

SWOT Analysis of the Development of Special Interest Tourism *Cooking Class* in Jehem Village, Bangli Regency, Bali

A.A.Ayu Suwi Arianty*, Komang Trisna Pratiwi Arcana**, Komang Ratih
Tunjungsari***

* Diploma III of Hotel Operations, **Diploma IV of Tourism Management, ***Diploma
IV of Hospitality Management, Sekolah Tinggi Pariwisata Bali Internasional

ABSTRACT

Keywords:

SWOT Analysis
Special Interests tourism
Cooking Class
Jehem Village

In addition to natural attractions that are owned, the Village of Jehem also has a unique biological village that is *biu batu*. *Biu batu* is one type of banana that has many seeds in its flesh. The development of special interest tourism in Jehem Village needs to be analyzed regarding the sustainability of tourism activities. The purpose of this paper is to be able to know the weaknesses, strengths, opportunities, and challenges for the development of Jehem Village. The benefits of this paper are expected to be able to know its development strategy in the tourism industry competition in Bali. In this study using qualitative and quantitative data. Data collection in this study uses the method of observation and documentation. Through the SWOT analysis previously discussed, it can be concluded that making management promotion on social media, especially making websites more informative.

ABSTRAK

Corresponding Author:

Email: ariantyarun@gmail.com

Selain objek wisata alam yang dimiliki, Desa Jehem juga memiliki keunikan hayati khas desa tersebut yaitu *biu batu*. *Biu batu* merupakan salah satu jenis pisang yang memiliki banyak biji di daging buahnya. Pengembangan wisata minat khusus di Desa Jehem perlu dianalisis mengenai keberlanjutan dari kegiatan wisata tersebut. Tujuan penulisan ini untuk dapat mengetahui kelemahan, kekuatan, peluang, dan tantangan bagi pengembangan Desa Jehem. Manfaat dari tulisan ini diharapkan agar dapat mengetahui strategi pengembangannya dalam persaingan industri pariwisata di Bali. Dalam penelitian ini menggunakan data kualitatif dan kuantitatif. Pengumpulan data pada penelitian ini menggunakan metode observasi dan dokumentasi. Melalui analisis SWOT yang sudah dibahas sebelumnya, maka dapat disimpulkan bahwa membuat manajemen promosi di social media khususnya pembuatan website yang lebih informative.

INTRODUCTION

Bali is one of the islands that is known for its tourism potential in foreign countries. This is evidenced by the number of foreign tourists to Bali as many as 6.070.473 in 2018, where this figure shows that 38.40% of foreign tourists who come to Indonesia visit Bali (BPS Bali Province, 2019). Attractions scattered in every district in Bali, both natural attractions, artificial tourism, and also the tourist village, each of which has its own attraction for tourists.

Special interest tourism has become the current tourism trends. The government has tried to promote tourism relate to special interest activities to attract tourists, especially foreign tourists, one of the promotions carried out at every opportunity, especially on an international scale, including the International Tourism Borse in Berlin (ITB Berlin) (KEMENPAR RI, 2012). One type of special interest tourism is the tourism village, where tourism villages have started to develop in Bali. the development of a tourism village cannot be done immediately, because many things must be prepared.

Tourist villages that are already quite well known are Penglipuran Village, Ubud Tourism Village, Celuk Tourism Village, and etc. One of the districts located in the Province of Bali is Bangli Regency. Bangli Regency is famous for its natural attractions, but only a few such as Lake Batur and orange plantations are widely scattered in the Bangli region. Talking about natural tourism owned by Bangli Regency, there are many tourist objects that no less beautiful than Batur Island, one of which is located in Jehem Village, Tembuku District. This village has a tourism object, the Jehem Village Platform or more commonly known as the Tukad Melangit Pavilion (ATM), where tourists can watch the stunning cliffs. This village has a cool climate because it is located in a mountainous area. In addition to natural attractions that are owned, the Village of Jehem also has a unique biological village that is *biu batu*. *Biu batu* is one type of banana that has many seeds in its flesh. Even though it is ripe, the banana cannot be consumed directly because of its taste. Usually, people process it before consumption, food that can be made from *biu batu* is *lawar biu batu* and *rujak biu batu*. *Lawar* and *rujak* are typical of Balinese traditional food with mixed ingredients from spices. *Lawar* is common for main dishes taste savory and while *rujak* is for appetizer or dessert because mixed fruits taste sweet and sour. In addition, there is also a tangerine typical of Jehem Village, which tastes sweet and fresh, and *jelengot* vegetables to be made vegetable dishes. Seeing this uniqueness, Jehem Village created a cooking class that utilizes ingredients that are unique to this village. Cooking class is one of the special interest tours that can provide an experience for tourists compared to just regular visits. One of the tourist attractions that develop cooking class is the Village House located in Tabanan Regency, Bali.

