for succeeding the building and maintenance of the infrastructure, amenities at TTV in Temanggung. If management of TTV is good; it may also improve the economic aspect for the community.

¹⁷ Ahimsa-Putra, H. S. (2000). Ketika Orang Jawa Nyeni. Yogyakarta: Yayasan Galang.

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