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## The Strategy of Development Jimbung Tourism Village through Expert Preference Approach and Simple Additive Weight Method

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### Abstract

The purposes of this study are to increase the empowerment of local communities in the tourism sector in Jimbung Village, Indonesia, especially in the concept of a nature-based tourism village and creative economy, to build the tourism sector as one of the main pillars of sustainable economic development, to map the potential and problems of tourist villages, to improve the socio-economic status of the community. rural areas and to formulate a tourism village development strategy.

This research method uses a survey method. The survey method focuses on obtaining information or data which is carried out through field observations, interviews with stakeholders and FGDs. Interviews are used to explore the preferences of experts consisting of Village Government officials, practitioners, academics, tourism managers. The expert system approach is carried out to acquire expert knowledge about the factors that need to be considered in a tourism village development strategy.

Problem solving is divided into two stages, namely the first stage is identifying the potential of tourist attractions. The second stage is formulating a multi-criteria decision for developing a tourist village with the SAW (Simple Additive Weight) method approach. The development of the capacity of the Village Government apparatus is an A-1 alternative which is chosen as the best alternative, in other words, the Village Government Apparatus are as the best stakeholder preference in the development of Jimbung Village Tourism. The second is the Tourism Manager stakeholders with a value of 0.937, the third order is the Academic stakeholders with a value of 0.847, the last is the Practitioner stakeholder preference with a value of 0.785.

Stages of national tourism development at the village level are: (1). Identifying the existing cultural values and potential to preserve and develop, (2). Empowering village tourism potentials to be built and developed and (3). Developing forums for the actualization of village culture and tourism.

**Keywords:** tourism village, expert preference, SAM, competitiveness

### 1. Introduction

Klaten Regency Indonesia has various tourist objects/destinations, divided into natural attractions, artificial attractions and cultural attractions (pilgrimages and historical relics).

Tourism can be a mainstay for regional development (Dimiyati, 2017). Such a large tourism potential must be developed so that the tourism sector can contribute significantly to economic improvement and is generally beneficial for regional development in Klaten Regency (Kertajaya, Hermawan, 2015) Jimbung Village as part of a tourist village in Klaten Regency has the desire to develop itself into a tourism village with management principles, including: (1) utilizing local community facilities and infrastructure, (2) benefiting the local community, (3) being small-scale to facilitate relationships reciprocity with the local community, (4) involving the local community and (5) implementing the development of rural tourism products.

## 2. Literature Review

### Overview of Jimbung Tourism Village Indonesia

With the enactment of Law 22 of 1999 which was enhanced by Law 32 of 2004, the village has the opportunity to formulate development programs that can reach all levels of society and regions in accordance with local needs and characteristics. This regulation can generate a sense of belonging to a sustainable community, as well as have an impact on increasing capabilities and an increasingly empowered community. The name of Jimbung according to several historical stories (which have not been documented) appeared during the Dutch colonial period, this area was widely planted with hard plants, especially in the northern part of Jimbung village which is currently called Dukuh Jimbung.

Jimbung Village is located in Kalikotes District, Klaten Regency with an area of 399776 Ha, which is divided into 33 Hamlets, 29 RWs (citizens Association) and 107 RTs (neighborhood Association). One of the tourism potentials of Jimbung Village is Sendang Bulus Jimbung (spring of Jimbung turtle) which has a spring with a fairly high discharge. Apart from being a water tourism area, the Jimbung spring is used by BUMDes (village-owned enterprises) Sidoguro as a raw material for the production of drinking water in Tirta Cave, although at this time it is still in the testing process to meet hygienic drinking water standards.

The potential for religious tourism in Jimbung village includes: 1) Ketupat (a typical Javanese dish made from rice wrapped in a wrapper made of woven young coconut leaves) Carnival which is held annually to coincide with the 8th of Shawwal in the Hijri year, 2) Panembahan Agung's Tomb, which is located in Kradenan Hamlet, 3) Panembahan Romo's Tomb is located in Kajoran Hamlet, 3) Syayidati's Tomb is located in Jimbung Guwo Hamlet, 4). Kauman mosque which is an ancient mosque is located in Kauman Hamlet.

### Strategy for the Implementation of Creative Economy Development in the Perspective of Tourism Villages.

In order to realize various ideas, strategic steps can be taken by involving parties from the upstream to downstream sectors (Ojo, et al, 2014). *First*, at the farmer level, in addition to cultivation activities, it is necessary to continue to be encouraged as an effort to increase the capacity of "creative knowledge". This means that farmers must be equipped with insight into the use of by-products in agricultural commodities so that they become creative products with added value, especially as handicraft products. In addition, strengthening farmer institutions through the establishment of Gapoktan or cooperatives is needed to improve their bargaining position.

