



Strategy for Developing a Tourist Attraction in Bukit Sewu, Sambang Kalipuro district, Banyuwangi regency

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ABSTRACT

SewuSambang hill was discovered when a Papring youth organization observed the hill in 2016. SewuSambang hill is a tourist attraction that has extraordinary natural potential. However, it has obstacles in development including accessibility, funds under construction, and transportation so it needs to be developed to increase tourist loyalty and increase the number of visitors. The purpose of this study is to identify the pull factors and the driving factors for tourism in Bukit SewuSambang, Kalipuro District, and Banyuwangi Regency and determine a strategy for developing a tourist attraction in Bukit SewuSambang, Kalipuro District, Banyuwangi Regency. Quantitative descriptive research methods, sources of primary and secondary data, techniques data collection interviews, observations, and questionnaires. The data analysis technique used was factor analysis and SWOT analysis. The pull factors for the SewuSambang book include attractions, facilities, natural beauty, access, and climatic conditions. and the driving factors for escape, relaxation, strengthening family bonds, and educational opportunities. The strategy for developing the tourist attraction of Bukit Sewu, Sambang, uses internal and external factors by determining the Kuadran I of the tourist attraction of Bukit Sewu, Sambang.

Keywords: strategy, pull factor, push factor, development

1. Introduction

Tourism is the leading sector and the driving force of the economy for the community with the circulation of money by tourists, especially local people in destinations. this is evidenced by the number of jobs available from the existence of tourism activities and the purchasing power of tourists for tourism products offered at destinations so as to improve the standard of living and improve the welfare of the community. It can be said that because the tourism sector is a sector that can be developed by other regions in Indonesia with the potential of each region in the form of natural, cultural and artificial resources. Along with the expansion of the definition of tourism, tourist destinations are also expanding and developing. Tourists who are tired of urban life can make natural and cultural tourist attractions a place of recreation. Another positive impact in the development of the tourism sector in the social life of the community is the awareness of the natural potential and cultural heritage of each region in Indonesia.

A tourist attraction is described in Law Number 10 of 2009 as anything that has uniqueness, beauty, and value in the form of natural, cultural, and man-made diversity that is a target or tourist destination. A tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural and man-made wealth that is the target or purpose of tourist visits. Tourist attraction emphasizes uniqueness, intensity and originality in determining the authenticity of tourism so that it can be a determinant of satisfaction and loyalty of tourists to keep visiting these destinations.

Banyuwangi Regency is one of the regencies that is intensively working on tourism with its diverse potential. This is done to move the wheels of the economy of the people of Banyuwangi Regency so that they can prosper the local community. the local government of Banyuwangi Regency conducts various events to attract tourists such as the GandrungSewu festival, BanyuwangiEthno Carnival, International Tour de BanyuwangiIjen held annually by maximizing the potential of the area including 1. Advertising (advertising) Magazines, Booklets, Paper Bags, Art Books, 2. (Brochure) Media is implemented by giving brochures to tourists who come to the Banyuwangi Culture & Tourism Office who need information about Banyuwangi tourism. 3. Inflight magazine or flight magazine is a magazine specifically designed for domestic and foreign tourists who use Garuda Indonesia & Lion Air flight services and serve flight routes based on Surabaya – Banyuwangi – Surabaya. 4. The magazine is a magazine entitled Exploring Banyuwangi which

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contains several leading tourist objects in Banyuwangi Regency, equipped with paintings about each tourist attraction using 2 languages, namely Indonesian which is the National Language & English is the International Language. 5. Maps: Maps contain all of Banyuwangi's attractions, hotels, restaurants, transportation, and others. 6. calendar events, event calendars are all events based on culture, culinary, special ceremonies in Banyuwangi such as the Gandrung Sewu Festival, Seblang, Kebo-keboan & still poly and others. 7. Cd. The CD contains videos about several Banyuwangi tourist attractions & featured festivals held every year. 8. Banyuwangi festival (B-Fest): Banyuwangi festival is the activity of organizing a series of events for one year that has a regular cycle. Banyuwangi festival is held once a year and has been determined. 9. Paper Bag or paper bag: this media, in the form of a bag, is very attractively designed and has pictures of several Banyuwangi tourist attractions. 10. Android-based application: an application that can be installed on Android is "Banyuwangi Tourism" so that it can make it easier for tourists. 11. Utilization of external media using the installation of billboards, banners, posters & billboards containing the schedules for each event held from the new year to the end of the year (Kurniawan, 2018).

