

DPMD STRATEGIC PLANNING IN KARAWANG TOURISM DEVELOPMENT USING SWOT ANALYSIS (Case Study of Mekarbuana Village)

¹Melvinda okta windiniasti ²dexi triadinda³Dini yani

Management Study Program, Faculty of Economics and Business, Buana Perjuangan
Karawang University

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E-mail:

Mn18.melvindawindiniasti@mhs.ubpkarawang.ac.id1
dexidinda@ubpkarawang.ac.id2
diniyani@ubpkarawang.ac.id³

ABSTRACT

Mekarbuana Village Karawang which has various tourist destinations including Curug Bandung, Curug Cigeuntis, Mount Sanggabuana, Tourist Village, Bridge of Love, and Empang Sari. This village is also included in the Government's program as an EMAS Village (Entrepreneur, Independent, Fair and Prosperous) in addition to tourism, there are abundant natural resources. This study categorizes the data through a study of literature and information from the local village head with a SWOT analysis.

With this categorization, the strengths and weaknesses of Mekarbuana Village, opportunities and risks in terms of tourism development are discussed. The results of the study show that the tourism development of Mekarbuana Karawang Village has various tourism potentials and is rich in natural resources with the need to pay attention to the assistance and empowerment of the local community for the purpose of tourism development. Another thing that must be considered is public facilities and infrastructure such as road access, waste management, and cleanliness. The marketing aspect is very important by showing the various potentials it has.

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1. INTRODUCTION

Tourism in each area can be done with the availability of tourist facilities and attractions to support tourists, in carrying out their travel activities there needs to be stimuli or interesting and common things that are often called tourist attractions (*tourism attractions, tourist attractions*) owned by the tourist area, both business interests and as a cruise place, for example tropical climate, conducive to investment or other activities (ketut suwena & gusti ngurah widyatmaja 2017).

Tourism areas are certainly inseparable from the role of the community which is necessary in terms of approach to placing the community as part of tourism products in *community-based development* with the future goal of realizing economic empowerment and supporting their tourism potential (Suarjo 2019).

Mekarbuana village with an area of 5.94km² with 1,336 households and a population of 4,541 with a population of 0.51% male and 0.49% female by adhering to Islam as many as 99.8% and 0.2% protestant Christianity. Mekarbuana village is located at an average altitude of 299mdpl from sea level, with a distance between the village office to the city center of 40km. according to BPS KCDA in 2020, Mekarbuana Village with the status of a village is not left behind. (KCDA tegalwaru 2020)

This village has a high tourism potential and is known for its beautiful and cool natural beauty. Mekarbuana Village has tourist destinations including The Love Bridge, Tourist Village, Empang Sari, Curug Cigeuntis, Curug Bandung, and Mount Sanggabuana. Mekarbuana Village also has the potential for agriculture, plantations and industries that are famous for their natural products such as bamboo, bananas, coffee and mangosteen which have good quality.

The potential of Mekarbuana Village from the aspect of tourist areas and natural products makes EMAS Village (Entrepreneur, Independent, Fair, and Prosperous) one of the 50 villages in West Java. EMAS Village is a government program that was initiated as a pilot village for other villages with infrastructure capacity, human resources and village regulations in tourism development.

Aspects that can support the government program include aspects of independence in natural resource management and aspects of human resource empowerment. Mekarbuana Village has not fully managed the development of village potential as from the natural results of widespread marketing has not been implemented because it is constrained in knowledge by the community, tourism potential also needs development from infrastructure. This development is intended to identify the potential and problems that exist in the village.

The tourism sector has challenges from various existing competitors or the same tourism carried out by other villages, so it is necessary to conduct a SWOT analysis which includes strengths, *weaknesses*, *Oppurtunity* (opportunities) and *threats* (threats). ASWOT nasis is used to describe conditions and situations to provide a solution to the problem at hand. (Suwarjo 2020).

2. RESEARCH METHODS

The research uses a qualitative descriptive method by inviting MSME actors and related agencies to conduct FGD (*focus group discussions*) to identify the SWOT they are facing.

TIME AND PLACE OF RESEARCH

The time and place of the study was carried out during online practical work activities in March to May 2020. Then continued with deeper research to conduct primary data obtained through *indepth interviews*, direct observations and document i, on July 25, 2022 in Mekarbuana Village. Secondary data sources are data obtained indirectly by the object, but through other sources orally or in writing. The informants selected in this study were parties who were considered to know and understand the problems studied, including: 1) the management of mekarbuana tourism village, namely the PKK driving team led by Mrs. Etin sopiati 2) The karawang community specifically for MSME actors in Mekarbuana Village and tourism village officers, namely Mr. Sekdes, Mr. Charles, and 3) Related agencies such as bumdes, The Karang cadets of Mekarbuana Village are kang Jaya, and from the DPMD government.

