

## **ANALYSIS OF POTENTIAL AND DEVELOPMENT PURWABAKTI TOURISM VILLAGE, BOGOR DISTRICT**

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**Abstract.** Purwabakti Tourism Village has great tourism potential, but the number of tourist visits is still low. In 2023, the village only received an average of 50 tourists per month, or around 0.19% of the total domestic tourists in Pamijahan Sub-district. Some of the factors that cause the low number of visits are not optimal tourism management, lack of supporting facilities, limited accessibility, and lack of promotion. This study aims to analyze the internal and external factors that influence the development of Purwabakti Tourism Village using SWOT analysis and formulate the right strategy to increase the village's tourism attractiveness. This research uses a descriptive qualitative method with data collection through interviews with the Tourism Awareness Group (Pokdarwis), tourism managers, and representatives of the Bogor Regency Culture and Tourism Office. Field observations were also conducted to assess the condition of village tourism. Data were analyzed using SWOT analysis, then strategies were developed through TOWS Matrix. In addition, strategy evaluation was conducted using the IFE (Internal Factor Evaluation) Matrix and the EFE (External Factor Evaluation) Matrix to determine the village's strategic position. The results showed that Purwabakti Tourism Village is in cell 6 in the IE Matrix, so the recommended strategy is the harvest strategy. This strategy focuses on optimizing existing resources to increase revenue without large investments. The main recommendations include improving tourism infrastructure, increasing promotion, and maintaining tourism sustainability. Through the implementation of this strategy, it is expected that the number of tourist visits will increase and the village can contribute more to the local economy.

**Keywords:** tourism village; SWOT Analysis; tourism development.

### **I. INTRODUCTION**

Village tourism is a form of destination developed by utilizing local potential, both in terms of community, natural environment, and culture as the main element of tourist attraction [1]. Each village has its own characteristics and uniqueness, so the development of tourist villages can be one of the strategies in increasing the attractiveness of tourism in Indonesia [2]. In addition to functioning as an effort to diversify tourism products, tourist villages also have an important role in cultural preservation and environmental sustainability. Until 2018, there were 1,734 tourist villages spread across various regions of Indonesia, with the majority located in Java, Bali, and Sumatra [3].

The tourism sector experienced a significant impact due to the Covid-19 pandemic, which caused a sharp decline in the number of domestic and foreign tourists. In 2020, foreign tourist arrivals plummeted 75.03% from 16.11 million in 2019 to 4.02 million. This impact was also reflected in the national economic contraction of -2.07% in the same year [4]. The decline in the number of tourists also affected economic activity in tourist villages, especially after the policy of closing international flight access to Indonesia in March 2020. This led to job cuts in the tourism sector and loss of

livelihoods for people who depend on this industry [5].

Four years after the pandemic hit, the effects are still being felt, especially as many business sectors have come to a standstill, including tourism, which is a major contributor to national foreign exchange. According to the OECD's Tourism Trends and Policies 2022 report, the tourism sector's contribution to Indonesia's Gross Domestic Product (GDP) fell from 5% in 2019 to 2.2% in 2020 due to the pandemic. This impact is directly felt by people who depend on the tourism sector and creative economy [6]. To accelerate the recovery of the national tourism industry, the government has initiated various strategies, one of which is through the development of tourism villages as an effort to recover the economy in this sector.

Village tourism is an appropriate alternative to the changing trend of tourism during the pandemic, where people prefer outdoor-based destinations. Apart from being a safe tourism option, tourism villages also act as one of the main strategies in encouraging the economic growth of rural communities. A study conducted by [7] shows that the development of tourism villages in Garut Regency during the Covid-19 pandemic has a fairly strong internal position. The pandemic that lasted until the post-pandemic period also

affected tourists' preferences in choosing destinations. Currently, tourists tend to be more interested in nature-oriented tourism experiences and direct interaction with local communities, such as farming, farming, and gardening activities. This shift in preference is in line with the concept of village tourism, which not only offers natural beauty but also presents a unique experience through cultural interaction with the local community. This is reflected in the friendly attitude, politeness, cleanliness, safety, and comfort that characterize tourist villages [8].

