

Development Strategy in Increasing Tourist Visits in Cemagi Tourist Village

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ABSTRACT

Purpose: Determine the internal and external factors that support and hinder development in Cemagi Tourism Village and Determine the best alternative strategy analysis for Cemagi Tourism Village.

Research methods: This research uses a qualitative approach. The sampling technique used in this research is purposive sampling. The data analysis used in this research is SWOT.

Results and discussion: The results of this research are the strategies that can be implemented in developing the Cemagi Tourism Village to increase the number of tourist visits, including: (1) SO Strategy: Creating Cemagi trek tour packages, agrotourism and cultural tourism, and making promotions about Cemagi's tourism; (2) WO Strategy to improve infrastructure or create infrastructure that supports tourism in Cemagi; (3) ST Strategy: Creating a different program from other tourist villages; (4) WT Strategy Create a village security program.

Implication: Based on the results and discussion of this research, the researcher recommends implementing the strategies that she has created, such as improving the existing infrastructure in the Cemagi Tourism Village. The tourist village should be more aggressive in its promotion, especially on social media. It would be better to collaborate with travel agents when selling tour packages. Collaborate with the government to create an event that can attract tourists to the Cemagi Tourism Village.

Keywords: Development, SWOT, Cemagi Tourism Village

INTRODUCTION

The tourism sector is increasingly developing following the changing times, not only becoming an industrial sector that supports the economy but also becoming a superior part of the industrial sector. In line with the annual report submitted by the World Travel and Tourism Council (WTTC) in 2022, the travel and tourism sector contributed 7.6% to the total World GDP, up from 22% in 2021 and only 23% below 2019. In addition, there are around 22 million new jobs emerging. WTTC also reported that the number of domestic visitors grew by 20.4% in 2022, where the figure was only 14.4% below the figure issued in 2019,

while for international tourists it grew by 81.9% in 2022; only that figure is still below the results obtained in 2019 (Economic Impact Research2023).

Indonesia, as a country known for its natural beauty, also participates in the development of the travel and tourism sector. Travel and tourism activities that can be developed include beach tourism, ethnic tourism, nature reserve tourism, new tourism, sports tourism, culinary tourism, religious tourism, agrotourism, cave tourism, shopping tourism, ecological tourism, and cultural tourism (Ismayanti, 2010). The diversity of tourism in Indonesia shows that this potential can be developed further, especially in tourist villages. According to Law No. 10 of 2009, a tourist village is a tourist destination or tourist destination that has integrated several elements comprehensively. Among them are tourist attractions, tourism facilities, and public facilities, as well as accessibility that is displayed in the structure of community life. These elements have also been integrated with the traditions and procedures that apply.

One of the tourist destinations that can be further developed to increase the tourism potential of Bali is the Cemagi tourist village located in Cemagi village, Mengwi District, Badung Regency. With a population of 5224/1101 families with 12 Banjar. This tourist village has water tourism, culinary tourism, beach tourism, agritourism, and cultural tourism. But it needs to be further developed to increase the tourism potential in the Cemagi tourist village.

To compare tourist attractions with adequate facilities such as Canggu Tourism, which is included in the North Kuta sub-district, Badung Regency has a very complete tourist destination with clean beaches and high waves and complete facilities with lodgings, restaurants, and electricity with trained human resources. So that many tourists go on vacation to Canggu tourism.

According to Juliansyah (2017), strategy can be interpreted as a plan prepared by top management to achieve the desired goals. This plan includes objectives, policies, and actions that must be taken by an organization in maintaining its existence and calming down competition, especially when companies or organizations must have a competitive advantage. Meanwhile, according to William F. in Manshur (2019), strategy is a means used to achieve the final goal (target). Meanwhile, according to Nugraha & Noor (2015), strategy is planned to adjust to the internal and external environment. Expressed in another way, strategy states which factors will be emphasized in achieving goals. Meanwhile, according to Akbar & Purnomo (2023), strategy is an effort to find or achieve a form of rivalry that is in accordance with what is desired in the form of surviving as long as possible, not through trickery but taking a long, broad, and comprehensive time. Meanwhile, according to Mularsari (2022), strategy is an approach that involves the implementation of ideas over a period of time, planning and implementing activities, A good strategy is being able to work together in work groups, set themes, and identify supporting factors that are in accordance with the principles of implementing good ideas and to achieve effective performance. Meanwhile, according to Andrews (1980), Chaffe (1985) in Rangkuti (2000), strategy is a motivating force for stakeholders, such as stakeholders, debtholders, managers, employees, consumers, communities, governments, and so on, who either directly or indirectly receive benefits or costs incurred by all actions taken by the company.

