



STRATEGY FOR THE DEVELOPMENT OF DERMAJI VILLAGE TOURISM: BUILDING COMPETITIVENESS IN RURAL TOURISM IN THE POST- PANDEMIC ERA

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ABSTRACT

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This research aims to identify the tourism potential and formulate competitive rural tourism development strategies in Dermaji Village, Lumbir District, Banyumas Regency, Central Java. The study employs a qualitative descriptive approach using an exploratory case study. Primary data were obtained through in-depth field observations and interviews with key informants, while secondary data were sourced from literature reviews and documentation. The research utilized the analysis of 11 tourism components, modified from various experts, CHSE analysis, government work programs, market preferences, and SWOT analysis, including SWOT Matrix. The findings reveal significant potential and 15 main strategies for developing Dermaji Village into a competitive rural tourism

destination. The village has already undertaken initiatives such as collaborating with Perum Perhutani and local community efforts to create unique rural tourism destinations. Active and adaptive strategies are required to develop Dermaji Village into a competitive rural tourism destination with unique offerings in Banyumas Regency, considering both micro and macro perspectives.

Keywords: Competitive Development Strategies; Rural Tourism; SWOT Analysis; Dermaji Village; Tourism Potential

INTRODUCTION

The tourism sector in Indonesia has become an integral part of national development and is even designated as one of the priority programs in economic development by the government. In 2016, Indonesia's tourism sector was recorded as the second-largest contributor to foreign exchange after the oil and gas sector, reflecting the significant contribution of tourism to the country's economy. (Soeswoyo & Rahardjo, 2018). However, since the Covid-19 pandemic began to hit Indonesia in March 2020, this sector has faced a severe blow that has significantly impacted economic growth, health, and social life. The tourism sector is predicted to be the last to recover post-pandemic, considering the strict travel restrictions and



recommendations to implement social distancing and avoid crowds in order to break the chain of Covid-19 transmission. (Dewanti & Diana, 2022).

The pandemic has also changed the habits and behavior patterns of society, which is now more concerned about health and more selective in choosing food, socializing, and deciding on tourist destinations. For most people, regular villages and tourist villages are starting to be seen as safer alternative destinations during this pandemic. The appeal of natural tourist attractions such as mountains, rice fields, and plantations that offer fresh air and are free from pollution, along with the vast village areas that allow for the management of visitor density, becomes the main attraction (Nurhidayati, 2023). Rural tourism, according to the Indonesian Minister of Tourism and Creative Economy, has become a global trend as it offers a more authentic experience for travelers to learn about local culture in a more natural, clean, and healthy environment. (Gual, 2023).

However, to ensure that tourism activities can be conducted safely, special efforts are required. The Indonesian government, through the Ministry of Tourism and Creative Economy, has issued health protocol guidelines based on Cleanliness, Health, Safety, and Environmental Sustainability (CHSE). These guidelines are designed to be implemented across various tourist destinations, ranging from tourist attractions to supporting facilities such as restaurants, hotels, homestays, shopping centers, creative economy businesses, and tourism transportation. (Selvia et al., 2023). The goal is to enhance visitors' trust in the guarantees of cleanliness, health, safety, and environmental sustainability, as well as to maintain the reputation and credibility of tourist destinations in the eyes of the public (Sari, 2023).

The development of tourist villages has become one of the strategies relied upon for equitable development at the village level, which is expected to enhance the economy of the community, encourage environmental preservation, and maintain local wisdom. The United Nations World Tourism Organization (UNWTO) also encourages Indonesia to maximize the potential of village-based tourism as one way to achieve sustainable development. (Kasim et al., 2020). The Indonesian government, through the Ministry of Tourism and Creative Economy in collaboration with the Ministry of Villages and the Ministry of Cooperatives and Small and Medium Enterprises, aims to achieve 2,000 tourist villages across Indonesia by 2020, with 244 tourist villages categorized as Independent Tourist Villages by 2024 (Salsabila, 2023).

Tourist villages are a form of community-based tourism that is more sustainable, as they emphasize the active involvement of local communities in their development. According to Buhalis (2000), there are six main components of tourism known as the 6As, which are attractions, amenities, accessibility, activities, available tour packages, and supporting services. (Annas, 2023). Priharti (2023) adds that the development of tourist villages also depends on the potential and appeal of products, human resources, community motivation, infrastructure and facilities, supporting tourism amenities, institutions, and land availability.