The diversity of Indonesia's landscape provides great opportunities for the development of tourism villages in various regions. Currently, there are 6,022 tourist villages spread throughout Indonesia. The five provinces with the highest number of tourist villages are East Java with 596 tourist villages, followed by West Sumatra with 561 villages, South Sulawesi with 538 villages, Central Java with 499 villages, and West Java with 466 tourist villages. Based on data on the number of Indonesian tourists' trips by destination province, the destinations most visited by domestic tourists include East Java, West Java, Central Java, DKI Jakarta, and Banten.

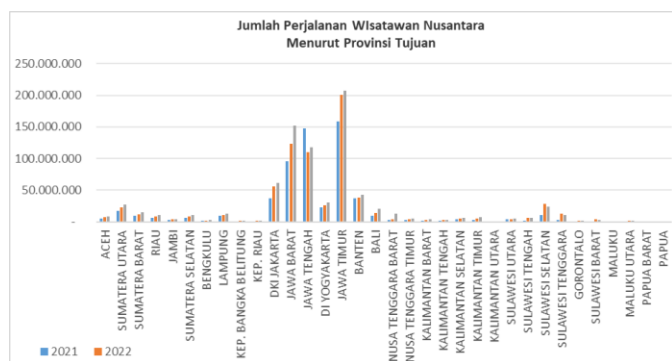


Figure 1. Number of National Travelers by Destination Province in 2021-2023  
Source: [9]

Based on available data, the potential for developing tourist destinations in Java Province is still very broad, especially in West Java which has a geographical advantage as a province with the closest access to the capital city of Jakarta. West Java itself consists of 27 cities and has a wealth of diverse tourism resources. This province offers various types of tourist attractions, ranging from natural, cultural, to artificial tourism attractions supported by environmental conditions, socio-culture, availability of facilities, and adequate accessibility to support the tourism sector [8]. Currently, West Java has 466 tourist villages with a total of 1,073 tourist attractions, 545 educational packages, and 469 culinary packages that can be the main attraction for tourists [10].

Based on the data in Figures 2 and 3, Bogor Regency is listed as the destination with the highest number of foreign tourist visits in 2023, while domestic tourists mostly visit Bogor and Subang Regencies. Bogor Regency, which is one of the regencies in West Java, has 40 sub-districts and ranks

second with the highest number of tourist villages after Tasikmalaya Regency, with 70 tourist villages. When viewed from the data of tourist visits in Bogor Regency, both foreign and domestic tourists, the most popular destinations in 2023 are Cisarua and Megamendung Districts. This is inseparable from the diversity of tourist attractions offered in the two regions, ranging from panoramic mountain views, tea plantations, to various popular tourist attractions such as Taman Safari, Cimory Land, as well as restaurants and cafes with instagramable concepts that offer culinary experiences with interesting views.

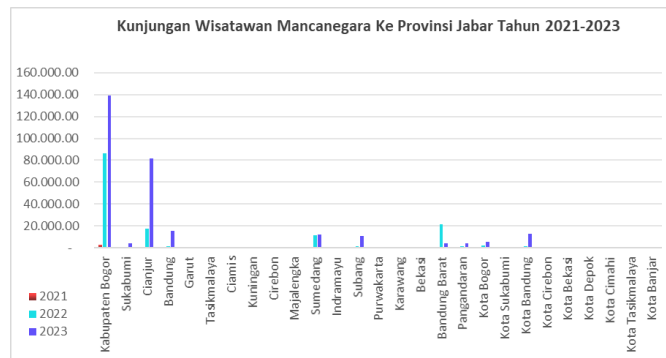


Figure 2. Number of foreign tourist trips to West Java Province in 2021-2023  
Source: [11]

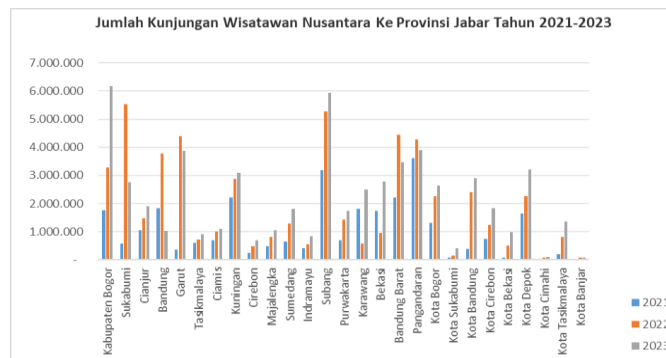


Figure 3. Number of Archipelago Tourist Trips to West Java Province 2021-2023  
Source: [11]