Tourism destination development is a series of efforts to realize integration in the use of various tourism resources, integrating all forms of aspects outside of

tourism that are directly or indirectly related to the sustainability of tourism destination development. According to I. Gde Pitana et al., (2009), tourism destination development requires good and appropriate planning techniques. The development technique must combine several supporting aspects of tourism. These aspects are aspects of accessibility (transportation and all marketing) characteristics of tourism infrastructure, level of social interaction, relevance/compatibility with other sectors, resilience to tourism impacts, level of local community resilience, and so on. Meanwhile, according to Aprillia et al., (2017), the definition of development is a process that creates growth, progress, positive change, or the addition of physical, economic, environmental, social, and demographic components. The purpose of development is to increase the level and quality of life of the population and the creation or expansion of local income and employment opportunities without damaging resources and the environment. Meanwhile, according to Barreto and Giantari (2015) in Septiawirawan et al. (2020), the definition of tourism development is an effort to develop or advance tourist attractions so that these tourist attractions are better and more attractive in terms of the place and objects in them to attract tourists to visit them. Meanwhile, according to Wiryokusumo (2011), in essence, development is an educational effort, both formal and non-formal, which is carried out consciously, planned, directed, organized, and responsible in order to introduce, grow, guide, and develop a balanced, complete, harmonious personality base, knowledge, and skills according to talents, desires, and abilities, as provisions for adding, improving, and developing oneself towards achieving optimal human dignity, quality, and abilities as an independent person.

Tourism, according to Naisbitt and Hermantoro in Sukmana et al., (2020), is defined as a development domain and not a development, because a domain contains space for various sectoral support activities. Tourism is built on the synergy between sectors and their outputs to produce collective outputs. Meanwhile, according to Azwar (2018), tourism is an activity, service, and product of the tourism industry to create new experiences for tourists. Tourism destination, According to Vanhove in Hermantoro (2015), is a geographical area that can provide a total experience for tourists. According to Ritchie & Crouch in Hermantoro (2015), the definition of a geographical area in question can be a country, a region as well as covering several countries, provinces, certain designated regions, cities or districts, or certain areas that are unique and able to bring in tourists significantly. From some of the meanings stated above, it can be concluded that the notion of a tourism destination is a place or geographical area that provides tourist attractions and other facilities needed by tourists

According to Hermawan (2016), a tourism village is an area in the form of a rural environment that has a tourist attraction based on local wisdom such as customs, culture, and natural resources that have uniqueness and authenticity in the form of a typical rural atmosphere. According to Oka Yoetti (1996), a tourism village is an area that has several special characteristics to become a tourist destination. In this area, the population still has traditions and cultures that are relatively original, various supporting factors such as typical food, agricultural systems, and social systems, as well as nature and the environment that are still original and maintained. Meanwhile, according to Setiawati & Aji (2023), the definition of a tourism village is a rural area that has uniqueness in the area and

makes the area a tourist destination offering authentic socio-culture and customs. Architects in the area. Meanwhile, according to Muliawan (2008) in Utama et al (2023), a tourist village is a village that has the potential for uniqueness and distinctive tourist attractions, both in the form of the physical character of the rural natural environment and the social life of the rural natural environment and the socio-cultural life of the community which is managed and packaged in an attractive and natural way with the development of supporting tourism facilities in a harmonious environmental system and good and planned management so that it is ready to receive and drive tourist visits to the village and is able to drive tourism economic activities that can improve the welfare and empowerment of the local community. According to Sudibya (2018), the definition of a tourist village is 1) A form of integration between attractions, accommodation, and supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions. 2) A rural area that has uniqueness and distinctive attractions (both in the form of physical attractions/uniqueness of the rural natural environment and social and cultural life of the community), which is managed and packaged naturally and attractively with the development of supporting tourism facilities in a harmonious environmental system and good and planned management. So that the rural attractions are able to drive tourist visits to the village, as well as foster tourism economic activities that improve the welfare and empowerment of the local community.