Although the concept of community-based tourism emphasizes the active role and ownership of local communities, some studies suggest that collaboration with private business partners can yield more successful outcomes (Anak Agung Istri Manik Warmadewi, 2023; Suharto, 2019). A macro business perspective is also

necessary to create a competitive tourist destination, which involves collaboration among all stakeholders with a focus on mutual benefits. (Fitria et al., 2022; I Gusti Ayu Eka Suwintari et al., 2023).

The village of Dermaji, located in the Lumbar District of Banyumas Regency, is one of the villages with great potential to be developed as a tourist destination. Around this village, there are several local tourist destinations such as Wana Suta Tourism and the Igir Rice Field Complex. Wana Suta Tourism, developed with funds from the village government and local donors, is a unique tourist destination. However, the management of this destination has not been optimal due to the limitations in knowledge and the community's ability to understand and develop the existing potential. (Tjitrawati et al., 2022).

Several previous studies have examined tourism village development strategies using SWOT analysis (Strength, Weakness, Opportunity, and Threat). For example, the formulation of development strategies for the Tritik Tourism Village in Nganjuk Regency is based on SWOT analysis. (Dewi, 2022), Optimization of tourism potential in Laksana Village through training in creating tour packages (Priharti, 2023), and a study on the development of the potential of Beraban Village as a tourist attraction in Selemadeg Timur District, Tabanan Regency (Astuti et al., 2020). These studies show that SWOT analysis can be used to identify the potential and challenges faced, as well as to formulate effective development strategies.

This research aims to formulate appropriate development strategies for Dermaji Village to become a competitive tourist destination, using SWOT analysis based on the identification of 11 tourism components and three additional components, namely CHSE, local government work programs (PROKER), and market preferences (Andayani et al., 2017). The results of this research are expected to serve as a valuable reference in the effort to develop sustainable tourist villages, taking into account economic, social, cultural, and environmental aspects (Wahyuningsih & Pradana, 2021), as well as the importance of government support in the development process.

METHOD

This research is a qualitative descriptive study with an exploratory case study approach, aimed at providing an in-depth description of the condition of Dermaji Village as the research subject. This research focuses on the search for relevant data to understand the issues faced in the development of the village tourism. Data was collected from early to mid-2023 through various techniques, including in-depth field observations, data documentation, literature studies, and interviews with informants who have knowledge and direct involvement in the development of tourist villages.

The informants in this research include the Village Head, Village Secretary, Chairperson of the Tourism Awareness Group (Pokdarwis), homestay owners, local residents, and academics involved in the management and development of the tourism potential of Dermaji Village. Primary data was obtained from direct field observations and interviews with informants, while secondary data was collected from literature studies and available village documentation. Field observations were conducted to obtain a clear picture of the physical conditions of the village,

tourism potential, and the challenges faced in tourism management. Meanwhile, in-depth interviews were conducted to uncover the views and experiences of the informants regarding the development of tourist villages.

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The data analysis techniques in this research were carried out in two main stages. The first stage involves the analysis of identifying 11 components of tourism developed from the theories of Buhalis (2000) and Utomo & Satriawan (2018). These components include attractions, activities, accessibility, amenities, availability of tour packages, supporting services, human resources, community participation, land, the tourism industry, and marketing. In addition, this analysis also includes additional components such as the CHSE program (Cleanliness, Health, Safety, and Environmental Sustainability), regional government work programs (PROKER), and tourist preferences. The results of this tourism potential identification are then used as a basis for further analysis (Darubekti, 2023; Kabes et al., 2022).

The second stage is the SWOT analysis and SWOT matrix. This SWOT analysis aims to identify the strengths, weaknesses, opportunities, and threats faced by Dermaji Village in its tourism development. The strategies generated from this SWOT analysis are based on the assumption that effective strategies will be able to optimize the advantages possessed by Dermaji Village and take advantage of existing opportunities, while also addressing weaknesses and minimizing threats. The SWOT matrix is used to formulate appropriate development strategies, which include S-O (Strength-Opportunity) strategies to optimize strengths and opportunities, W-O (Weakness-Opportunity) strategies to improve weaknesses by leveraging opportunities, S-T (Strength-Threat) strategies to tackle threats by utilizing strengths, and W-T (Weakness-Threat) strategies to minimize weaknesses and anticipate existing threats.