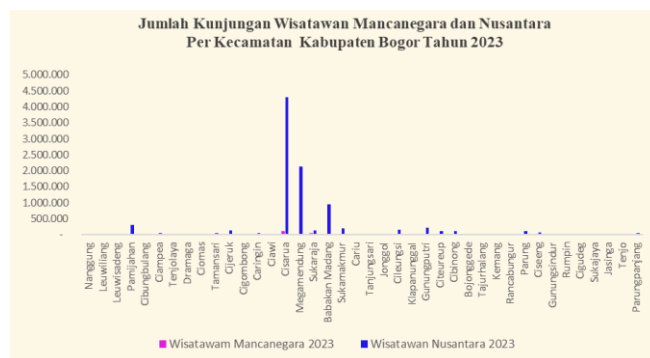


Figure 4. Number of Foreign and Domestic Tourist Visit per Sub-district of Bogor Regency  
Source: [12]

In addition to Cisarua, Megamendung, and Babakan Madang sub-districts, another favorite tourist destination for domestic tourists is Pamijahan sub-district. This sub-district consists of 15 villages and has a variety of natural potential, such as waterfalls, waterfalls, valleys, craters, lakes, hot springs, and agricultural areas. One of the villages that offers scenery similar to Ubud, Bali, is Purwabakti Village. With an area of 1,662 hectares, Purwabakti Village is divided into five hamlets, 12 neighborhood associations, and 43 neighborhood associations. The vast expanse of rice fields and beautiful natural charm are the main attractions of this village. Purwabakti Village has tourist destinations managed by Purwabakti Tourism Village, under the management of the Tourism Awareness Group (Pokdarwis). A number of tourism potentials in Purwabakti Village include:

Table 1. Tourism Potential of Purwabakti Village

Potensi		
Alam	Budaya	Buatan
<ul style="list-style-type: none"> <li>• Terasering Cisolada</li> <li>• Bukit Purbaya</li> <li>• Camping Ground Pasker</li> <li>• Cipanas Kahuripan</li> <li>• Curug Geleweran</li> <li>• Curug Sawyer</li> <li>• Curug Cikawah</li> <li>• Curug Kiara</li> <li>• Curug Cicadas</li> <li>• Curug Cigagak</li> <li>• Curug Cibeungang</li> <li>• Perkebunan Teh</li> </ul>	<ul style="list-style-type: none"> <li>• Seren Taun</li> <li>• Sedekah Bumi</li> <li>• Muharaman</li> </ul>	<ul style="list-style-type: none"> <li>• Pemandian Riung Kawung</li> <li>• Kerajinan Bambu</li> <li>• Agro Mina Padi</li> </ul>

Source: [13]

Purbabakti Tourism Village has a variety of natural potential that can be developed, but the number of tourist visits to this village is still very low. Based on information from the management of the tourism village, the average tourist visit to Purwabakti Village in one month is only around 50 people. When compared to data from BPS which recorded the number of domestic tourist visits to Pamijahan Sub-district in 2023 reaching 308,244 people, the percentage of tourists visiting Purwabakti Tourism Village is only around 0.19% of the total tourists visiting Pamijahan Sub-district. This figure is relatively small considering the tourism potential owned by this village is quite large.

Some of the factors that cause the low number of tourist visits in Purwabakti Village include the limitations of managers in developing existing tourism potential, so that management efforts have not been carried out optimally. In addition, the lack of supporting facilities such as the unavailability of public toilets, changing rooms, and difficult accessibility to tourist sites are also obstacles in attracting

tourists. The lack of promotion carried out by the tourism village manager also contributes to the low popularity of Purwabakti Village as a tourist destination. A study conducted by [14] showed that the utilization of online media as a means of promotion in South Bogor District proved effective in increasing the number of tourist visits. Promotion through social media is a strategy that can be applied to increase the tourist attractiveness of an area.