Dissemination of information and coordination in various activities will be smoother as an institutional system.

*Second*, farmer groups or a combination of farmer groups can be encouraged to develop certain creative business units (adjusted to commodities), in addition to their primary agricultural businesses. Opportunities for new sources of income for farmers become very open through this step. For example, coconut farmers' wives can be empowered to make handicraft products such as coins, bracelets or necklaces from coconut shells, flower vases or decorative lamps from coconut – while husbands are busy with primary production of coconuts. All of which can provide additional income for the farmer's own household.

*Third*, farmer partnerships with creative industry associations on the other hand need to be built to form a pattern of healthy and mutually beneficial relationships. A farmer group may not be able to develop its own creative business unit. They can partner with a creative industry association in other sectors as an appropriate alternative. An important point in this kind of business partnership is how farmers receive a fair price for the materials supplied by them and how the industry is also guaranteed the supply of raw materials.

*Fourth*, improving creative processes related to production, promotion, marketing, and packaging of handicraft products. This step requires continuous exploration of ideas about the use of agricultural by-products, creation of new product designs, “creating” consumer needs (especially for self-image and self-actualization) and enrichment of packaging designs. At the production level, apart from the creative process, the continuity of product supply must also be maintained. The main market for the sale of these handicraft products is the export market. For the development of promotion and marketing, trend setting through advertising, social media, models in films and television is a new way that can be taken. The issue of "green products" can also be explored to shape the trend of market acceptance of agricultural products. In addition, currently product marketing media through internet media must be applied, especially for products based on creative designs.

*Fifth*, improving supply chain performance through optimizing the role of information and communication media. Various types of information and communication media are very useful for providing market information, availability of raw materials, products, price developments, regulations related to trade and marketing. The five strategic steps above are expected to be a reference in efforts to develop the creative agro-industry sub-sector in Indonesia.

The role of the government is needed to support the successful journey of this creative agro industry. The Ministry of Agriculture is expected to help strengthen farmer institutions by encouraging the formation of farmer groups that can become a knot for developing creative industry business units in the future. The Ministry of Industry plays a role in stimulating research and development on matters related to the invention and innovation of creative products based on agricultural commodities, as well as in stimulating growth and increasing production in the creative industry. Furthermore, the Ministry of Trade must continue to open wider market access for creative agro-industry products by providing incentives for these products to penetrate the export market

### 3. Method

This research method uses grounded research, survey method and quantitative method. The survey method focuses on obtaining information or data through field observations, interviews with the regional government's economic sector and supporting discussions. Meanwhile, a qualitative approach is used to explore data from stakeholders.

In this study, the definition of tourist village attractiveness that will be used as the basis of reference is "the type of tourism which is a group consisting of several related entities both horizontally and vertically as well as other supporting institutions that interact to create added value both individually and collectively." (Roelandt and Hertog, 1999; Porter, 1998; Wirabrata, 2003). An expert system approach was carried out to determine expert knowledge about the factors that need to be considered in a tourism village development strategy.

The research was planned through a tourism village development strategy using a survey method. The object of the research area is the tourism village of Jimbung, Kalikotes District, Klaten Regency. Problem solving used a systems approach and FGD (Focus Group Discussion) technique, which explored several experts as many as 15 people were represented into four groups, the first group represented village government officials, the second group represented practitioners, the third group represented tourism village managers and the fourth group represented academics.

The implementation of this research was divided into two stages, namely the first stage was identifying potential tourist attractions. The second stage was continued by formulating a multi-criteria decision for developing a tourism village with the SAW (Simple Additive Weight) method approach. The output of this stage is the formulation of a tourism village development strategy.

### 4. Results

#### Research results

The presence of the Tourism Village in Jimbung is expected to have an impact (multiplier effect) and at the same time create job opportunities for Public. On the other hand, the existence of a Tourism Village is one of the answers to the development of tourism market trends, where orientation is the choice of tourists is currently experiencing a shift in tourist choices which presents the beauty of rural areas, people's lifestyles in rural areas, back to nature tourism, accommodation which is able to provide interaction with local residents (homestay) as well as small scale products but unique. Thus at this time this Tourism Village which is interesting in natural nuances in accordance with cultural values, so as to develop sustainable tourism activities side by side with culture without destroying the existing culture.