RESULTS AND DISCUSSION

Based on research and data obtained from the official site www.dermaji.desa.id, Dermaji Village is part of the Lumbar District, located in the far western part of Banyumas Regency. This village is located about 55 km from the district capital of Purwokerto and 5 km from the sub-district government center. With an area of 1,302 hectares, this village consists of 2 hamlets, 7 community units, and 41 neighborhood units. Dermaji village has a land composition that consists of 39% pine forest, 26% residential areas, and 35% rice fields and plantations. The population of the village in 2023 was recorded at 6,001 people, with the majority of residents having a relatively low level of education: 47.2% graduated from elementary school, 20.2% have not attended school, 16.1% completed junior high school, 6.4% graduated from high school, 1.1% hold a bachelor's degree, and only one person has a master's degree, namely the village head, Bayu Setyo Nugroho, S.Sos., M.Si.

The village of Dermaji has two main tourist destinations, namely Wanasuta Nature Tourism and Naladipa Museum. Wanasuta Nature Tourism was established in a pine forest area and was inaugurated in 2021. This destination offers various facilities such as a children's playground, a selfie deck, a tree house, a gazebo, and Wana Suta waterfall, as well as plans for the development of a camping ground and outbound activities. Naladipa Museum, inaugurated in 2013, serves as a means of historical documentation and a public learning space to preserve local wisdom. This museum has a collection of around 80 items, ranging from traditional agricultural tools to household items and memorabilia.

However, the Covid-19 pandemic and the emergence of new competitors have led to a decline in tourist visits to Dermaji Village. According to the head of Pokdarwis, neighboring villages have more famous tourist destinations, most of which are managed by private entities. Although the people of Dermaji Village hope that tourists will also come to their village to support local economic development, the management of the Wanasuta tourist destination, which has collaborated with PT Perhutani, has not yet shown optimal results.

The development of tourist villages in Banyumas Regency has encompassed around 21 tourist villages, with 4 of them being newly established pilot tourist villages. However, not all tourist villages succeed in developing into Independent Tourist Villages. Many tourist villages have been established but have not been optimally developed and do not yet have distinctive highlighted potentials. In addition, many human resources in these villages, including Dermaji Village, do not yet fully understand the development direction that aligns with market preferences, even though various training sessions have been provided by academics, the Department of Youth, Sports, and Tourism, and the Ministry of Tourism and Creative Economy.

Here are the results of the identification of tourism potential in Dermaji Village presented in Table 1:

Table 1. Identification of Tourism Potential in Dermaji Village

No	Tourism Component	Tourism Potential
1	Attractions	Wana Suta Nature Tourism, Wanasuta Waterfall, Etawa Goat Farm, Natural Scenery in the Igir Rice Field Complex, Friendly and Safe Local Residents
2	Activities	Visit the Etawa Goat Farm and feed the goats, explore the rice fields, explore the waterfall, visit the local culinary home industry, enjoy the night gamelan, dance with the village children, visit the Wanasuta pine forest
3	Accessibility	Paved road between villages, 1.5 hours from the village to the city of Purwokerto, road signs, electricity, street lighting
4	Amenities	5 units of resident homestays, village hall (tourist stop), prayer room, riverside gazebo, public toilets, local stalls and shops
5	Ancillary Services	Pokdarwis Wana Kahuripan, BUM Desa Aji Mandiri, Livestock Group, Dharma Satya Community Information Group, Farmer Group, PKK Mothers Association, Village Hansip
6	Available Tour Packages	2D1N Tour Package has just been tested and has not been commercialized
7	Human Resources	Pokdarwis Wana Kahuripan, Colossal Dancers Group (children), Livestock group, group Farmers, Dharma Satya Community Information Group
8	Local Community Participation	Pokdarwis, PKK, Livestock Group, Dharma Satya Community Information Group, Dance and gamelan group
9	Village Land	Land owned by the village and used for public facilities or public interests
10	Tourism Industry	There are already homestay accommodations, local tourist destinations Wana Suta and Naladipa Museum, there are no local tour agencies that manage tour packages
11	Marketing	Lack of promotion of Dermaji village both offline and online, human resources have not mastered good marketing management
12	CHSE (Clean, Health, Safety, and Environment)	CHSE signs and posters are already there, each homestay has a clean sink and toilet, the village hall already has a sink and public toilet
13	Village Government Work Programs	There has been no promotion integrated with the surrounding area and local government
14	Market Preferences	The development of pine forest attraction trends for millennial and Gen Z tourists has not been maximized (can be used for pre-wedding photos, camping ground, modern outbound, sport tourism)

Resource: Data Primer 2023

The village of Dermaji has various interesting natural attractions, but it still faces challenges in terms of marketing, facilities, and community involvement in tourism management. The SWOT analysis conducted shows that although this village has strong potential for natural and cultural tourism, weaknesses in infrastructure and marketing must be addressed promptly.