A. Travel Destinations

According to Kusudianto in Pitana (2009), the classification of destinations is as follows:

1. Natural resource destinations such as climate, beaches, forests.
2. Destinations for cultural resources such as historic sites, museums, theaters, and local communities.
3. Recreational facilities such as amusement parks.
4. Events such as the Bali Arts Festival, Lake Toba Party, night market and so on.

Regional tourism destinations hereinafter referred to as tourism destinations, are geographical areas within one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility and, related communities and complement each other to the realization of tourism (MENPAR RI, 2018).

B. Special Interest Tourism Interests

Special interest tourism is strongly influenced by the motivation of tourists who will travel to tourist destinations (Sugiatri, 2013). There are several criteria according to Fandeli in Sudana (2013), which can be used as guidelines in determining a form of special interest tourism, namely:

1. *Learning* , tourism which is fundamental to the element of learning.

2. *Rewarding* , tourism which includes an element of awarding.
3. *Enriching* , tourism which includes opportunities for the enrichment of knowledge between tourists and the community.
4. *Adventuring* , tourism that is designed and packaged so that adventure tourism is formed.

According to KEMENPAR RI (2012), special interest tourism is one of the types of tourist activities that are of interest to tourists. Special interest tours have very good prospects. The current tourism situation is supporting in that direction because many tourists are already saturated with common tourist objects or attractions, such as theme parks and museums, so this special interest tourism market exists and will continue to grow (Sugiarti, 2013).

The superior and quality tourist attraction is a key factor that determines the motivation of tourists to travel, as well as a fundamental reason for consideration of why someone chooses a destination (Ritchie and Crouch, 2003).

C. Sustainable Tourism

Cronin in Sharpley (2000), conceptualizes sustainable tourism development as development focused on two things,

1. Sustainable as economy tourism activities on one side.
2. Considering tourism as a broader element of sustainable development policy.

Meanwhile, according to Lane in Sharpley (2000), states that sustainable tourism is a balanced triangulation relationship between the destination areas (host areas) with their habitat and people, making holiday packages (tourism). And the tourism industry, where none of the stakeholders can damage the balance.

D. Development Strategy

Strategic planning appears and is in demand related to the increasingly limited internal organizational resources and the many external challenges that are influenced by the performance and role of the organization (Baiquni, 2004).

To be able to increase tourism potential, what needs to be done is to plan tourism development so that it can be better than before. According to McIntyre in Hidayat (2011), three main principles in sustainability development:

1. Ecological Sustainability, namely ensuring that development is carried out considering the ecological, biological and diversity of existing ecological resources.
2. Social and Cultural Sustainability, namely ensuring that the development carried out has a positive impact on the lives of surrounding communities and is in balance with the culture and values that apply to the community.
3. Economic Sustainability, namely ensuring that the development carried out is economically efficient and that the resources used can last for future needs.

The development of special interest tourism in Jehem Village needs to be analyzed regarding the sustainability of tourism activities. The author uses the SWOT analysis in answering the formulation of the problem, "What is the strategy for developing a special interest in cooking class tourism in Jehem Village, Tembuku District, Bangli Regency through SWOT analysis?". The purpose of this paper is to be able to know the weaknesses,

strengths, opportunities, and challenges for the development of the Village of Jehem. The benefits of this paper are expected to be able to know its development strategy in the tourism industry competition in Bali.

METHODS

The SWOT analysis is an assessment of the strengths (strengths), weaknesses (weaknesses), opportunities (opportunities) and threats (threats) of a company (Kotler and Armstrong, 2008). The SWOT analysis can be applied in determining the objectives of marketing management strategies, can be stated before determining the marketing objectives to be achieved should the company analyze:

1. Strengths and weaknesses

Every company has certain strengths and weaknesses, company strengths can be a supporter of achieving business goals. While the company's weaknesses can become obstacles.