RESEARCH METHODS

This research was conducted in Cemagi Tourism Village, Cemagi Village, Mengwi District, Badung Regency. This study used a qualitative approach. The sampling technique used in this study was purposeful sampling. Purposive sampling is a technique for taking samples of data sources with certain considerations, for example, the person who is considered to know the most about what we expect, or maybe he is the ruler, so that it is easier for researchers to explore the objects/social situations being studied. The types of data obtained from the results of this study are primary and secondary data. Primary data is in the form of interviews, documentation, and observations, while secondary data is in the form of books, brochures, websites, and blogs regarding related sources. The data analysis used in this study is SWOT. Internal factors in this case are strength (strength or potential) and weakness (weakness or constraints). External factors consist of opportunity (opportunity) and threat (threat). SWOT analysis compares external factors that are opportunities and threats with internal factors that are strengths and weaknesses. The combination of internal factors with external factors is: SO Strategy (Strengths Opportunities) SO strategy is a strategy that is made based on the object's way of thinking, namely by using all strengths to seize and utilize opportunities as much as possible. ST Strategy (Strengths Threats) ST strategy is a strategy that uses the strengths possessed by the object to overcome threats. WO Strategy (Weaknesses Opportunities) This WO strategy is determined based on the utilization of existing opportunities by minimizing existing weaknesses. WT Strategy (Weaknesses Threats) WT strategy is based on defensive activities and tries to minimize existing weaknesses and avoid threats.

Tabel 1. SWOT Strategy

Ifas/Efas	Strength	Weakness
Opportunities	Strategi SO Use strength by taking advantage of opportunities	Strategi WO Use weaknesses to take advantage of opportunities
Threats	Strategi ST Use strengths to avoid threats	Strategi WT Minimize weaknesses and avoid threats

RESULTS AND DISCUSSION

Cemagi Tourism Village is located in Cemagi Village, Mengwi District, Badung Regency, approximately 17 km from the market and 23 km to Ngurah Rai International Airport. Cemagi Tourism Village has various unique features and advantages that make it stand out among other tourist destinations in Bali. Here are some of them:

1. Connectedness with Nature.

One of the main advantages of Cemagi Tourism Village is its close relationship with nature. The village is surrounded by vast green rice fields, and the beach creates a stunning and calming natural landscape for visitors. This connection with nature allows visitors to feel the peace and beauty of Bali's pristine nature.

2. Authentic Balinese culture and traditions

Cemagi Tourism Village maintains rich and authentic Balinese culture and traditions. Visitors can interact directly with local people and observe their daily activities, such as working in the rice fields, making offerings, and participating in religious ceremonies. This provides an in-depth experience of Balinese life and culture.

3. Temples and places of worship

Cemagi Tourism Village has a number of temples and other places of worship that enrich visitors' spiritual tourism experience. Pura Gede Luhur Batu Ngeus, located on a cliff, is one of the most famous places of worship in the village, offering stunning ocean views and a serene atmosphere.

4. Local Cuisine

Cemagi Tourism Village offers a variety of delicious and authentic local Balinese dishes. Visitors can enjoy Balinese specialties such as timbungan ikan laut, nasi campur, bebek betutu, and many more, while enjoying the peaceful natural atmosphere.

5. Nature and Cultural Tourism Activities

Cemagi Tourism Village offers a variety of tourism activities that allow visitors to explore the beauty of nature and local culture. From trekking through rice fields and cycling around the village to learning to make offerings or learning Balinese dance, visitors can enjoy a variety of enriching experiences.

6. Availability of Accommodations and Facilities

Although located in a natural area, Cemagi Tourism Village provides a variety of accommodation options ranging from traditional villas to luxury resorts. Public facilities such as restaurants, souvenir shops, and bicycle or motorbike rental places are also available for the convenience of visitors.

With its combination of stunning natural beauty, traditional village life, diverse tourist activities, and availability of good facilities, Cemagi Tourism Village offers a unique and unforgettable tourist experience for visitors.

Tabel 2. SWOT Analysis

Internal		External	
Strength	Weakness	Opportunity	Threat
1. Has trekking tourism	1. Infrastructure is still lacking	1. Close to Canggu	1. Natural disasters
2. Has agro tourism	2. Lack of supporting tourism facilities	2. Bali as a world tourist destination	2. Many similar tourist villages
3. Has cultural tourism		3. The development of tourist villages in Indonesia	3. Many criminal acts
4. Has pristine nature			
5. Has beautiful beaches			
6. Has clean sea water			

[Source: Processed 2024]

In the results of direct interviews with the Cemagi Tourism Village with the village head, local communities, and tourists and observations, there are strengths, weaknesses, opportunities, and threats in the development of the Cemagi Tourism Village.

Strengths (internal factors): (1) having trekking tourism; (2) having agrotourism; (3) having cultural tourism; (4) having natural beauty; (5) having beautiful beaches; (6) having clean sea water.

Weaknesses (internal factors): (1) infrastructure that is still lacking; (2) still lacking supporting tourism facilities.

Opportunities (external factors): (1) Close to Canggu tourism; (2) Bali as a world tourist destination; (3) The development of tourist villages in Indonesia.

Threats (external factors): (1) Natural disasters; (2) Many similar tourist villages; (3) Many criminal acts.

