

**Tourism Village Development Strategy
Anjir Muara District, Barito Kuala Regency**

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Abstract

The problem with tourism development is that local village communities have not been able to utilize and manage the potential of existing resources as potential for the tourist village, so that tourism activities or activities in the area have not been able to provide tourists with an experience that is identical to the tourist village. This research aims to analyze development strategies that are appropriate to the conditions in the Anjir Muara District Tourism Village. This research uses a quantitative approach to describe the problems and focus of this research. The sampling technique in the Anjir Muara District Tourism Village used Accidental Sampling. Researchers use this technique to take samples based on chance, so that researchers are able to take samples of anyone they meet at the research location without prior planning. The sample used in this research was 96 respondents. The data analysis used is SWOT analysis to determine development strategies that suit existing conditions in the Anjir Muara District Tourism Village. From the research results, it can be seen that one of the development strategies that suits the conditions of the Marabahan Baru Tourism Village is to develop agrotourism by showing the farming culture of the local community. One of the development strategies that is appropriate to the conditions of the Anjir Serapat Muara Tourism Village is to develop existing river tourism activities, such as creating tour packages around the tourist village including mangrove parks and local fruit gardens to make tourism activities unique and different from other tourism in the area. surroundings. Meanwhile, a development strategy that is appropriate to the conditions of the Anjir Serapat Muara I Tourism Village is to utilize easy access to the pier in Anjir Serapat Muara I Village to offer air transportation services to the local community.

Keywords: Strategy, Development, Tourism Village

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1. Introduction

The tourism sector plays an important role in national development. The tourism sector is expected to be able to spur economic growth, namely as a source of foreign exchange earnings, expand employment opportunities, and increase community income (Rahmi, 2016; Setiawan, 2019). Indonesia is an archipelago with a total of 17,504 islands and the longest coastline in the world, so it has great potential to increase foreign exchange and state revenue through the tourism sector (Putranto, 2016; Rahma, 2020).

Basically, tourism is intended to utilize and develop the potential that can be a special attraction in an area, so that good planning is needed in its development, namely planning that is in accordance with the potential of the region in order to produce a good impact that can provide prosperity for the community (Azhari et al., 2019). The development of tourism in an area is able to encourage change for the area tersebut (Indrianeu et al., 2021; Wardiyanto et al., 2015). Tourism activities can provide opportunities for tourism actors to earn income. Even so, income has not been able to improve people's welfare (Arisanty et al., 2021).

One approach to alternative tourism development and sustainable rural development is village tourism (Arida et al., 2017). Village tourism is an alternative tourism that continues to be developed in each region (Rindi, 2019). In the tourist village area, local traditions and culture that are still pure are supporting factors for the development of tourist villages, such as typical culinary, agricultural systems and local village social systems, as well as natural beauty that is still maintained to be an important factor in a tourist destination (Arida et al., 2017). The development of this tourist village is aimed at the community, namely increasing the income of the surrounding community, reducing poverty and opening up jobs for the community (Wulandari et al., 2019).

Indonesia consists of a variety of traditions and cultures, but the natural wealth that stretches from one village to another has its own uniqueness and characteristics. When tourists try to know more about one of the tourist villages in Indonesia, they will certainly visit. Therefore, the main principle applied by the village is how the noble values of both tradition and culture that are inherent and have become characters must remain protected. The concept that can be developed is environmental conservation so that the habitat in it does not become extinct (the principle of ecotourism) (Syah, 2017). The advantages of tourism potential must be accompanied by supporting factors. Many regional leading tourist destinations are not equipped with good infrastructure (Hastuti et al., 2022).

Based on the Strategic Plan of the South Kalimantan Provincial Tourism Office in 2016-2021, one of the priority programs carried out by the government is to make the province of South Kalimantan one of the national tourist destinations, with indicators of increasing the number of local tourist visits by 20%, foreign tourists by 10%, and the rate of economic growth reaches 7%, and the length of stay of tourists is 3 days. (Tourism Office of South Kalimantan Province, 2017). Barito Kuala Regency is part of South Kalimantan Province which has great potential in encouraging development efforts in the

region. The tourism sector in Barito Kuala is able to attract 93,329 domestic tourists, but no foreign tourists (BPS Barito Kuala Regency, 2022).