2. Business opportunities

A wide variety of growth or change people's lives inside and abroad often provide opportunities of business (*business opportunities*) that promise to firm-perusahaan observant and able to capture these opportunities.

3. Various kinds of obstacles

The development of an unfavorable business environment (for example the monetary economic crisis, government budget deficits) can be a threat (threats). (Jayanti, 2011).

One of the tools used to compile the company's strategic factors is the SWOT matrix.

Table.1 SWOT Matrix

IFAS	STRENGTHS (S) Determine 5-10 internal strength factors	WEAKNESSES (W) Determine 5-10 internal weakness factors
EFAS		
OPPORTUNITIES (O) Determine 5-10 external opportunity factors	SO STRATEGY Create strategies that use power to take advantage of opportunities	WO STRATEGY Create strategies that minimize weaknesses to take advantage of opportunities
THREATS (T) Determine 5-10 external threat factors	ST. STRATEGY Create strategies that use power to overcome threats	WT STRATEGY Create strategies that minimize weaknesses and avoid threats

Source: Rangkuti (2006)

1. SO Strategy

This strategy is based on the mindset of the company, which uses all the power to seize and take advantage of opportunities as much as possible.

2. ST Strategy

This strategy is a strategy in using the strength of the company to overcome threats.

3. WO Strategy

This strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses.

4. WT Strategy

This strategy is based on defensive activities and seeks to minimize existing weaknesses and avoid threats.

Below are presented systematic efforts to be used as material to describe the conditions encountered:

1. *Strengths* (Strength)

It is something that has been the main force (internal-something that can be directly influenced) from the past until now.

2. *weaknesses* (Weakness)

It is something that has become a major internal (internal) past and present.

3. *Opportunities* (Opportunity)

There are various potentials that can be exploited to affect the expected achievements of the people.

4. *Treats* (Threats)

Cited as something that can limit/frustrate the achievement of (external) targets that are set but have never happened and cannot be directly affected (Jazuli, 2016).

RESULTS AND DISCUSSION

Jehem Village

Jehem Village is a village located in Tembuku District, Bangli Regency, Bali Province, Indonesia. This village is famous as a handicraft center of sanggah (family temple / house in Balinese Hinduism. The village has an area of 9.00 km², with a population of 7,354 inhabitants. At present there is no official website specifically for Jehem Village, the website that can be visited is <https://tembuku.banglikab.go.id>, this website contains information about villages in Tembuku District, one of them is Jehem Village.

Description of Jehem Village Pavilion / Tukad Melangit Pavilion

Information about attractions in the village of Jehem can be published on a personal website on an internet search. One of the attractions that are developing in the Jehem Village is the Jehem Village Pavilion, or better known as the *Anjungan Tukad Melangit* (ATM), a platform that offers the beauty of a green valley and is a photo spot that is suitable for millennials. The word *tukad* in this paper means river in Balinese language. ATM attractions are designed ideally for taking pictures. The location of this ATM is located in the Antugan hamlet, Desar Jehem, Kec.Tembuku, Kab. Standing on this platform, visitors can see the beauty of the Tukad Melangit green valley and the surrounding hills and green trees. This pavilion is built on a fairly steep cliff, made from wooden slats and bamboo sticks which are used as a safety wall. This bridge can only accommodate a maximum of 5 people for safety reasons, so when visitors want to take pictures they must be willing to queue when it is crowded. For visitors who are waiting their turn to take pictures on the bridge can wait at the post or a small hut that is there, but

also can play swings available in the area of this attraction. Gazebo and seating to relax also provided here and there are several stalls if visitors want to buy food and drinks. ATM is open daily from 08:00 - 17.00 pm.

The distance from Denpasar to the Tukad Melangit Pavilion is about 50 km, and about 10 km north of the city of Bangli. For parking facilities, if you bring a car, visitors can park near the highway and walk along the footpath about 50 meters, if you bring a motorcycle, visitors can park directly at the location of the tourist attraction. The price of admission to the Tukad Melangit Pavilion is Rp. 10,000 (adults) and 5,000 (children). As for parking for free vehicles.

Green Valley is located not far from the Tukad Melangit Pavilion. The tourist experience that can be obtained in this place is not much different from the Tukad Melangit Pavilion, but the photo spots offered are more varied, one of which is a multi-story platform. The multilevel selfie platform is built on twin trees that are located side by side. There are also sunflower photo spots, beautiful flower aisles, and so on. For admission fees are 10,000 per person. Getting to this location takes approximately 45 minutes from Denpasar City, while from Bangli City it is 10km.