In addition, another problem in the development of Purwabakti Tourism Village comes from the institutional aspect, where there are unclear roles in the management structure of the tourism village, causing overlaps in management and promotion. Based on these problems, this research was conducted to analyze the tourism potential that can be developed in Purwabakti Tourism Village so that it can become a leading destination. With more optimal management, it is expected that this village can attract more tourists and increase the number of visits to the region.

To address these issues, this research will identify the internal and external factors that influence the development of Purwabakti Tourism Village through SWOT analysis. This approach will assist in understanding the village's internal strengths and weaknesses, as well as opportunities and threats from the external environment. In addition, this research also uses the IE Matrix to formulate strategies that can be applied to develop the tourism sector in Purwabakti Tourism Village and increase the number of tourist visits.

This research aims to analyze the potential of Purwabakti Tourism Village as a tourist destination, evaluate internal and external factors through SWOT analysis, and formulate appropriate strategies to increase the attractiveness of the village as a tourist destination. Through the right strategy, it is expected that Purwabakti Tourism Village can increase the number of tourist visits and strengthen its role in the tourism sector in Bogor Regency.

## II. RESEARCH METHODS

The research method used in this research is descriptive qualitative method. This method aims to describe the real conditions in the field based on qualitative data in oral and written form. The theoretical foundation is used as a guideline so that the research remains focused on the facts found and provides an overview of the research setting and the results of the discussion. With this approach, research can present data thoroughly and objectively in accordance with the focus of the problem that has been determined [15].

The population in this study is the Tourism Awareness Group (Pokdarwis) of Purwabakti Tourism Village, which is the main manager of the tourism sector in the village. Several stages carried out in this research include interviews, direct observation, data collection, and data analysis. Interviews were conducted with Pokdarwis to formulate and identify the problems faced in managing the tourism village, as well as to gather relevant information to support the research. Direct observation was also conducted to understand the condition of the tourism village in more depth.

Data collection in this research includes primary and secondary data obtained from various sources, including the

Bogor Regency Culture and Tourism Office. After the data is collected, the next stage is data analysis using SWOT analysis. According to [16], SWOT analysis is a strategic planning technique used to assess strengths, weaknesses, opportunities, and threats in a project or plan, both ongoing and to be developed. This analysis is carried out through several stages, namely: (1) Identification of internal and external factors by assessing strengths and weaknesses in the development of tourism villages and analyzing social, cultural, economic, and environmental aspects based on interviews; (2) Observation and direct interviews with tourism village managers and village officials; (3) Analysis of data from interviews and observations to classify strengths, weaknesses, opportunities, and threats; and (4) Preparation of a measurement scale in the form of an Interview Matrix, which was distributed to supporting informants in a closed format without identifying them. Thus, informants can provide objective answers related to the development of tourist villages based on SWOT analysis. The measurement scale used is a multilevel scale, which is a modification of the Likert scale [7].

After the SWOT analysis was conducted, this research also used the EFE (External Factor Evaluation) Matrix and the IFE (Internal Factor Evaluation) Matrix. The EFE Matrix is used to evaluate external factors that include opportunities and threats, while the IFE Matrix serves to assess internal factors related to strengths and weaknesses that are considered crucial in the development of Purwabakti Tourism Village. With this method, the research is expected to produce the right strategy to improve the attractiveness and management of tourism in the village.

### III. RESULTS AND DISCUSSION

This research began with interviews conducted with the managers of Purwabakti Tourism Village who are members of the Tourism Awareness Group (Pokdarwis) and one of the managers of tourist attractions in the village, namely Rungkawung Tourism. In the interview process, researchers asked 32 questions aimed at identifying the condition of the tourism village. Based on the results of the interviews, the researcher managed to map various aspects that became the strengths, weaknesses, opportunities, and threats for Purwabakti Tourism Village. To analyze these factors, this research used the SWOT analysis method, which serves to identify the advantages and challenges faced in the management and development of tourist villages. The following are the results of the analysis obtained based on the interviews that have been conducted.