Table 2. SWOT Analysis of Dermaji Village

Factor	Strengths	Weaknesses
Internal	1. Potential natural tourism attractions: Wana Suta, the "Igir" rice field complex	1. The attraction of unique and cultural traditions that have yet to be explored and packaged as tourist attractions.
	2. Potential artificial and cultural tourism attractions: Naladipa Museum,	2. Infrastructure is still not optimal and modern, and internet signal is still difficult to access.

gamelan performance/kolossal dance at Purwa Budaya Art Studio	
3. Tourism activities: waterfall exploration, rice field trekking, playground & selfie spot at Wanasuta, village culinary experiences	3. There are no standout authentic food and beverage offerings.
4. Pokdarwis and other groups are enthusiastic about developing Dermaji village into a tourist village.	4. There are no public facilities such as standard international sitting toilets, and CHSE cleanliness facilities are not widely available.
5. The participation of the villagers can be seen from the lively contestants at the 2023 Dermaji Goat Festival.	5. The awareness of tourism among residents has not yet spread widely.
	6. Residents do not fully master good tourism marketing strategies and have limited knowledge of tourist villages.
	7. Tour packages are still very limited and lack variety.

Factor	Opportunities	Threats
External	1. Market potential for special interest tourists	1. Competitors from neighboring tourist villages
	2. The village is surrounded by pine forest areas and terraced complexes leading to the entrance gate of the village	2. Access from Purwokerto city is still quite far and the road conditions are not good
	3. Growth of digital information technology	3. Lack of young human resource regeneration
	4. The village head has connections with prominent figures in Banyumas regency and academics	4. Village political dynamics
	5. The villagers are friendly and welcoming to tourists	5. Tourism trends that continue to change with the times

Resource: Data Primer 2023

This SWOT analysis shows that Dermaji Village has strengths in the form of natural and cultural tourism potential, as well as good community participation. However, the village still has weaknesses in terms of infrastructure, tourism awareness, and marketing. The opportunities available to Dermaji Village include a large market potential, especially for niche tourists, and support from digital information technology. However, the village also faces threats from competing tourist villages, limited accessibility, and rapidly changing tourism trends.

Based on the results of this analysis, the development strategy for Dermaji Village can be formulated as follows:

S-O Strategy (Strengths-Opportunities): Develop a tourism village through the diversification of nature and culture-based tourism products, as well as utilizing digital information technology to expand the market.

W-O Strategy (Weaknesses-Opportunities): Improve weaknesses in infrastructure and tourism facilities by leveraging opportunities for collaboration with the government and private sector, and enhance community involvement in managing the tourism village.

S-T Strategy (Strengths-Threats): Maximize the potential of natural and cultural tourism to face competitors and maintain tourist appeal through tourism product innovation.

W-T Strategy (Weaknesses-Threats): Develop training programs and capacity building for the community in tourism management and marketing to reduce internal weaknesses and anticipate external threats.

These strategies are expected to optimize the potential of Dermaji Village and address various existing challenges, so that this village can develop into a competitive and sustainable rural tourism destination.

CONCLUSION

The village of Dermaji has great potential to develop as a tourist destination with its unique natural and cultural attractions. Natural attractions like Wanasuta and the Naladipa Museum are key assets that can be further developed. Nevertheless, this village still faces a number of challenges, including limited infrastructure, a lack of effective marketing strategies, and suboptimal community involvement in tourism management.

The SWOT analysis conducted shows that in order to make Dermaji Village a competitive and sustainable tourist destination, appropriate strategies are needed. The S-O (Strength-Opportunity) strategy emphasizes the utilization of existing natural and cultural tourism potential, as well as strengthening promotion through digital information technology. The W-O (Weakness-Opportunity) strategy focuses on improving tourism infrastructure and facilities with support from government and private partnerships, as well as enhancing the capacity of local human resources. The S-T (Strength-Threat) strategy highlights the innovation of tourism products to face competition from other tourist villages, while the W-T (Weakness-Threat) strategy aims to reduce internal weaknesses and anticipate external threats through training and community capacity development.

With the implementation of these strategies, Dermaji Village has the potential to become a rural tourism destination that can attract tourists, enhance the welfare of the community, and preserve local wisdom as well as its natural environment.

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