Cooking Class of Jehem Village

The Cooking Class held in Jehem Village is very interesting because tourists can take the ingredients directly. Besides, the cooked menus are special menus from Jehem Village. For the price of cooking this class is 350,000 per person. Since then, it is found there are no promotional media used yet so a social media account needs to be created for the manager to be better known to tourists. After taking the ingredients directly, tourists can immediately practice the cooking process accompanied by the manager.

SWOT Analysis

The SWOT analysis has points that are Strength (S) or strengths, Weakness (W) or weaknesses, Opportunities (O) or opportunities, and Threats (T) or threats. Here is an analysis that the author did as follows:

1. Strength (S)

- It gives an extreme experience to take pictures on steep cliffs.
- It Has natural scenery.
- Adequate parking and parking access.
- The price of admission is relatively affordable.
- Supporting facilities such as gazebos, swings, and stalls around the tourist attraction area.

2. Weakness (W)

- The cost of cooking class is relatively expensive for domestic tourists.
- Lack of promotion on websites and social media.
- The safety of visitors has not been given much attention given that this platform is quite dangerous.
- The tourism management system is still not optimal.
- Not yet popular among foreign tourists.
- There are no other attractions offered besides taking pictures.
- The need for English language training for the local community.

3. Opportunities (O)

- Special interests tourism is becoming a trend in Bali.
- It can be a tourist icon in Tembuku District.
- Being an extreme tourist destination for tourists who like to take pictures above heights
- Increase the number of tourist visits to the Bangli area.
- Enhancing revenue Jhem Village.
- Tangerines in the village of Jhem can be used as products that can be marketed such as souvenirs or souvenirs typical of Jhem and made of tangerine jam.

4. Threat (T)

- During the rainy season, the number of visitors must decrease because this attraction is in the open.
- The structure of this platform is not entirely safe because it is made of wood and bamboo.
- The appearance of a kind of bridge attraction.
- Competition with other villages in the development of attractions to take pictures.
- Landslides that may occur on this cliff.

After the SWOT points are determined, the authors determine the strategies analyzed according to the SWOT analysis above.

1. SO Strategy

- Increasing promotional activities for special interest tourism taking pictures among millennials.
- The government can officially make ATM as a tourism icon Tembuku which contributed by its promising natural potential.
- Directions to the attraction are made easier.
- With affordable ticket prices that can attract tourists, indirectly also increase the number of tourists visiting Bangli.
- With the supporting facilities, the level of comfort of visitors will increase and if it gets good reviews from visitors it will attract other tourists to visit, thus the revenue from the entrance ticket will also increase.

2. ST Strategy

- As a tourist attraction to take pictures, it should be supported by good weather, to anticipate during the rainy season alternative activities can be made that are indoor.
- Because standing on top of a steep cliff, it needs to do maintenance on the bridge structure periodically.
- While maintaining the quality of access roads to objects and adequate parking.
- While maintaining the stability of the price of admission, if there are competitors, the Tukad Melangit Pavilion remains a tourist choice.

- Add other facilities related to the anticipation of landslides natural disasters.

3. WO Strategy

- The government made an official website that contained information about Jehem Village and tourist attractions in this village.
- If you want to make this ATM as a tourist attraction icon, of course, many things must be considered, one of which is the level of safety and feasibility of the tourist attraction.
- Creating a more optimal management system and involving the surrounding community.
- Not only has the number of local tourist visits increased, but also the number of foreign tourist arrivals.
- If you want to increase revenue, you must make other attractions at this ATM attraction other than just to take pictures.

4. WT Strategy

- Promotions can be increased in the summer, because if the rainy season, this attraction can not be used for photos.
- It can make the structure of the platform more permanent under the wood so it is safer for visitors.
- The management system that has not been maximized can be a threat if there are similar attractions that appear.
- Foreign tourists should get to know Tukad Melangit Pavilion as an extreme tourist attraction to take pictures in Bangli Regency before other villages build similar attractions.
- Build other attractions in a safer place than on a cliff.

According to Fandeli in Sudana (2013), there are several criteria can be used as a guideline in establishing a form of special interest tourism, namely Learning, Rewarding, Enriching, and Adventuring. Based on the description above, it can be explained the criteria in Jehem Village, namely:

Learning = the existence of cooking class activities will certainly provide learning for tourists, especially in the field of cooking.