#### 1. Strengths of Purwabakti Tourism Village

Some of the strengths possessed by Purwabakti Tourism Village include:

- a. Unique Natural Beauty  
Purwabakti Tourism Village has attractive natural tourist destinations such as terraced rice fields which are often known as "Bogor's Ubud", Curug Geleweran, Riung Kaung baths, and Cianten tea plantations.
- a. Strong Cultural Potential  
Purwabakti Tourism Village has local traditions such as Serentaun, Muharram thanksgiving, and Kampung

Budaya folk parties that can be offered to attract cultural tourists.

- b. Diverse Local Products  
There are various typical products such as coffee, ant sugar, palm sugar, rice, trigona honey and Ngepang community handicrafts that can be used as souvenirs typical of Purwabakti village by visitors.
- c. There is a Tourism Awareness Group (Pokdarwis) as a tourism manager in Purwabakti Village.  
Tourism management has been managed by a tourism awareness group (Pokdarwis).
- d. Emerging Digital Promotion  
Purwabakti Tourism Village has begun to utilize Instagram social media and websites as promotional media.

#### 2. Weaknesses of Purwabakti Tourism Village

There are several factors that become weaknesses of Purwabakti Tourism Village, among others:

Adapun beberapa faktor yang menjadi kelemahan dari Desa Wisata Purwabakti antara lain:

- a. Inadequate Road Access  
The road to the tourist location is still narrow and difficult to pass. Tourists who will visit several attractions must park the car at one point, then use pick-up car transportation to get to the tourist spots.
- b. Lack of Supporting Infrastructure  
There are no directions to tourist spots, public facilities (toilets, parking areas, changing rooms) are not yet available, and there is no adequate tourist information center.
- c. Lack of Homestay Accommodation  
Tourists can only camp because homestays are not yet available.
- d. No Special Place for Souvenir Sales  
Souvenirs can only be obtained at one tourist attraction, so visitors do not know clearly the typical products owned by Purwabakti Village that can be used as souvenirs.
- e. Low Community Involvement  
Community participation in tourism management is still minimal due to a lack of understanding of the economic benefits of village tourism.
- f. Limited Capital and Government Support  
There has been no injection of funds from the village government or from the Regency Government, so capital is still dependent on the self-help of the management.
- g. Unavailability of Structured Tour Packages  
Tourist attractions have not been packaged in attractive packages and are easily accessible to tourists.

#### 3. Opportunities for Purwabakti Tourism Village

Some factors that can be used as opportunities for the development of Purwabakti Tourism Village include:

- a. Infrastructure and Facility Development  
If the government and private sector invest, road access and supporting facilities can be improved.
- b. Partnership with Travel Agents and Influencers



Collaboration with travel agents and social media can increase the number of tourist visits.

- c. Potential Development of New Attractions  
Rafting tourism on the Cianten River can be an additional attraction if there is human resource training and supporting infrastructure.
- d. Support from the Private Sector  
Potential cooperation with companies such as PT Setara Energi, Bank Syariah Indonesia and PT Indonesia Power to support branding and marketing of local products.
- e. Optimization of Digital Promotion  
Utilization of platforms such as TikTok, Facebook, YouTube, and marketplaces such as Agoda or Tiket.com can increase the number of tourist visits.
- f. Increasing Interest in Nature and Cultural Tourism  
Nature and culture-based tourism trends are increasingly in demand by domestic and foreign tourists.

**4. Threats for Purwabakti Tourism Village**

Several factors that could pose a threat to Purwabakti Tourism Village include:

- a. Competition with other tourist villages in Bogor Regency  
Many other tourist villages also offer the concept of nature and cultural tourism.
- b. Lack of Public Awareness of Tourism  
If the community does not see the economic potential of tourism, their participation will remain low.
- c. Dependence on Self-Reliance Without Government Support  
Without financial assistance from the government, tourism villages will be difficult to develop, especially in relation to accessibility, where only the local government can propose for road opening and road widening. Without easy access, it is difficult for tourist villages to move more aggressively in offering their tourist spots because the main factor that visitors will see is the access to the tourist sites.
- d. Uncertainty of Government Regulations and Policies  
Clear regulations are needed regarding the institution managing the tourist village, whether under Bumdesa or under the Village Head or its own institution. Currently, in almost all tourist villages, the main problem is the institution that manages them.
- e. Environmental Impact of Mass Tourism  
If tourism management is not environmentally friendly, then natural preservation can be disrupted, which risks reducing the attractiveness of tourism in the future.