Geographically, Banyuwangi has 25 sub-districts, 28 sub-districts, and 189 villages. Banyuwangi Regency consists of lowlands, mountains, plantations and beaches (wikipedia.com). Kalipuro District is one of the districts that develops tourism with tourism potential and the uniqueness of each tourist attraction, one of which is a tourist attraction that offers uniqueness, originality and intensity, namely Bukit Sewu Sambang.

Bukit Sewu Sambang is a tourist attraction which is located at an altitude of 200 to 300 above sea level. Sewu Sambang hill was discovered when the Papring youth organization observed the hill in 2016. The potential of the hill is extraordinary. So that the youth and local residents cleaned and arranged the hill which was originally a wilderness with community service and joint ventures to build roads, gazebos and others. The hill is known by residents by various names including Keseran, Ranks, Jambangan and Tangki. Bukit Sewu Sambang was inaugurated and opened to the public on June 14, 2019, named Bukit Sewu Sambang in Osing and Javanese languages which means Sewu, which is a thousand, while Sambang means visiting combined, meaning that the expectation of visiting Bukit Sewu Sambang is thousands. Sewu Sambang Hill has natural potential that dominates, including the East side can see the Bali Strait, the South side can see pine hills and teak trees, the West side can see Mount Merapi, the North side can see exotic cliffs and at night can see in and out of cars and motorbikes. crossing at Ketapang Harbor. In addition, Bukit Sewu Sambang also offers camping at a cost of 10,000 / person and a tent rental fee of 25,000 to 35,000 / tent. while the fare to visit Bukit Sewu Sambang is 5,000 / motorbike and 10,000 / car. The income that goes to Bukit Sewu Sambang is called a donation because the income goes to Bukit Sewu Sambang as a whole for the development and construction of Bukit Sewu Sambang. The facilities at Bukit Sewu Sambang are toilets, prayer rooms, stalls and gazebos. The car park in Bukit Sewu, Sambang is located at a resident's house and 100 percent of the income goes to a resident's house which is used as a car park. This is because there is no car parking access to Bukit Sewu Sambang.

According to interview data on December 17, 2021 from the Chair of the Pokdarwis, the number of visitors at Bukit Sewu Sambang every month was approximately 700 to 800 people before covid 19. After the covid 19, Bukit Sewu Sambang experienced a significant decrease in the number of visitors, which was approximately 300 to 500 people. person / month. The decrease in the number of visitors was due to restrictions on community activities (PPKM) in Banyuwangi Regency. However, this achievement is extraordinary for a new destination and is accompanied by an increasing trend of tourists visiting natural tourist destinations. The tourist attraction of Bukit Sewu Sambang is a trend for tourists because of the very beautiful natural scenery, the hill offers the closest sunset, has camping attractions that are dominated by generation Z tourists based on the characteristics of the respondents, instagramable photo spots, views from all directions. In addition, the pandemic is changing people's lifestyles, especially in tourism activities. This is because tourists prioritize health, safety, and comfort so that tourists prefer natural tourist destinations because natural tourism has a good air cycle, beautiful scenery and atmosphere, beautiful and cool so that it makes the mind more fresh (detiktravel, 2021).

Seeing this phenomenon, the trend of tourists visiting natural tourist destinations has increased. One of the natural attractions is located in Kalipuro District, Banyuwangi Regency, namely Bukit Sewu Sambang. Tourists in visiting a tourist attraction have motivation which is the main factor in traveling, namely push factors and pull factors. According to Weaver & Lowton (2006:27) by Giva Pavule, pull factors are defined as forces that help stimulate tourism products by attracting consumers to certain tourist destinations. Pull factors generally come from tourist attractions. The pull factors in this study identify climatic conditions, attractions, natural beauty, facilities and access. The driving factor according to Fandeli (1995) is a factor that encourages someone to travel. The driving factors in this study identify escape, relaxation, strengthening family bounds and educational opportunities.