One of the tourist destinations developed in Barito Kuala Regency based on the Decree of the Regent of Barito Kuala No. 188/45/167/KUM/2021 is a tourist village covering Marabahan Baru Village, Anjir Serapat Muara Village and Anjir Serapat Muara 1 Village in Anjir Muara District. Marabahan Baru Tourism Village is known as Pesona Barito Setara Tourism Village, while Anjir Serapat Muara Tourism Village is known as Rambai Lestari Mangrove Park, and Anjir Serapat Muara I Tourism Village is known as Muara Kanoco Lestari.

Anjir Muara Sub-district Tourism Village was originally developed in line with the development of special interest tourist destinations on Curiak Island as a research station for proboscis monkeys. The Anjir Muara District Tourism Village is adjacent to Curiak Island Ecotourism, so the SBI Foundation (Sahabat Bekantan Indonesia) also develops and fosters tourism villages based on local wisdom managed by the local community. The development of the tourism village area is managed by a group of fishermen under the guidance of the SBI Foundation to advance the village and increase the income of the local community.

Anjir Muara Sub-district Tourism Village presents the local wisdom of the farming and fishing communities on the banks of the Barito River with the natural charm of its wetlands and tidal rice fields and local fruit orchards. In addition, the existence of mangrove forests in the tourist village area is one of the ecotourism potentials in the village. The development of this tourist village area was marked by the establishment of a local fruit garden in Marabahan Baru Village, as well as the construction of a floating dock in the area. The existence of this tourist village certainly requires the participation of local communities in its development.

The results of an interview with Sulaiman as one of the heads of the Pokdarwis in one of the tourist villages show that there are problems in the development of the Anjir Muara Sub- district Tourism Village. One of the problems that arises is that the local community has not been able to utilize and manage the potential of existing resources as the potential of the tourist village, so that tourism activities or activities in the region have not been able to provide tourists with an identical experience of the tourist village. Observation of the tourist village also shows that the facilities and infrastructure that support the development of the tourist village are still incomplete, such as no restrooms, prayer rooms, and so on.

2. Method

This research uses a quantitative approach to describe the problems and focus of this research. The variables in this study are development strategies measured by questionnaires distributed to find out the development strategies that are suitable for use in the Anjir Muara District Tourism Village. The results of this study can only be applied to the research location. (Puspitasari, 2019).

The sampling technique in the Anjir Muara Sub-district Tourism Village used Accidental Sampling. Researchers use this technique to take samples based on chance, so that researchers are able to sample anyone who is encountered at the research location without prior planning. Researchers used Accidental Sampling with respondents, namely tourists visiting the Anjir Muara District Tourism Village. If the population in the study

is unknown, the number of samples can be determined using the Cochran formula, which is as follows:

$$n = \frac{z^2 pq}{e^2} \quad (1)$$

- n = Number of samples required
 z = Price on the normal curve for a 5% deviation, with a value of 1,96
 p = 50% chance of correct = 0.5
 q = 50% chance of being wrong = 0.5
 e = Allowable Sample Error Rate, which is 10%

The resulting sample size is

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,1)^2}$$

$$n = 96,04$$

The data analysis technique used in this research is SWOT analysis (Strenght, Weakness, Opportunity, and Threat). SWOT analysis is used to determine the development strategy that is in accordance with the conditions in the Anjir Muara District Tourism Village. SWOT analysis is carried out with the following points (Puspitasari, 2019):

- a. Identify strengths and weaknesses (internal factors) as well as opportunities and threats (internal factors) found in Muara Kanoko Tourism Village.
- b. SWOT analysis is carried out by determining the internal and external factors that exist in Muara Kanoko Tourism Village.
- c. The results of the SWOT analysis are summarized by compiling the IFAS (Internal Factor Analysis Summary) and EFAS (External Strategic Factor Analysis Summary) tables

3. Result and Discussion

A. Result

Tourism village is a tourism asset based on rural potential with all the uniqueness and attractiveness that can be empowered and developed as a tourist product to attract tourist visits. (Sudibya, 2018). There are nine important aspects that must be considered in the development of tourist villages, namely attractions, amenity, accessibility, human resources, community, industry, branding, advertising, and selling. (Ministry of Tourism, 2019).