After identifying the strengths, weaknesses, opportunities, and threats of Purwabakti Tourism Village, the analysis continued with the preparation of a TOWS Matrix to design a more structured development strategy. This approach allows the formulation of several alternative strategies based on the results of the SWOT analysis, namely the SO Strategy (utilizing strengths to seize opportunities), WO Strategy (overcoming weaknesses by taking advantage of opportunities), ST Strategy (using strengths to overcome

threats), and WT Strategy (minimizing weaknesses and avoiding threats).

Table 2. TOWS Matrix of Purwabakti Tourism Village

	Strengths - S	Weaknesses - W
	1. Unique Natural Beauty 2. Strong Cultural Potential 3. Diverse Local Products 4. There is a Tourism Awareness Group (Pokdarwis) as a tourism manager in Purwabakti Village 5. Emerging Digital Promotion	1. Inadequate Road Access 2. Lack of Supporting Infrastructure 3. No Homestay Accommodation 4. There is no special place for souvenir sales 5. Low Community Involvement 6. Limited capital and government support 7. No Structured Tour Packages Available
Opportunities - O	SO - Strategies	WO - Strategies
1. Infrastructure and Facility Development 2. Partnership with Travel Agents and Influencers 3. Potential Development of New Attractions 4. Support from Private Sector 5. Optimization of Digital Promotion 6. Increased Interest in Nature and Cultural Tourism	1. Utilize the natural beauty and local culture to attract investors in the development of infrastructure and facilities. 2. Optimize digital promotion by utilizing social media and marketplaces to increase tourist visits. 3. Establish partnerships with travel agents and influencers to increase attractiveness and marketing of tourist destinations. 4. Utilize tourism awareness groups (Pokdarwis) in managing attractive tour packages that are easily accessible to tourists. 5. Develop new tourist attractions such as rafting tours on the Cianten River with the support of human resource training and adequate infrastructure.	1. Submit proposals for assistance to the government and private sector to improve road access and build tourist facilities. 2. Develop homestays through partnerships with investors or corporate CSR programs. 3. Increase training and education to the community so that they are more actively involved in the management of the tourism village. 4. Open tourist information centers and special areas for selling souvenirs to enhance the tourist experience. 5. Develop attractive tour packages at competitive prices so that tourists get a structured and comfortable experience.
Threat - T	ST - Strategies	WT - Strategies
1. Competition with other Tourism Villages in Bogor Regency 2. Lack of Public Awareness of Tourism 3. Dependence on Self-Help without Government Support 4. Uncertainty of Government Regulations and Policies 5. Environmental Impact due to Mass Tourism	1. Increase the uniqueness of tourism villages through diversification of local products and cultural attractions in order to compete with other tourism villages in Bogor District. 2. Optimize digital promotion to strengthen branding and competitiveness with other tourist villages. 3. Develop an environmentally friendly tourism management system to reduce the negative impact of mass tourism. 4. Build synergies with the private sector to obtain funding for the development of tourism infrastructure and facilities. 5. Strengthen the role of Pokdarwis in raising community awareness of the economic benefits of tourism villages so that their participation is more active.	1. Seek alternative funding sources such as crowdfunding or cooperation with cooperatives to overcome limited capital and government support. 2. Encourage clear regulations on tourism village management to make it more professional and structured. 3. Increase education and socialization to the community about the importance of tourism villages to increase their involvement. 4. Propose an accessibility improvement program to the local government so that infrastructure development can be prioritized. 6. Develop strategies to mitigate the environmental impacts of mass tourism by implementing sustainable tourism regulations and practices.

