

SWOT ANALYSIS TO IMPROVE THE SUSTAINABILITY OF TOURIST VILLAGES: CASE STUDY ON KAMPOENG MINO NOPIA, PEKUNDEN, BANYUMAS, CENTRAL JAVA

Dwita Aprillia Floresti^{1*}), Monica Rosiana¹⁾

^{1*}Jenderal Soedirman University, dwitafloresti@unsoed.ac.id, Indonesia

ABSTRACT

Kampoeng Nopia, Mino Tourism Village, is a tourist village in Banyumas Regency that offers unique tours, including making nopia mino, ornamental plants and three-dimensional (3D) wall paintings. This tourist village has great potential to become the local government's attention to be developed. However, the covid-19 pandemic changed the situation in the tourist village. The purpose of this study was to analyze and identify changes that occurred in Kampoeng Nopia Mino Tourism Village before and after the Covid-19 Pandemic in Indonesia. The research method used a qualitative approach to SWOT analysis, namely by distributing questionnaires and interviews. This study indicates that before the Covid 19 pandemic, the production of Nopia Mino was high until it was sent outside the island of Java. Besides that, many tourists from within the country and abroad came to learn how to make Nopia Mino or take pictures on three-dimensional painting walls. (3D). After the Covid-19 pandemic, the tourist village was empty of visitors, and production dropped dramatically. When we have done the SWOT analysis, it is hoped that it can make the tourist village more sustainable.

Keywords: Tourism Village, Nopia Mino, Covid-19, SWOT Analysis

1. Introduction

Indonesia is a country consisting of various islands and regions that have their characteristics. These characteristics can see in the language, customs, and food. Typical food is used as an attraction for the area so that many tourists visit the site. Therefore, each region is competing to develop its unique food. Typical food used as a traditional food in a room is considered food in general. Still, the process behind its manufacture interprets the food and how to make this food a taste of cultural heritage as conveyed.

Central Java Province on the island of Java has 29 districts and six cities with 34,490,835 people (BPS, 2019). Many towns and communities make many village destinations and potentials that each region can develop. One of them is Banyumas Regency. Banyumas Regency has a strategic geographic location close to Pemalang Regency, Cilacap Regency, Kebumen Regency, Purbalingga Regency, and Banjarnegara Regency. is what makes many Banyumas districts have great potential to be developed.

Banyumas Regency has tourism potential, including natural tourism, cultural tourism and culinary tourism. Culinary tours in the famous Banyumas Regency include mendoan, fried gethuk, and Nopia Mino. Nopia mino a typical and traditional food mainly produced in Pekunden Village. Based on the public's point of view, food plays a secondary and minor role in the tourism sector

(Ardabili and Rasouli, 2011) because the development of food that used as a typical and traditional food carried out from the mouths of the people who have visited the area. Since the development of Pekunden Village, its residents have the idea of making the village a tourist village called Kampoeng Nopia Mino Tourism Village to improve the standard of living of its residents. This is in line with research conducted (Alaeddinoglu, 2016), which states that tourism in an area with distinctive characteristics can positively influence the economy and local cultural welfare.

Before the COVID 19 pandemic entered Indonesia, especially in Banyumas Regency, Kampoeng Nopia, Mino Tourism Village, was crowded with visitors because to be able to travel, tourists only paid IDR 12,000 and got facilities in the form of educational tours and taking selfies. However, after the COVID 19 pandemic, tourist visits to the Kampoeng Nopia Mino Tourism Village dropped dramatically even there were no visitors, both local and foreign tourists, as stated (Sun et al., 2020) that the existence of Covid-19 caused the tourism industry to decline, but there was no need to leave. From the tourism sector. This directly has a significant impact on the sustainability of the tourist village. This research was conducted to design and determine strategies to increase sustainability for the Kampoeng Nopia Mino Tourism Village to bring better change and be ready to face the "new normal era".