1. Attractions

The response of tourists who strongly agree with the development of tourist attractions in the three tourist villages in the Anjir Muara District Tourism Village, meaning that the development of tourist attractions in this tourist village is able to attract tourists or

encourage tourist visits to the village. The interest of tourists to visit can provide benefits for the village community, namely helping the community's economy and improving the welfare of the community. This is in accordance with previous research by (Suranny, 2020) regarding the development of the potential of tourist villages, that the development of tourist attractions that can attract tourists can provide benefits for the village itself.

2. *Amenity*

The completeness of amenity at a tourist attraction is related to tourist satisfaction which is a reference to the success of a tourist attraction in providing services to tourists. The more satisfied the tourists are, the more the number of tourists which can then affect regional income (Putri et al., 2021). (Putri et al., 2021). The results of the calculation of the percentage of tourists' responses to the amenities contained in the three villages show that many respondents answered strongly agree to the availability of parking lots, and the availability of telephone and internet networks.

3. *Accessibility*

Good accessibility can determine whether or not a tourist destination is easy for tourists to reach. (Sumarabawa et al., 2013).. Good accessibility can increase the number of visitors to each tourist village. The results of the percentage of tourist responses to accessibility development in the three villages show that the tourist response agrees with easy village road access, as well as decent road conditions, the existence of supporting facilities, and the existence of alternative roads.

4. *Natural Resources*

The human resources referred to in the development of tourist villages are every individual who is directly involved in the development of tourist villages, namely individuals who provide goods and services to tourists. (Ministry of Tourism, 2019). Human resources are one of the capitals in tourism development (Saputra et al., 2018). (Saputra et al., 2018). The percentage results of tourists' responses to human resource development in Marabahan Baru Tourism Village show that respondents strongly agree that there are people who provide goods or services. The tourist response to Anjir Serapat Muara Tourism Village and Anjir Serapat Muara I Tourism Village shows that many tourists agree. This tourist response is indicated by the number of people who have opened small businesses in front of their houses, such as shops and stalls, besides that some people also provide water transportation services, namely kelotok.

5. *Community*

The community aspect referred to in the development of tourist villages is the community that is actively involved with stakeholders in tourism development. At least the community understands the tourism awareness movement and *Sapta Pesona*. The results of the calculation of the percentage of tourist responses to the community aspect in the development of Marabahan Baru Tourism Village, Anjir Serapat Muara Tourism Village, and Anjir Serapat Muara I show that tourist responses agree with the existence of community participation. This is indicated by the existence of a Tourism Awareness Group (*Pokdarwis*) in each village. *Pokdarwis* has several tasks, one of which is to provide the best service to visiting tourists.

6. *Industry*

Industry in the development of tourist villages is the provision of goods or services that are expected to be managed directly by the community. The results of the calculation of the percentage of tourist responses to industrial development in the three villages show that tourist responses agree to the availability of transportation services, the existence of local local products, and tourist responses strongly agree to the existence of tour guides.

7. *Branding*

Branding in the development of a tourist village is formed as a characteristic of the tourist village that is easily remembered by tourists. Marabahan Baru Tourism Village has a name known as Pesona Batola Setara. This is in accordance with the vision of Barito Kuala Regency in 2017-2022, namely the realization of Batola Regency One Word One Taste Building Villages Arranging Cities Towards Prosperous Communities (SETARA). The results of the calculation of the percentage of tourists' responses to the Branding aspect in the development of Marabahan Baru Tourism Village, Anjir Serapat Muara Tourism Village, and Anjir Serapat Muara I Tourism Village show that tourists' responses agree to the existence of slogans characteristic of each of these tourist villages.

8. *Adveristing*

Promotion in the development of a tourist village is very important so that a tourist village can be widely recognized by the public. Promotion can be done through print and electronic media. One form of training organized for the community is poster making using the Canva application. The results of the calculation of the percentage of tourist responses to the Advertising aspect in the development of Marabahan Baru Tourism Village, Anjir Serapat Muara Tourism Village, and Anjir Serapat Muara I Village show that the tourist response agrees with the promotion carried out by the community.

9. *Selling*

Selling in the development of tourist villages is the activity of participating in events such as travel fairs, fairs, exhibitions that offer attractions and tourism products in tourist villages. The results of the calculation of the percentage of tourists' responses to the Selling aspect in the development of Marabahan Baru Tourism Village, Anjir Serapat Muara Tourism Village, and Anjir Serapat Muara I Tourism Village show that tourists' responses agree with the selling mission that has been carried out by the local community.