Furthermore, external factors are summarized in the External Factor Evaluation (EFE) Matrix to evaluate the effectiveness of strategies in taking advantage of opportunities and avoiding threats. Meanwhile, internal factors are analyzed using the Internal Factor Evaluation (IFE) Matrix to assess strengths and weaknesses. At this stage, each factor is given a weight on a scale of 0.0 (not important) to 1.0 (very important) and a rating from 1 (weak) to 4 (very strong). The weight and rank values are multiplied to obtain a weighted score, which is then used to determine the best strategy for the development of Purwabakti Tourism Village. The following are the results of the IFE and EFE Matrix for this village:

Based on the IFE and EFE matrix above, the total weighted score for IFE is 2.42, which means that Purwabakti Tourism Village is internally weak, while the EFE score of 2.33 shows that Purwabakti Tourism Village's strategy is still

less able to seize existing opportunities and still less to overcome the threats faced by Purwabakti Tourism Village.

Table 3. IFE Matrix of Purwabakti Tourism Village

No.	Internal Factors	Weight	Rating	Weight Score
<b>Strengths</b>				
1.	Unique Natural Beauty	0.15	4 (Very Strong)	0.60
2.	Strong Cultural Potential	0.12	3 (Strong)	0.36
3.	Diverse Local Products	0.10	3 (Strong)	0.30
4.	There is a Tourism Awareness Group (Pokdarwis) as a tourism manager in Purwabakti Village	0.08	3 (Strong)	0.24
5.	Emerging Digital Promotion	0.10	2 (Average)	0.20
<b>Weaknesses</b>				
6.	Inadequate Road Access	0.12	1 (Weak)	0.12
7.	Lack of Supporting Infrastructure	0.10	1 (Weak)	0.10
8.	No Homestay Accommodation	0.08	1 (Weak)	0.08
9.	No Special Place for Souvenir Sales	0.07	2 (Average)	0.14
10.	Low Community Involvement	0.08	1 (Weak)	0.08
11.	Limited Capital and Government Support	0.05	2 (Average)	0.10
12.	Structured Tour Packages Not Yet Available	0.05	2 (Average)	0.10
<b>Total IFE Score</b>		<b>1.00</b>		<b>2.42</b>

Table 4. EFE Matrix of Purwabakti Tourism Village

No.	Internal Factors	Weight	Rating	Weight Score
<b>Opportunities</b>				
1.	Infrastructure and Facility Development	0.14	1 (Weak)	0.14
2.	Partnerships with Travel Agents and Influencers	0.12	3 (Strong)	0.36
3.	Potential Development of New Attractions	0.10	2 (Average)	0.20
4.	Support from Private Sector	0.08	3 (Strong)	0.24
5.	Optimization of Digital Promotion	0.10	3 (Strong)	0.30
6.	Increased Interest in Nature and Cultural Tourism	0.10	2 (Average)	0.20
<b>Threats</b>				
7.	Competition with Other Tourism Villages in Bogor Regency	0.12	2 (Average)	0.24
8.	Lack of Public Awareness of Tourism	0.15	1 (Very Weak)	0.15
9.	Dependence on Self-Help without Government Support	0.10	2 (Average)	0.20
10.	Uncertainty of Government Regulations and Policies	0.10	2 (Average)	0.20
11.	Environmental Impact due to Mass Tourism	0.05	2 (Average)	0.10
<b>Total EFE Score</b>		<b>1.00</b>		<b>2.33</b>

After obtaining the results of the IFE and EFE scores, to determine the strategic position of Purwabakti Tourism Village based on its internal and external factors, the IE Matrix is used. The IE Matrix places the organization's position in six cells as illustrated in the following diagram:

Based on the results of the IE Matrix analysis, Purwabakti Tourism Village is in cell 6, which indicates that the strategies that can be applied are the harvest strategy or

the divest strategy. The harvest strategy aims to maximize profits in the short term by optimizing existing assets without making large investments, while the divest strategy refers to the sale or termination of an asset or business that is no longer profitable.