2. Literature Review

2.1. SWOT Analysis

SWOT analysis is a classic version of the strategic planning instrument. Using this analysis, we can outline strengths and weaknesses as well as external opportunities and threats. The instrument in this analysis provides a simple way to be easily understood by users, even if they are ordinary people who do not know this analysis. This analysis is constructive in making predictions about the best way to implement a strategy. This instrument also helps business planners answer questions about what is usually achieved, the obstacles, and what they should consider if they want to increase their business (Jackson et al., 2003).

This SWOT framework is in the form of a 2 x 2 matrix and must be done together with business members. Together, each can provide input on the progress of their business. The first step to take is to know clearly what the purpose of the company is. And in answering this, it can be made with specific points that make the business goals more specific. Once these points are clarified and agreed upon, the business owner or leader can start by brainstorming ideas and then discussing them. From that discussion, it can be identified where the position of the project or organization is today, what resources can be utilized and what problems must be solved (Houben et al., 1999). By doing this SWOT analysis, we can also identify where/when new resources, skills or new partners will be needed. We can make estimates from the external environment, both positive and negative impacts (Rangkuti, 1998).

3. Research Methodology

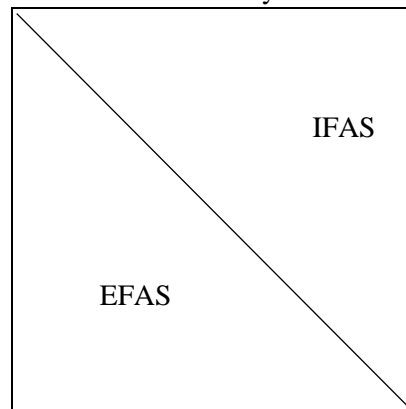
This study uses a qualitative approach with the SWOT analysis method, distributing questionnaires and interviews. The strategy of increasing sustainability for tourist villages during the Covid-19 pandemic was determined using SWOT analysis. A system is a tool for long-term and sustainable determination by utilizing and allocating existing resources (Chandler in Rangkuti, 1998). This research also uses a case study research method (case study) to study and explore a specific case.

Case studies used to explore something and develop hypotheses based on the problem under study (Suhalmi, 2015).

4. Results and Discussion

Kampoeng Nopia Mino Tourism Village has its uniqueness that can be developed by its residents and developed by the local government to be sustainable during the Covid-19 pandemic. Before the Covid-19 pandemic hit, visitors to tourist villages crowded so that the production of Ethiopia Mino carried out every day, and the income of entrepreneurs and managers increased. However, the COVID-19 pandemic changed the situation. Kampoeng Nopia Mino Tourism Village has become empty of visitors, production only has done three times a week, and income has dropped dramatically. SWOT analysis can help overcome and define a strategy for the Kampoeng Nopia Mino Tourism Village that has strengths that can develop, weaknesses that can minimize, opportunities that can take and challenges that managers and residents can overcome to maintain the sustainability of the tourism village. The following is the SWOT analysis matrix for Kampoeng Nopia Mino Tourism Village.

Table 1. SWOT Analysis Matrix of Kampoeng Nopia Mino Tourism Village

 <p>IFAS</p> <p>EFAS</p>	<p>Strengths (S)</p> <ol style="list-style-type: none"> 1. There are many Nopia Mino Entrepreneurs 2. Creative citizens 3. There is a three-dimensional selfie photo facility 4. Providing ornamental plant tourism 5. Innovative and cooperative leadersMemiliki Homestay 	<p>Weakness (W)</p> <ol style="list-style-type: none"> 1. Labour is limited 2. Limited supporting facilities 3. Do not have an authorized distributor 4. Tourism management is not good Lack of Foreign Language Mastery
<p>Opportunities (O)</p> <ol style="list-style-type: none"> 1. The location is on the banks of the Serayu river 2. Close to the centre of Banyumas Old Town and Alun-Alun 3. Close to Kampung Batik and the Wayang Museum 4. There is a large vacant lot around the village 5. There are public schools with a major in Language Close to Vocational High Schools (SMK) 	<p>Strategi SO</p> <ol style="list-style-type: none"> 1. Alternative tourism development strategies to attract visitors. 2. An intensive promotional plan regarding educational tours of traditional food making 	<p>Strategi WO</p> <ol style="list-style-type: none"> 1. Infrastructure development strategy to increase visitor attraction 2. Foreign language training strategies for residents and managers 3. Tourism management training strategies for managers