RESEARCH TARGETS/SUBJECTS

The target of this study is to develop village tourism, in Mekarbuana Village, tegalwaru district, Karawang regency. Which has a cool and beautiful place and has the support of the government in the development of village tourism. The subject of the study is a person, place, or object observed in the framework of the decommissioning as a target (Dictionary Indonesian, 1989: 862). The research subjects in this paper are the people of Mekarbuana Village,

especially the tourism administrators of Mekarbuana Village, who still lack knowledge about the development of village tourism.

RESEARCH PROCEDURE

Research or research is a systematic, directed and purposeful scientific activity. This study uses procedures or stages based on the opinion of Moleong (2017: 126) stating that the research procedure has 3 stages:

1. Research site entry process
Introduced himself and asked for permission to obtain data at the place to bumdes as the administrator of the tourist village represented by Ba Pak Charles and brought a formal letter izin from the DPMD. Then peneliti explained the purpose and maskud in the study to provide trust from various parties, as well as determine the time in data collection.
2. Research location (getting along)
Conduct a search for information from various sources to complement the research and capture all the meanings of the various observed information and phenomena.
3. Data collection (data logging)
Peneliti conducts data collection in accordance with the focus of the research objectives.

DATA, INSTRUMENTS, AND DATA COLLECTION TECHNIQUES

Data collection is the main step in the study because the purpose of the study is to obtain data (Sugiyono 2016: 224), various data collection techniques including observation, interviews, and documentation but in this study used interview and documentation methods as well as *focus group discussions (FGD)*.

TECHNICAL DATA ANALYSIS

Analisis data using qualitative descriptive analysis based on data obtained byh is a collectionof information-k eterangan from various informants, the analysis was carried out to identify the development programof mekarbuana tourism village. The data obtained from the study are analyzed, described and drawn conclusions.

3. RESULTS OF RESEARCH AND DISCUSSION

A. Profile of mekarbuana tourist village

Mekarbuana Village is located at the southern end of Tegalwaru District, Karawang Regency at an altitude of 299 meters above sea level with an area of about 5.94km². bover-boundaries of Mekarbuana Village Area are:

- | | |
|----------------|-----------------------|
| North Se belah | : Wargasetra Village |
| South | : Cianjur Regency |
| West | : Bogor Regency |
| East | : Citalaksana village |

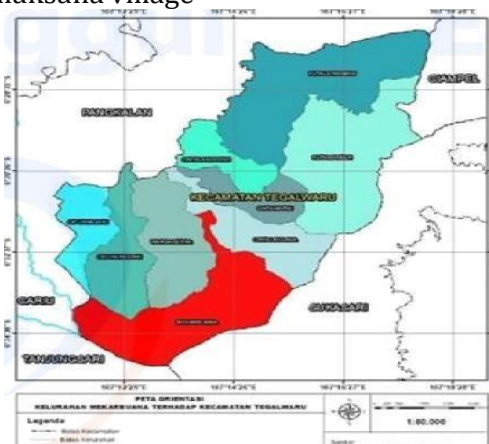


Figure 1. Map of Mekarbuana Village

With an area of 5,94km² with a total household of 1,336 and a population of 4,541 with a population of 0.51% male and 0.49% female by adhering to islam as much as 99.8% and 0.2% protestant Christianity. Mekarbuana village is located at an average altitude of 299m from sea level, with a distance between the village office to the city center of 40km. according to BPS KDA in 2020, Mekarbuana Village has the status of a village not lagging behind. (KCDTA tegalwaru 2020).

Mekarbuana Village has high tourism potential with beautiful and cool natural beauty. Mekarbuana Village has tourist destinations including The Love Bridge, Tourist Village, Empang Sari, Curug Cigeuntis, Curug Bandung, and Mount Sanggabuana. Mekarbuana Village also has the potential for agriculture, plantations and industries that are famous for their natural products such as bamboo, bananas, coffee and mangosteen which have good quality. Agricultural potential has an available rice field area of 1.1 km², in the plantation sector it has an area of 6.01 km², and an empang pond area of 0.02 km². Mekarbuana Village is one of the villages that has a forest sector with state-owned status covering an area of 10.81 ha. This has the economic potential of wood, there are 3 industries that produce wood, 3 fabric industries, and the production of woven, there are 5 industries in Mekarbuana Village.