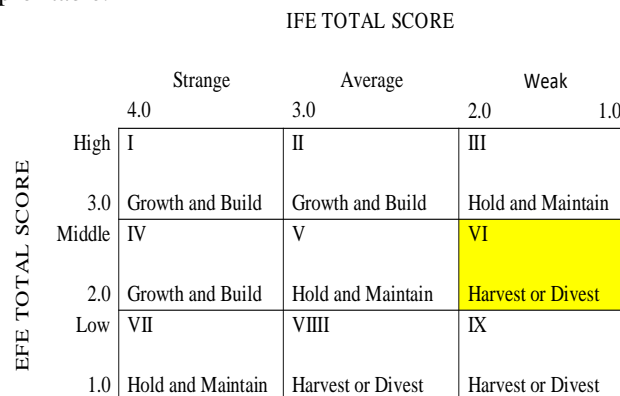


Figure 8. The Internal-External (IE) Matrix

Of the two strategies, the harvest strategy is more suitable for Purwabakti Tourism Village for several reasons. First, the village still has tourism potential that can be maximized, such as natural and cultural beauty. Second, limited capital and government support make this strategy more realistic to implement by utilizing existing assets. Third, this strategy can increase cash flow before larger developments, such as infrastructure improvements. Fourth, implementing a harvest strategy allows the village to continue operating the tourist attraction while looking for innovations to increase its attractiveness.

**Tourism Potential that Can Be Developed in Purwabakti Tourism Village**

Based on the results of analysis and observation, some tourism potential that can be developed to increase the attractiveness of the village include:

- 1. Nature Tourism**
  - a. Terraced rice fields (agro-tourism): Rice field trekking, organic farming education, and Instagramable photo spots.
  - b. Waterfall & Water Tourism: Improved trekking facilities, camping areas, and adventure activities such as canyoning and river tubing.
  - c. Riung Kaung Bath: Development of a natural bathing concept with facilities such as fish therapy and gazebo.
  - d. Cianten Tea Plantation: Tea garden tour, tea processing workshop, and tea tasting with natural scenery.
- 2. Cultural Tourism**
  - a. Serentaun Festival, Muharaman, & Feast of Harvest: Make this festival an annual event with wider promotion.
  - b. Cultural Education & Local Wisdom: Traditional art classes (jaipong dance, angklung, pencak silat) as well as a traditional house experience.
- 3. Culinary & Local Product Tourism**
  - a. Purwabakti Coffee Tour: Coffee farm tour, coffee roasting experience, and village cafe.

- b. Souvenir & Culinary Center: A souvenir center selling trigona honey, palm sugar, and village culinary tour packages.

#### 4. Adventure & Educational Tourism

- a. Camping Ground & Glamping: Camping facilities with glamping concept and activities such as night trekking.
- b. Environmental Education Tourism: Nature conservation programs, agricultural education, and ecology-based school tours.

With more optimal management, the tourism potential in Purwabakti Tourism Village can be developed into a leading attraction that can increase the number of tourists and the welfare of the village community.

#### IV. CONCLUSIONS

This research used primary data obtained through interviews with the manager of Purwabakti Tourism Village who is a member of the Tourism Awareness Group (Pokdarwis), the manager of Riung Kaung tourist attraction, and representatives of the Bogor Regency Culture and Tourism Office. In addition, direct observation was also conducted to understand the village conditions in more depth. The data obtained was analyzed using the SWOT method, which aims to identify the strengths, weaknesses, opportunities, and threats facing Purwabakti Tourism Village. After these factors were identified, a strategy mapping was conducted based on the TOWS Matrix approach, namely: WO-strategy (overcoming weaknesses by taking advantage of opportunities), SO-strategy (using strengths to seize opportunities), ST-strategy (using strengths to overcome threats), and WT-strategy (minimizing weaknesses and avoiding threats). To determine the most suitable strategy, the results of the SWOT analysis were then evaluated using the EFE (External Factor Evaluation) Matrix and the IFE (Internal Factor Evaluation) Matrix, which assigns weights and ranks to each factor to obtain a total score indicating the village's strategic position. Based on the IE Matrix results, Purwabakti Tourism Village is in cell 6, which according to strategy theory requires a harvest strategy approach. This strategy is suitable for businesses that are experiencing slowing growth but still have profit potential. Some steps that can be taken in this strategy include maximizing revenue from existing tourist attractions, optimizing available assets, and maintaining the sustainability of the tourism sector to remain competitive.

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