Treaths (T)	Strategi ST	Strategi WT
<ol style="list-style-type: none"> 1. There is unfair competition with other Nopia Mino entrepreneurs in other villages 2. There are differences in prices from competitors outside the town The raw material for making Nopia Mino is expensive 	<ol style="list-style-type: none"> 1. The strategy of creating innovations at Nopia Mino 2. The design of providing standardized socialization for making Nopia Mino 	<ol style="list-style-type: none"> 1. The regeneration strategy of the Nopia Mino entrepreneur

Source: primary data processed, 2020

Based on table 1, it can see that Kampoeng Nopia Mino Tourism Village has strengths that can be developed by seizing opportunities that exist in the SO Strategy, namely:

- **Alternative tourism development strategies to attract visitors**

The strategy that a tourist village can carry out to maintain its sustainability is by adding tourism alternatives such as completing photo facilities on the Serayu river bridge, providing complete ornamental plant tourism. This was done so that at the time of the Covid-19 pandemic, tourists visiting not focused on just one tour, namely the demo tour of making Nopia Mino. However, it can be divided into several tourist destinations in the tourist village.

- **An intensive promotional strategy regarding educational tours of traditional food making**

The intensive promotion strategy carried out by the tourism village can be in various ways, namely by making brochures that are distributed and entrusted to tours around the tourist village, this is so that if there are tourists who visit the time around the tourist village and then see the brochure, they can be interested in a visit to Kampoeng Nopia Mino Tourism Village.

Promotion is also done using brochures during the Covid-19 pandemic, but advertisements can also be carried out through cyberspace such as Instagram, Facebook, Twitter and even YouTube. Promotion with cyberspace carried out to inform through pictures and videos that the condition of the tourism village is safe and has received a permit to operate again, it is comfortable, and tourists can still travel according to the health protocol.

The Kampoeng Nopia, Mino Tourism Village Strategy, can be determined by taking advantage of the opportunities that exist around the tourist village to reduce weaknesses in the tourist village or the SW Strategy, namely:

- **Infrastructure development strategy to increase visitor attraction**

Facilities and infrastructure are essential for the attractiveness of a tourist village. Therefore, to keep the attention of tourists to visit during the Covid-19 pandemic, the main facilities that must provide are hand washing and soap placed in every corner of the tourist area, a thermogenic to check before tourists enter the tourist village provide masks. This is done if there are tourists who do not use masks. In addition to completing health facilities and infrastructure, managers need to provide a unique gallery to market Nopia Mino. This is done

so that tourists do not have to bother to come to visit each entrepreneur's house. In addition to minimizing contact with many people, it is also to be the safety and cleanliness of making Nopia Mino.

- **Foreign language training strategies for residents and managers**

Foreign language training is essential to be obtained by managers and tourism village residents if tourists who visit come from abroad, especially during the Covid-19 pandemic, managers and residents can communicate smoothly and remind if these foreign tourists do not comply with the Health protocol.

- **Tourism management training for managers**

During the Covid-19 pandemic, there was a decrease in visitors, which impacted reducing the income of Nopia Mino entrepreneurs. Therefore, tourism village managers are required to continue to operate the tourist village amidst the existing limitations. This management training is essential to obtain so that managers gain knowledge and experience to handle this situation well and continue to prosper the residents in the tourist village.