Rewarding = as a form of appreciation given to tourists is by giving a cooking class certificate.

Enriching = in addition to knowledge of tourists, the public will also get more knowledge where the community able to manage the tourism potentials of the region.

Adventuring = tourist attraction located very close to nature will certainly provide an adventure experience for tourists. Attractions in the village of Jehem such as the Tukad Melangit Pavilion and Green Valley have been able to give the impression of adventure for visitors.

CONCLUSION

Through the SWOT analysis discussed earlier, it can be concluded that the important points of the development of special interest tourism from Jehem Village are as follows:

1. Make promotion management on social media especially making websites more informative.
2. Supervise the security of the bridge.
3. Make other attractions besides taking pictures.
4. The natural potential possessed by Jehem Village is huge.

ACKNOWLEDGEMENTS

This research was supported by Sekolah Tinggi Pariwisata Bali Internasional. We thank our colleagues from the research center who provided insight and expertise that greatly assisted the research, although any errors are our own and should not tarnish the reputations of these persons.

REFERENCES

- Badan Pusat Statistik Provinsi Bali. 2019. Jumlah Wisatawan Asing ke Indonesia dan Bali, 1969-2018. www.bali.bps.go.id diakses 05 November 2019.
- Baiquni. M. 2004. Manajemen Strategis. Buku Ajar Pusat Studi Kajian Pariwisata Sekolah Pascasarjana Universitas Gajah Mada.
- Eka. Siskawati. 2018. Exploratory Analysis Vs Explanatory Analysis Dalam Penelitian Kualitatif. www.ekasiskawati.com diakses 07 November 2019
- Hidayat. Marceilla. 2011. Strategi Perencanaan dan Pengembangan Objek Wisata (Studi Kasus Pantai Pangandaran Kabupaten Ciamis Jawa Barat). *Tourism and Hospitality Essentials (THE) Journal*. Bandung.
- Jayanti. Dewi. 2011. Analisis SWOT Sebagai Strategi Meningkatkan Daya Saing Pada Hotel Cherry Pink KH.Wahid Hasyim Meda. Skripsi Universitas Sumatera Utara.
- Jazuli. Syauqi. 2016. Analisis SWOT Strategi Pemasaran Produk Pembiayaan Pada BMT EL-SYIFA Cianjur. Skripsi Universitas Islam Negeri Syarif Hidayatullah. Jakarta.
- Kementrian Pawirisata Republik Indonesia. 2012. Wisata Minat Khusus Memiliki Potensi Untuk Tingkatkan Jumlah Wisatawan. [www. Kemenpar.go.id](http://www.Kemenpar.go.id) diakses 05 November 2019.
- Kotler. Philip dan Gary Armstrong. 2008. Prinsip-Prinsip Pemasaran Jilid 1. Jakarta: Erlangga.
- Peraturan Menteri Pariwisata Republik Indonesia. 2018. Petunjuk Operasional Pengelola Dana Alokasi Khusus Fisik Bidang Pariwisata. www.dpkg.kemenkeu.go.id diakses 05 November 2019.
- Pitana. I. (2009). Pengantar Ilmu Pariwisata. Yogyakarta: Andi.
- Pratiwi. Ni Komang Onik. 2017. Analisis SWOT Untuk Meningkatkan Kunjungan Wisata Di Objek Wisata Goa Gajah Desa Bedulu, Kecamatan Blahbatuh, Kabupaten Gianyar Tahun 2017. *Jurnal Pendidikan Ekonomi Undiksha*. Singaraja
- Rangkuti. Freddy. 2006. Analisis SWOT Teknik Membedah Kasus Bisnis. Jakarta: PT.Gramedia Pustaka Utama.
- Ritchie. J.R.Brent dan Geoffrey Ian Crouch. 2003. The Competitive Destination: A Sustainable Tourism Perspective.
- Sharpley. Richard. 2000. Tourism and Sustainable Development: Exploring the Theoretical Divide. *Journal of Sustainable Tourism*.

- Sudana. I Putu. 2013. Strategi Pengembangan Desa Wisata Ekologis di Desa Belimbing, Kecamatan Pupuan Kabupaten Tabanan.
- Sugiarti. Rara. 2013. Pengembangan Kawasan Minapolitan Sebagai Daya Tarik Wisata Minat Khusus di Kabupaten Pacitan.