Tourism development is a series of efforts to achieve integration in the use of various tourism resources, integrating all forms of aspects outside of tourism that are directly or indirectly related to the continuity of tourism development (Swarbrooke 1996: 99). Bukit Sewu Sambang is a tourist attraction that has extraordinary natural potential. However, it has obstacles in development including accessibility, funds in development, and the absence of public transportation to Banyuwangi City, there are no details on the number of visitors. In addition, based on observation data in the field, the main obstacle in the development of no connecting bridge so that during the rainy season the road to the Bukit Sewu Sambang attraction, the damaged asphalt road leading to the Bukit Sewu Sambang tourist attraction, is unavailability of clean water so it needs to be developed to increase tourist loyalty and increase the number of visitors. The tourist attraction of Bukit Sewu Sambang is currently in the involvement stage with characteristics including the number of tourist visits starting to increase on holidays, namely Saturday, Sunday and Sunday nights, the government (Banyuwangi Tourism Office is starting to contribute to development), local communities are participating and active in the development and promotion is carried out on a small scale by promoting on social media Instagram.

According to Rangkuti in Nainggolan and Kampana (2015: 46) that strategy is a company activity to find a match between the company's internal strengths and external forces (opportunities and threats) of a market. The attractions offered at the Bukit Sewu Sambang tourist attraction are based on the natural environment such as camping and natural beauty which is an internal strength, the presence of out-of-town and foreign tourists is an opportunity for Bukit Sewu Sambang's tourist attraction and has threats, so in the development of tourist attractions it is necessary to analyze strategies in the tourist attraction of Bukit Sewu, Sambang.

Bukit Sewu Sambang is a tourist attraction that is built based on the extraordinary natural potential and the desire of the local community in Papring Village to advance Papring Village, one of which is making Bukit Sewu Sambang a tourist attraction. "The human resource barrier is because we are basic, not from tourism, because the business actors are local people, so how to deal with guests and how to become a guide is still not optimal. Apart from that,

the obstacle is funding because we are independent. So I say that the steps are self-supporting” (source: interview with the Chairperson of Pokdarwis on March 16, 2022). Based on the interview data above, the development of the Bukit SewuSambang tourist attraction is not optimal, therefore this research is very important to analyze the strategy for developing the Bukit SewuSambang tourist attraction.

2. Methodology

The data analysis technique in this study used quantitative descriptive with a SWOT analysis pattern to analyze the development strategy of Bukit SewuSambang, Kalipuro sub-district, Banyuwangi Regency.

a. Factor Analysis

Factor analysis was used to answer the formulation of problem one to find out the tourist attraction factors in Bukit SewuSambang, Kalipuro District, Banyuwangi Regency with the help of the SPSS application. Following are the stages of factor analysis as follows:

1. formulate the problem

the method used in this stage is to formulate problems, such as identifying the objectives of factor analysis. The variables which will be selected are variables that are relevant to previous research, theories and their own opinions.

2. create a correlation matrix

all incoming data is processed to produce a correlation matrix so that other variables can be identified so that they can be excluded from the analysis, then testing must be done by:

a) Bartlett's test of sphericity is used to test that the variables in the sample are correlated.

b) Kaiser Meyer Olkin (KMO) test to determine the adequacy of the sample or measure the feasibility of the sample. Factor analysis is considered feasible if the $KMO > 0.5$

c) The measure of sampling (MSA) test is used to measure the degree of correlation between variables with MSA criteria > 0.5

3. determine the number of factors

the number of co-factors formed is as many as composing variables or dimensions. Joint factors with the total initial eigenvalue > 1 , are factors that represent the sub-variables that make up the contribution of the co-factors formed in the analysis, which can be seen from the total variance explained. While the cumulative total value of variance will show the total variance of the formed variables that affect the tourist attraction factors in Bukit Sewu, Sambang, Kalipuro District, Banyuwangi Regency.

4. rotation factor

Factor rotation can be done to facilitate interpretation in determining which variables are designed in a factor, through factor rotation it can be seen which variables represent each factor formed.

5. interpretation of factors

Interpretation of factors can be done by grouping variables that have a loading factor (the correlation between variables and formed factors) for the interpretation of this study, a minimum loading factor of 0.5 is removed from the model (Hair et al, 2010).

SWOT analysis was carried out in this study, to analyze internal factors and external factors so that it can be seen the strategy that must be used in this study, the tourist attraction of Bukit SewuSambang. The SWOT analysis is as follows:

b. SWOT analysis

according to Rangkuti (2009:18) SWOT analysis is a systematic identification of various factors for the formulation of corporate strategy. SWOT analysis includes strengths (strengths), opportunities (opportunities), weaknesses (weaknesses) and threats (threats).

1. internal analysis

a. strengths (strength)

Situation, or circumstances that become the strength of the organization or company. power comes from the resources of an organization, company, or institution.

b. weaknesses (weaknesses)

A situation or condition that represents the weakness of an organization or company. Components used to find constraints, limited resources, equipment limitations, and so on. This facilitates the process of identifying factors that can affect the performance of an institution, institution, or organization.