Tabel 3. SO,WO,ST,WT Strategy Analysis

Strength (S)	Weakness (W)
1. Has trekking tourism	1. Infrastructure is still lacking
2. Has agro tourism	2. Lack of supporting tourism facilities
3. Has cultural tourism	

	4. Has pristine nature	
	5. Has beautiful beaches	
	6. Has clean sea water	
Opportunity (O)	Strategy (SO)	Strategy (WO)
1. Close to Canggu tourism	1. Create a Cemagi trek tour package, agro tourism, cultural tourism	1. Improve infrastructure or create infrastructure that supports tourism in Cemagi
2. Bali as a world tourist destination	2. Create promotions about the tourism owned by Cemagi	
3. The development of tourist villages in Indonesia		
Threat (T)	Strategy (ST)	Strategy (WT)
1. Natural disasters	1. Create a different program from other tourist villages	1. Create a village security program
2. Many similar tourist villages		
3. Many criminal acts		

[Source: Processed 2024]

Based on table 1.2, strategies that can be carried out in the development of Cemagi Tourism Village in increasing the number of tourist visits include:

1. The SO strategy includes developing and compiling tour packages that offer a comprehensive experience, such as trekking in the beautiful Cemagi area, visiting agro-tourism areas that showcase the uniqueness of local agriculture, and exploring the richness of Cemagi's unique culture. In addition, this step also involves increasing promotional efforts through various media, both digital and conventional, to introduce and promote Cemagi's tourist attractions to local and foreign tourists. This strategy aims to maximize the potential of local resources while increasing the competitiveness of Cemagi tourism. Thus increasing tourist visits to Cemagi and improving the economy of Cemagi Tourism Village.
2. The WO strategy involves efforts to improve and build infrastructure designed to support the development of the tourism sector in Cemagi. This step includes improving the quality of roads to tourist destinations, providing public facilities such as parking lots, toilets, and comfortable rest areas, as well as providing clear directions and tourist information. In addition, the development of supporting infrastructure such as a stable internet network, lighting at tourist locations, and security facilities are also a priority. All of these efforts aim to create a more friendly and comfortable environment for tourists, so that it can increase the attractiveness of Cemagi as a leading tourist destination.
3. The ST strategy involves designing and implementing unique programs that differentiate Cemagi Tourism Village from other tourism villages. These programs can include exclusive experiences, such as interactive activities based on local culture, such as traditional art workshops, cooking training for special dishes, or art performances that are only available in Cemagi. In addition, this program can also include nature-based activities, such as eco-tourism that prioritizes environmental conservation, trekking with local guides

who provide education about Cemagi's unique flora and fauna, or the experience of staying in an environmentally friendly homestay. With this approach, Cemagi can offer an authentic and different attraction, giving a deep impression to tourists, while strengthening the village's position as a unique and sustainable tourism destination.

4. WT strategy includes the development and implementation of a comprehensive village security program to create a safe and comfortable environment for tourists and local communities. This program can include the formation of a community-based security unit, the installation of CCTV in strategic areas, and training for villagers in handling emergency situations and raising awareness of the importance of maintaining mutual security. In addition, this strategy also involves coordination with law enforcement officers to ensure a rapid response system for threats or security issues. Through this step, it is hoped that Cemagi Village will not only become an attractive tourist destination but also a destination that prioritizes the comfort and safety of visitors. Thus, the strategies implemented can contribute to achieving long-term goals in developing a sustainable and trusted tourist village.

CONCLUSION

Based on the formulation of the problem and the results of the study in Cemagi Tourism Village, the researcher concluded that Cemagi Tourism Village has very potential as an independent tourism village because it has beautiful natural beauty, beautiful oceans, and beautiful rice fields, but it needs to be developed so that the following development strategies are needed. Create a Cemagi trek tour package for agrotourism and cultural tourism so that tourists not only enjoy beach tourism like those in Canggu, but when visiting Cemagi Tourism Village, they can enjoy other tours. Create promotions about tourism owned by Cemagi so that foreign tourists and domestic tourists know about the attractions in Cemagi. Improve infrastructure or create infrastructure that supports tourism in Cemagi, so that tourists who come to Cemagi Tourism Village find it easier to do their activities. Create a different program from other tourism villages so that tourists can enjoy different attractions from the surrounding tourist villages. Create a village security program; create security both in terms of customs and village services so that tourists who come feel safe when visiting.

Based on the results and discussion of this study, the researcher recommends:

1. Tourism villages should be more aggressive in promotion, especially on social media.
2. It is better to cooperate with travel agents in selling tour packages.
3. Cooperate with the government to create an event that can attract tourists to come to Cemagi Tourism Village.

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