The results of the SWOT analysis calculation show that Marabahan Baru Tourism Village, Anjir Serapat Muara Tourism Village, and Anjir Serapat Muara I Tourism Village have a position in Quadrant I. The development strategy of the three tourist villages takes into account the strengths and opportunities that exist. The strategic position of the village supports an aggressive strategy, which is a strategy that uses the strengths (S) and utilizes the opportunities (O) available or abbreviated as SO. The strengths of each tourist village can be utilized to take advantage of opportunities that exist around and within the tourist village.

A. *New Marabahan Tourism Village Development Strategy (SO strategy)*

1. Utilizing the diversity and sustainability of existing nature and culture for the

development of tourism villages.

2. Utilize the proximity to the Proboscis Monkey Research Station as an opportunity for the development of a tourism village and utilize it to attract local and foreign tourists.
3. With the formation of Pokdarwis, it can increase the awareness of the local community to participate in preserving nature and culture.
4. Utilize stakeholder support for the development of natural and cultural potentials
5. Utilizing stakeholder support to develop MSMEs that can help the economy of the
6. Marabahan Baru Tourism Village community.
7. Utilizing an adequate telecommunication network to be a means of promotion so that tourist villages are better known and become the attention of the community, and with the attention of the community is able to encourage the development of tourist villages.

B. Anjir Serapat Muara Tourism Village Development Strategy (SO strategy)

1. Utilize the close proximity to the Proboscis Monkey Research Station to attract tourists and to encourage the development of Anjir Serapat Muara Tourism Village.
2. Utilize the telecommunications network to become a promotional tool that introduces the Rambai Lestari Mangrove Park and local fruit gardens.
3. Utilize river cruise tourism activities, such as creating tour packages around the tourist village including mangrove parks and local fruit gardens, to make tourism activities unique and different from other tours in the vicinity.
4. The existence of the Research Station which is not far away can attract tourists to the tourist village by utilizing the beautiful and clean conditions of the village, as well as the local community who welcomes tourists well.

C. Anjir Serapat Muara I Tourism Village Development Strategy (SO strategy)

1. Utilize Anjir Serapat Muara I Tourism Village, which does not charge an entrance fee, to attract tourists who are visiting the Proboscis Monkey Research Station.
2. Utilizing the Pokdarwis of the tourism village itself to manage local community MSMEs
3. Developing the community's ability to process souvenirs through training organized by PT Pertamina, so that the community can offer local specialty products to tourists, this can improve the economy of the village community.
4. Utilize the easy access to the jetty in Anjir Serapat Muara I Tourism Village to offer water transportation services by the local community.
5. The availability of clean running water can be developed to complement public facilities, such as public toilets.
6. With the large number of tourists, it can increase the potential for tourists to buy souvenirs available so that they can help the economy of the village community.

Another alternative strategy that can be implemented in each village is the W-T (Weakness/Threats) strategy. The W-T strategy is a defensive strategy. The strategy can be used to minimize weaknesses in each tourist village and avoid threats to the tourist

village.

A. New Marabahan Tourism Village WT Strategy

1. Adding guides/information on tourist activities both through print and electronic media to overcome the lack of tour guides.
2. Improve facilities and infrastructure to increase tourist interest so that it can compete with other tourism.
3. Improve road infrastructure to Marabahan Baru Tourism Village to attract tourists even though the distance from the provincial city center is far, with easy access to reach will attract tourists. Improving road infrastructure can also facilitate the distribution of clean water by utilizing the PDAM's drinking water tank service.

B. WT Strategy Anjir Serapat Muara Tourism Village

1. Improve village facilities and infrastructure to increase tourist interest
2. Improving village facilities and infrastructure, such as providing lodging and restaurants, so that they can compete with other tours that are better known by the community.
3. Improving the road infrastructure to the local fruit park, such as repairing the bridge connecting it to the tourist village, to increase tourist interest
4. Provide information that can increase tourist knowledge, so that tourists can visit without a tour guide.