2. external analysis

a. opportunities

The opportunity component is usually determined at the beginning of the establishment of an organization or institution. This component contains opportunities owned by the institution or organization and has the opportunity to achieve goals.

b. threats

Threats are one of the most important elements of a SWOT analysis. This component can determine the continuity or failure of a company, institution, or organization. The number of competitors, market demand, timing and technological developments, available resources, etc. can be a threat.

3. Result

Bukit SewuSambang is administratively located in Kalipuro District, Banyuwangi Regency. Bukit SewuSambang was inaugurated and opened to the public on June 14, 2019. Initially Bukit SewuSambang was a place to find grass for the surrounding community which was used to feed the local

community's livestock, namely cows. Around the Bukit SewuSambang tourist attraction, there are pine forests and medicinal plants. There is also a river and incredible views from all sides. the east side can see the Bali Strait, the south side can see hills of pine and teak trees, the west side can see Mount Merapi, the north side can see exotic cliffs and at night can see in and out of cars and motorbikes crossing at Ketapang Harbor. Then the Papring youth realized that Bukit SewuSambang had extraordinary potential with very beautiful natural scenery and could be used as a tourist attraction. Bukit SewuSambang is a tourist attraction which is located at an altitude of 200 to 300 above sea level. Bukit SewuSambang was discovered when there was a Papring youth organization observing the hill, in 2016 so that the youth and local residents cleaned and arranged the hill, which was originally a wilderness with community service and joint ventures to build roads, gazebos and others. This hill, known by residents by various names including Kesperan, Ranks, Jambangan and Tangki. This hill, changed its name when it became a tourist attraction, this is because the local community has very high expectations. This hill, was renamed Bukit SewuSambang. Bukit SewuSambang is taken from the Osing and Javanese languages which means Sewu, which is a thousand, while Sambang means visiting when combined, which means that it is hoped that thousands of people who visit Bukit SewuSambang can improve the standard of living of the local community.

This study consisted of 75 respondents who were tourists who were the tourist attraction of Bukit SewuSambang, Kalipuro District, Banyuwangi Regency.

Respondents in this study, amounting to 75 respondents using the appropriate size sample size. This table describes the characteristics of respondents based on city origin, gender, age, education level, occupation and marital status which are related to this study, to determine the characteristics of respondents. The data on respondent characteristics are based on city origin, gender, age, education level, occupation and marital status

Characteristics of respondents have several categories including city origin, gender, age, education level, occupation, and marital status. Respondents in this study, amounted to 75 respondents. Characteristics of respondents based on city origin in this study consisted of 1 neighboring country and several cities in Indonesia including Lamongan, Bali, Boyolali, Bali, Malaysia, Jember, Bondowoso, Probolinggo, Jepara, and Banyuwangi. The highest number of tourists in Bukit SewuSambang is Banyuwangi as much as 85.3% or 64 people, Bali as many as 4% or 3 people, Lamongan as much as 1.3% or 1 person, Palu as much as 1.3% or 1 person, Boyolali as much as 1,3% or 1 person, Malaysia as much as 1.3% or 1 person, Jember as much as 1.3% or 1 person, Bondowoso as much as 1.3% or 1 person, Probolinggo as much as 1.3% or 1 person and Jepara as much as 1,3% or 1 person.

The characteristics of the respondents based on gender were the most male respondents as many as 50.7% or 38 people and the least female respondents as many as 49.3% or 37 people. Characteristics of respondents based on age at most were 17-25 years as many as 61.3% or 46 people, 26-44 years as many as 36% or 27 people and age 45-56 years 2.7% or 2 people. Characteristics of respondents based on education level most are SMA / equivalent as many as 62.7% or 47 people, Bachelor (S1) as many as 21, 3% or 16 people, diploma as much as 10.7% or 8 people, Postgraduate (S2, S3) as many as 2.7% or 2 people, 1.3% junior high school or 1 person, elementary school as much as 1.3% or 1 person, and there are no respondents who did not finish elementary school.

Characteristics of respondents based on occupation the most are students / students as much as 41.3% or 31 people, others (private employees) as much as 24% or 18 people, civil servants / employees as much as 13.3% or 10 people, entrepreneurs as much as 12% or 9 people, and the least respondent's occupation is housewives as much as 9.3% or 7 people.