B. SWOT Analysis of Mekarbuana Village Tourism Development

1. SWOT analysis matrix of mekarbuana tourist village

The development of tourist destinations to be in demand has challenges and obstacles in the competition for tourist attractions between villages that have almost the same or similar destinations in the Karawang Regency area is something that Mekarbuana Village must face. The efforts carried out in increasing tourist attractions in Mekarbuana Village need to be pursued using the basic strategy of SWOT analysis demganidentifying strengths, weaknesses of opportunities and *threats* (*strength, weakness, opportunity, threats*).

The SWOT analysis of Mekarbuana Village includes several aspects of economy, natural environment, and community and government support. The following is a swot matrix table of the tourist village of Mekarbuana:

1. Matrix analysis of blooming tourist villages

Table1: (matrix of internal factors)

Aspects	Strength	Weakness
Economics	<ul style="list-style-type: none"> - EMAS Village, with diverse tourist destinations including Curug bandung, Curug cigeuntis, Curug cikoleangkak, Curug ciomas, bridge of love, tourist village, Empang Sari, mount sanggabuana. - Natural products such as bamboo, bananas, hideung coffee and mangosteen which have good quality. - Tourism potential to be developed into a tourism village that develops like tourist villages in other areas. 	<ul style="list-style-type: none"> - The lack of tourist attractions from tourist attractions that are characteristic of Mekarbuana Village. - Lack of supporting facilities such as tourist maps to make it easier for tourists to visit tourist villages. - Lack of knowledge from the community, the Pkk driving team in Mekarbuana Village to develop potential.
Natural Environment	<ul style="list-style-type: none"> - The village has a beautiful and cool view and atmosphere - The springs are flowing from several points through the river. 	<ul style="list-style-type: none"> - In terms of infrastructure, it has low quality because the access to the entrance to the Mekarbuana Village tourist site is quite far from the center of Karawang regency by covering a distance of

		<p>40km, and the unavailability of public transportation to get to the location, as well as the need for widening of roads to minimize congestion during the holiday season.</p> <ul style="list-style-type: none"> - The use of flowing rivers is limited to irrigation of rice fields
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Table 2: (Matriks faktor external)

Aspects	Opportunity	Threat
Economics	<ul style="list-style-type: none"> - The development of tourism trends in villages with the natural beauty of the countryside that is still natural. - The increasing public interest in new tourist destinations that increase attractiveness is different from other destinations. - Fast-developing information technology that can be utilized for promotion. - The trend of interest in tourism is increasing among the public 	<ul style="list-style-type: none"> - There are tourist villages that have the same tourism and have existed and are in pioneering with relatively the same attraction.
Natural environment	<ul style="list-style-type: none"> - Having a natural environment that can be developed becomes a tourist attraction if it is processed properly. 	<ul style="list-style-type: none"> - Natural environment that does not support the internet network
Community and government support	<ul style="list-style-type: none"> - There is a strong push of the community to develop village tourist destinations. - There is support from the village government to related agencies for the development of tourism villages 	<ul style="list-style-type: none"> - There is still a lack of intense assistance from the government in the development of tourism in Mekarbuana Village - The general knowledge of wisata has not been understood

(source : 2020 researcher analysis)

The results of the identification of internal factors include strengths and weaknesses and external factors include opportunities and threats as the basis for the preparation of a SWOT matrix for village development, the results of the researcher's analysis after observing the natural environment of mekarbuana tourism village.

SWOT matrix analysis as the basis for the development of tourism villages is needed to support the stages of strategies and programs needed as the goals to be achieved as expected. An in-depth SWOT analysis has not been carried out by Mekarbuana Village due to limited community knowledge.