C. WT Strategy Anjir Serapat Muara I Tourism Village

1. Developing tourist attractions or making new innovations by comparing Anjir Serapat Muara I Tourism Village with other tourist attractions.
2. The need for funding focused on the development of tourist villages, so as to create qualified facilities and infrastructure for tourists.
3. Cooperate with the provincial and district governments in completing facilities and infrastructure in the tourist village so as to encourage village development and increase the attractiveness of Anjir Serapat Muara I Tourism Village.
4. Good coordination between the community through Pokdarwis, stakeholders, and the government so that they have a sense of mutual involvement in the development of tourism villages.

B. Discussion

Anjir Muara District Tourism Village is one of the tourist villages that developed along with the development of the Proboscis Monkey Research Station which is already known by local and foreign tourists. The development of the Anjir Muara District Tourism Village which involves the surrounding community also supports the SBI (Sahabat Bekantan Indonesia) program which aims to preserve proboscis monkeys and rambai mangrove forests. The development of this tourist village is marked by the existence of the Rambai Lestari Mangrove Park and the Mekar Lestari Local Fruit Park which were built to attract general tourists as well as a form of cultural and natural

conservation.

The development of tourist villages using SWOT analysis aims to achieve the goals that have been set. SWOT analysis is a classic strategic planning instrument using the framework of strengths and weaknesses, opportunities and threats, with this instrument can provide a simple way to determine the best way to implement a strategy (Freddy, 2014; Suarto, 2019). The development strategy of Marabahan Baru Tourism Village is in accordance with the conditions of the village, namely first, developing the potential of agro-tourism in Marabahan Baru Tourism Village by showing the local culture of farming processing of the local community. Second, offering nature tour packages for tourists visiting the Proboscis Monkey Research Station to be able to simultaneously visit the three tourist villages in Anjir Muara District. Third, schedule regular meetings between the community and the Pokdarwis of Marabahan Baru Tourism Village to evaluate the organization of the tourism village. Fourth, establish relationships and coordination between the Village Government, SBI, BPD to direct and guide the community to develop agritourism in Marabahan Baru Tourism Village. Fifth, utilize the support of stakeholders to provide guidance for MSME actors, starting from training and guidance, access to capital to marketing. Sixth, utilizing an adequate internet network to use digital platforms as a means of promotion so that Marabahan Baru Tourism Village can be better known.



Figure 1. Mangrove Rambai Center



Figure 2. Mekar Lestari Local Fruit Park (right)

The development strategy of Anjir Serapat Muara Tourism Village is in accordance with the conditions of the village, namely developing and offering river cruise tour packages with routes to local fruit parks and Rambai Lestari Mangrove Park to introduce tourists to the natural potential in Anjir Serapat Muara Tourism Village. In addition, utilizing digital platforms such as the village's official website, Instagram, and TikTok as

a means of promotion to introduce Anjir Serapat Muara Tourism Village and its attractions.

The development strategy of Anjir Serapat Muara I Tourism Village is in accordance with the conditions of the village, namely first, not charging an entrance fee to the tourism village as an option for tourists who want to take a vacation on a low budget. Secondly, involving the role of Pokdarwis in developing MSMEs in Anjir Serapat Muara I Tourism Village, such as marketing local crispy seluang products and soap from water hyacinth to tourists. Third, organizing regular training for the community so as to encourage community creativity, so as to improve the community's economy. Fourth, easy access to the jetty at Anjir Serapat Muara I Tourism Village can be an opportunity for the community to offer water transportation services or river cruising activities by kelotok. Fifth, the availability of clean running water compared to surrounding tourist villages can be developed to complement public facilities, such as increasing the number of public toilets. Sixth, the large number of tourists can increase the potential for local products, such as crispy seluang and soap from water hyacinth to be better known and purchased by tourists, so the community needs to put up banners to introduce these local products.

4. Conclusion

The results of research conducted on the Anjir Muara Sub-district Tourism Village show that the village's position supports an aggressive strategy. The results of the SWOT analysis show that the strategy that suits the conditions in Marabahan Baru Village is to develop agro- tourism by showing the culture of the local community's farming business. The strategy that is in accordance with the conditions in Anjir Serapat Muara Muara Village is to develop and promote river cruise tour packages to local fruit parks and mangrove conservation parks. The strategy that is in accordance with the conditions in Anjir Serapat Muara I Village is to utilize easy road access and the existence of a pier as an opportunity for the community to offer river cruise tourism activities.

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