It is a major concern that the empowerment of Tourism Villages is held with the aim of (Ritchie, J.R., Crouch., Geoffry, I. 2010): a) providing guidelines for management and development local culture-based tourism in accordance with the planning of Regional development b) ensuring the preservation of local cultural values that contain structures of life, procedures and traditions that apply to the community in the village Tourism, c) improving the welfare of the Tourism Village

community and d) developing tourism institutions and tourism governance that are able to synergize the development of tourism destinations, marketing tourism and the tourism industry in a professional manner.

Potential tourist attractions in Jimbung Village are grouped into four as follows:

**A. Religious Tourism**

Religious tourism objects include 1) Penembahan Agung's tomb, 2) Panembahan Father's tomb 3) Syayidati's tomb, 4) Kauman/Archaeological Mosque

**B. Cultural Tourism**

Cultural tourism objects include Ketupat/Syawalan Carnival, 2) Bulusan/Turtle Baths, 3) Pamardi Laras Karawitan Art

**C. Nature/Environmental Tourism**

Natural tourism objects include Gebyog Cliffs and Wanareja Tourism Park

**D. Educational Tour**

Educational tours have ASTP (*Agro Science Techno Park*)

The selected respondent experts are based on considerations and criteria, including (Vassiliadis, C., Fotiadis, A. 2018): 1) The existence of the respondent and his willingness to be interviewed. 2) Has a reputation, position and has shown credibility as an expert and 3) experienced in his field.

Table 1 describes the data on the potential tourist attraction of Jimbung village.

Table 1 Data on Potential Tourist Attractions in Jimbung Village Based on Tour Manager's Preferences

No	Potential Tourist Attractions	Score Level			
		National	Province	Regional	Local
1	Penemahan Agung's Tomb	1	1	1	3
2	Panembahan Romo's Tomb	1	2	1	2
3	Syayidati's Tomb	2	2	2	1
4	Kauman/Archaeological Mosque	2	2	2	3
5	Ketupat/Syawalan Carnival	1	2	1	2
6	Bulusan Baths	1	2	3	3
7	Pamardi Laras Musical Art	2	1	2	2
8	Dewi Laras Musical Art	3	1	1	3
9	Gebyog Cliff	1	2	3	1
10	Wanareja Tourist Forest	2	1	2	4
11	ASTP (Agro Science Techno Park)	1	2	2	1
	Total	17	18	20	25

Sources: primary data (2022)

Based on the preferences of stakeholders, the tourist attraction of Jimbung Village at the national level has the lowest score meaning it is not potential, while the highest score for tourist attraction is at the local level (District) meaning potential.

Based on table 2, the potential tourist attraction of Jimbung village is analyzed using the Simple Additive Weight (SAW) method as follows table 2:

Table 2 Stakeholder Preference in Jimbung Village Tourism Development with SAW method

Stakeholder Preference	Tourist Attraction Level			
	National	Province	Regency	Local
Government apparatus	20	16	20	25
Practitioners	12	12	22	22
Academics	15	18	21	20
Tourism managers	17	18	20	25

Sources: primary data (2022)

The formula for analyzing the performance rating is as follows (Risawandi and Rahim, 2016):

$$r_{ij} = \begin{cases} \frac{x_{ij}}{\text{Max}_i x_{ij}} & \text{if } j \text{ is the benefit attribute} \\ \frac{\text{Min}_i x_{ij}}{x_{ij}} & \text{if } j \text{ is the cost attribute} \end{cases}$$

The Preference Value is:

$$V_i = \sum_{j=1}^n w_j r_{ij}$$

With each criterion (level of tourist attraction) given a weight of 25%, the calculation is as follows:

**The first stage:** Rating Normalization is:

$$R = \begin{bmatrix} 1.00 & 0,88 & 0,90 & 1.00 \\ 0,60 & 0,66 & 1.00 & 0,88 \\ 0,75 & 1.00 & 0,95 & 0,80 \\ 0,85 & 1.00 & 0,90 & 1.00 \end{bmatrix}$$