Furthermore, Kampoeng Nopia Mino Tourism Village needs to establish a strategy to utilize its strengths to overcome threats coming from outside the tourist village. This strategy called the ST Strategy, namely:

- **The strategy of creating innovations at Nopia Mino**

One of the reasons for the sustainability of tourism villages is the innovations provided by the managers and entrepreneurs to attract visitors. The strategy that a tourist village can do is to create Nopia Mino with different flavours. The Covid-19 pandemic makes people care about their health, one of which is consuming foods that positively impact the body and increase body immunity. Ginger is one of the original Indonesian spices with many properties, namely warming the body and increasing body immunity. Therefore, entrepreneurs have innovations to create ginger-flavoured nopia mino. This effectively attracts consumers and visitors to buy so that entrepreneurs can survive and earn income amid the Covid-19 pandemic that has hit.

- **The strategy of providing standardized socialization for making Nopia Mino**

Kampoeng Nopia Mino Tourism Village has an innovative and cooperative leader. This can be used to collaborate among Nopia Mino makers to determine the price of Nopia Mino so that it fits the market and does not kill other Nopia Mino entrepreneurs. Besides, cooperation is also carried out with suppliers of raw materials to get prices that follow the capabilities of entrepreneurs but still have good quality. This is done so that the manufacture of Nopia Mino remains following the standardization of Nopia Mino since the past so that the quality provided is guaranteed both in terms of taste, cleanliness and safety of consumption.

Finally, the strategy carried out by the Kampoeng Nopia Mino Tourism Village to minimize its weaknesses and avoid threats that come from outside is called the WT strategy, namely:

- **The regeneration strategy of the Nopia Mino entrepreneur**

Regeneration needs to be carried out by entrepreneurs in tourist villages because tourism villages have limited human resources, both entrepreneurs and managers. The existence of renewal can reduce labour limitations, especially during the Covid-19 pandemic. The next generation who come from children or families will at least minimize expenses for labour and

minimise contact with other people in the tourist village so that the security of the tourist village is more guaranteed and does not increase the expenditure on delivery.

5. Conclusion

Kampoeng Nopia Mino Tourism Village is unique in that there are many nopia mino makers, as well as three-dimensional painting selfie tours and ornamental plant tours. This makes the tourist village crowded with visitors both from within and outside the country. The existence of the Covid-19 pandemic changed the situation in the tourist village, the tourist village became empty of visitors, production decreased, and income fell. Therefore, by using SWOT analysis, seven strategies can be applied by tourism villages in order to improve the sustainability of tourism villages in this new normal era.

References

- Ardabili, F. S., Rasouli, E. H., Daryani, S. M., Molaie, M., & Sharegi, B. (2011). The role of food and culinary condition in tourism industry. *Middle-East Journal of Scientific Research*, 9(6), 826-833.
- Houben, G., Lenie, K., & Vanhoof, K. (1999). A knowledge-based SWOT-analysis system as an instrument for strategic planning in small and medium sized enterprises. *Decision support systems*, 26(2), 125-135.
- Jackson, S. E., Joshi, A., & Erhardt, N. L. (2003). Recent research on team and organizational diversity: SWOT analysis and implications. *Journal of management*, 29(6), 801-830.
- Rangkuti, F. (1998). *Analisis SWOT teknik membedah kasus bisnis*. Gramedia Pustaka Utama.
- Statistik, B. P. (2019). Pertumbuhan Ekonomi Indonesia Triwulan II-2013. *Jakarta (ID)*. Badan Pusat Statistik.
- Suhalim, S. (2015). Aplikasi metode analisis SWOT untuk merumuskan strategi bersaing pada PT Berkat Karya Lestari. *Agora*, 3(2), 392-399.
- Sun, H., Pofoura, A. K., Mensah, I. A., Li, L., & Mohsin, M. (2020). The role of environmental entrepreneurship for sustainable development: evidence from 35 countries in Sub-Saharan Africa. *Science of the Total Environment*, 741, 140132.
- Turker, N., Alaeddinoglu, F., & Can, A. S. (2016, July). The role of stakeholders in sustainable tourism development in Safranbolu, Turkey. In *2016 International Conference on Hospitality, Leisure, Sports, and Tourism* (pp. 415-426). Chiba Institute of Technology.