2. Strategy Analysis and Development of Wisata Mekarbuana Village

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The strategy and tourism development of Mekarbuana Village can be carried out based on a SWOT analysis matrix, the strategies developed include strategic *competition*, *strategic differentiation*, *strategic overview* and *strategic deviation* which are described as follows:

a. *Competitive strategic (SO)*

Strategic effectiveness is a strategy that has a compotential nature by limiting the opportunities that exist with the strength that is possessed, some strategies that can be developed are:

- Identifying and choosing local potentials that are considered to have high attractiveness, Mekarbuana Village has potential that can be developed among various tourist destinations and beautiful natural beauty.

b. *Strategic difersification*

Strategic difersification is the optimization of strength to minimize threats. Strategies that can be done:

- Forming a distinctive icon of Mekarbuana Village as a characteristic element of the tourist area, the distinctiveness of the attraction itself is an important thing needed to be a differentiator from other tours. Sejak was initially developed into a tourist village, Mekarbuana Village has a typical tourism with a beautiful natural atmosphere and has beautiful scenery. These distinctive icons need to be embedded in various promotions both through the website and introduction to guests visitors to the mekarbuana tourist village.

c. *Strategic overview*

This strategic aims to minimize existing weaknesses by leveraging external opportunities, strategic that can be done:

- Tourism is closely related to infrastructure and tourist services that are safe, comfortable and friendly, if a tourist attraction has an attraction without being supported by infrastructure, it will not be effective and can affect the interest in visiting for tourism. The location of the tourist village blooms, relatively far from the urban center of Karawang, several kilometers of asphalt the entrance road is hollow and very narrow if the vehicles cross path. The strategy that can be pursued is to coordinate with the government at all levels to get attention and assistance in repairing roads to the location of Mekarbuana Village, for reasons of the progress of Mekarbuana Village tourism with benefits for local governments as well as improving the economic sector for the community.

d. *Defensive strategis*

Strategic defense has the goal of reducing weaknesses by trying to avoid the threats that occur. Strategies can be done:

- maintaining the tourist image of Mekarbuana Village which is beautiful and there are many tourist destinations, as well as adding cultural aspects to create and add its own charm to Mekarbuana Village.

4. DISCUSSION

The development and development of tourism villages, especially areas and tourist attractions, generally follow the flow and cycle of tourism life, to be able to be developed and clearly known in determining development programs, marketing, and targets so that they can be determined appropriately (Rai Utama, 2017), this is related to the situation in Kerawang Regency, precisely in Mekarbuana Village which needs a new cycle to be developed its tourism potential.

The strength of Mekarbuana Village is included in the EMAS village (Entrepreneur, Independent, Fair and Prosperous) with a variety of diverse tourist destinations and rich in

natural resources, it is very potential to attract tourists to visit by paying attention to opportunities and careful planning, of course by maximizing existing opportunities by paying attention to shortcomings and threats.

The shortcomings found in this village are in supporting facilities such as damaged infrastructure and narrow roads, due to access to the village. The need to improve road widening by the local government to support transportation access aims to facilitate access and comfort for tourists who want to go to visit tourist attractions in Mekarbuana Village. As the community and the MEKARBUANA VILLAGE PKK team have very little knowledge to develop tourism potential, so assistance is needed for the development of their potential that can increase community empowerment in the economic field. Of course, marketing is very important to do by using the services of tourism travel agents who can provide benefits in terms of marketing without spending a large budget, or creating websites and social media to reach out thoroughly and provide complete information to tourists.

The opportunity of Mekarbuana Village has an attraction as a natural tourist attraction with various objects, tourism potential with a variety of destinations and is famous for the beauty of its natural beauty, new tourist destinations that increase different attractions, and the use of technology appropriately can increase tourism marketing of Mekarbuana Village.

The existing threats can be overcome by maintaining the tourist image of mekarbuana village which is beautiful and there are many tourist destinations, as well as adding cultural aspects to create and add to the unique attraction of Mekarbuana Village.

5. CONCLUSION

Tourism development in Mekarbuana Village using SWOT analysis can provide strategic direction in carrying it out. Mekarbuana Village already has various tourism potentials and is rich in natural resources with the need to provide assistance and empowerment to the local community for the purpose of developing these tourism. Based on the SWOT matrix of mekarbuana tourism villages that have been studied in depth, several strategies that can be adopted include: *Competitive strategic (SO)*, *Diferfication strategy (ST)* *Over view strategy (WO)*, and *Defensive strategy (WT)*.

Some of the strategic programs of *the competitive strategy (SO)* are to identify and select local potentials that are considered to have high attractiveness.

Diferfication strategy (ST) can be adopted in mekarbuana tourism villages including a strategic program, namely developing typical tourism icons that are different from other tourism in daerah karawang.

Over view strategy (WO) that can be carried out by tourism villages is to improve maksudus road facilities in collaboration with the government with the reason for the progress of wisata karawang village.

Defensive strategy (WT) can be overcome by maintaining the tourist image of Mekarbuana Village which is beautiful and there are many tourist destinations, as well as adding cultural aspects to create and add to the unique attraction of Mekarbuana Village.

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