**Second Stage:** Ranking Process with weight:  $W = [0,25; 0,25; 0,25; 0,25]$

The results obtained are as follows:

$$\begin{aligned} V1 &= (0,25) (1) + (0,25) (0,88) + (0,25) (0,90) + (0,25) (1) \\ &= 0,250 + 0,220 + 0,225 + 0,250 = 0,945 \end{aligned}$$

$$\begin{aligned} V2 &= (0,25) (0,60) + (0,25) (0,66) + (0,25) (1) + (0,25) (0,88) \\ &= 0,150 + 0,165 + 0,250 + 0,220 = 0,785 \end{aligned}$$



$$V3 = (0,25) (0,75) + (0,25) (1) + (0,25) (0,95) + (0,25) (0,80)$$

$$= 0,187 + 0,250 + 0,237 + 0,200 = 0,874$$

$$V4 = (0,25) (0,85) + (0,25) (1) + (0,25) (0,90) + (0,25) (1)$$

$$= 0,212 + 0,250 + 0,225 + 0,250 = 0,937$$

### Third Stage: Conclusion Drawing

The largest value is in Value-1, which is 0.945, indicating that the stakeholders, namely the Village Government Apparatus, is the A1 alternative which was chosen as the best alternative. In other words, the Village Government Apparatus as the best stakeholder preference in the development of Jimbung Village Tourism. The second is the tourism management stakeholders with a value of 0.937, the third is the academic stake holder with a value of 0.847, then the fourth rank of stakeholder contribution is the practitioner with a value of 0.785.

## 5. Discussion

Departing in the order of preference stakeholders who play an active role are Village Government Apparatus, Tourism Managers, Academics, and Tourism Practitioners in the development of Tourism Villages. Stages of Tourism Village Development which include various levels starting from the National, Provincial, Regency and local levels and can be carried out in four stages of analysis of the development of the Jimbung Tourism Village are: 1) identifying existing and potential cultural values to be preserved and developed, 2) Empowering potential for village tourism to be built and developed 3) Institutionalizing forums for the actualization of village culture and tourism in strategic activities at the local, regional, national levels and 4) Improving coordination, information, promotion and communication between village government, regency/city government, local government and tourism stakeholders in an effort to develop sustainable tourism villages.

The tourism village development strategy includes four stages, namely:

- 1) Tourism Village infrastructure development  
Village infrastructure includes infrastructure development for village industrial center facilities and infrastructure, creative industry infrastructure development and home industry of Villages, development of transportation and communication infrastructure as well as other infrastructure development as needed.
- 2) Tourism Village Marketing  
Marketing of Tourism Villages as including marketing of Tourism Villages together, integrated and sustainable by involving all stakeholders and responsible marketing in building the image of the Region as a competitive Tourism Village destination.
- 3) Strengthening of Tourism Village institutions  
The strengthening of Tourism Village institutions includes developing the capacity of Tourism Village organizations, mechanisms, operations and tourism systems, increasing the capacity of Tourism Village community resources.
- 4) Partnership cooperation

Partnership cooperation is carried out by the Tourism Village Manager with third parties in order to improve the welfare of the Tourism Village community. Cooperation between the Tourism Village Manager and third parties can take the form of:

- a. Cooperation for business results
- b. Production cooperation
- c. Management cooperation
- d. Cooperation for the place of business.

While the Tourism Village Empowerment Strategy includes:

- a. Identification of existing and potential cultural values to be preserved and developed;
- b. Empowerment of village tourism potentials to be built and developed
- c. Institutionalization of village culture and tourism actualization forums in strategic activities at the local, regional, national and international;
- d. Improvement of coordination, information, promotion and communication between village government, district/city government, local government and tourism stakeholders in the development of tourism villages sustainable

## 6. Conclusion

Respondents' preferences are 15 (fifteen) stakeholders from the Village Government elements represented by 5 experts, 5 Tourism Business Practitioners, 5 Tourism Managers and 5 Research Institutes (academics), the results of data processing with the SAW method. The largest value obtained is in V-1, which is 0.945, indicating that the Village Government Apparatus stakeholder is an A-1 alternative that is chosen as the best alternative, in other words, the Village Government Apparatus is the best stakeholder preference in the development of Jimbung Village Tourism. The second order is the Tourism Manager stakeholders with a value of 0.937, the third order is the Academic stakeholders with a value of 0.847, then the fourth order of stakeholder preference is Practitioners with a value of 0.785.

Stages of tourism development at the national level to the village: (1). Identifying existing and potential cultural values to be preserved and developed, (2). Empowering village tourism potentials to be built and developed, (3). Developing forums for the actualization of village culture and tourism, (4). Improving coordination, information, promotion and communication between village governments, regency governments, and tourism stakeholders in the development of sustainable tourism villages. Tourism development strategies include: Tourism Village Infrastructure Development, Tourism Village Marketing, Tourism Village Institutional Strengthening, and Partnership Cooperation

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