The characteristics of respondents based on marital status were mostly unmarried as many as 62.7% or 47 people, married as many as 37.3% or 28 people and divorced marital status did not exist in the research respondents.

Strengths

a. Tourism Potential

SewuSambang Hill is dominated by nature, including the East side you can see the Bali Strait, the South side can see the hills of pine and teak trees, the West side can see Mount Merapi, the North side can see exotic cliffs and at night you can see in and out of cars and motorbikes crossing over. Ketapang port.

b. Travel Awareness Group

Tourism awareness groups (pokdarwis) are organizations that group local communities with the aim of developing tourist attractions. Pokdarwis Bukit SewuSambang is Jajang Arum and at the same time as a manager has the goal of building Papring Village, one of which is making Bukit SewuSambang a tourist attraction.

c. Development Program

The Bukit SewuSambang tourist attraction development program includes the addition of facilities to support tourists. This can be seen from the interview results as follows: "Glamour camping will be held, but funding is constrained and hopefully it will be realized in 2-3 years, providing clean water, adding electricity. Yesterday there was also a development program that was completed, namely souvenirs." (source: Head of

PokdarwisTamamFauzi, March 16, 2022, Appendix 3). Based on the results of interviews, the development program that will be carried out has funding constraints and has 3 development programs. In addition, it has 1 development program that has been implemented.

d. Relatively low cost

The cost offered by the Bukit SewuSambang attraction is relatively cheap. Souvenirs are one of the souvenirs that are used as memories for tourists so that they can be used as souvenirs, souvenirs of Bukit SewuSambang's tourist attraction, namely goodie bags made of bamboo and woven.

e. Adequate facilities

The tourist attraction facilities of Bukit SewuSambang include toilets, halls, terraced roads as an alternative when it rains, prayer rooms, stalls.

f. Local people's hospitality

The hospitality of the local community, the tourist attraction of Bukit Sewu, Sambang, has been formed from an early age by being taught to respect guests. This rural community has a very friendly character to everyone.

g. Availability of tour packages

The tour packages available for the attractions of Bukit SewuSambang include first learning traditional musical instruments, second learning traditional games, third learning to weave bamboo, fourth learning about medicinal plants, and finally going to the tourist attraction of Bukit SewuSambang. the price of tour packages offered ranges from 35,000 / person for students and 50,000 / person for the public with a minimum requirement of 20 people because if less than 20 people are not sufficient for operational costs with many people involved such as woven craftsmen, drivers to pick up tourists from wangkal, staff- other officers.

2. Weaknesses

a. lack of tourism

The tourist attraction of Bukit SewuSambang does not have tourism resources so that they do not know how to receive good guests, how to become a tour guide and so on. However, this can be overcome with the training provided by the BanyuwangiPoltek.

b. no electricity (PLN)

The tourist attraction of Bukit SewuSambang does not yet have access to PLN electricity because the location of the tourist attraction is in the middle of a pine forest. However, there are already solar power plants and wind power plants. This was known during an interview with the head of the Bukit SewuSambangpokdarwis. The interview is as follows: "Glamour camping will be held but funding is constrained and hopefully it will be realized in 2-3 years, providing clean water, adding electricity... yesterday there was also a development program that was completed, namely souvenirs" (source: TamamFauziPokdarwis Chair, 16 March 2022, Appendix 3)

Based on the results of interviews, the location of the tourist attraction in the middle of the forest makes it difficult to get PLN electricity so that the attraction of Bukit SewuSambang uses alternative energy, namely solar and wind power.

c. no details on the number of visitors

the number of visitors is not recorded in real terms so that the absence of details on the number of visitors makes it difficult to see the progress of visitors. However, it has an average number of approximately 700 to 800 people before covid 19. After covid 19 the average number of visitors is approximately 300 to 500 people / month. This was known during an interview with the manager of Bukit Sewu, Sambang. As for the interview as follows: "no, we don't have any real data, but the average is there and now because of the pandemic we are still there even though many destinations have closed down".

(source: TamamFauzi Head of Pokdarwis Bukit SewuSambang, March 16, 2022, Appendix 3).

Based on the interview above, it can be concluded that the tourist attraction of Bukit SewuSambang does not have real visit data which is a weakness in determining development strategies.

d. unavailability of clean water

the unavailability of clean water due to the location of the tourist attraction in the middle of the forest so that the water provided in the toilets comes from water sources that are transported traditionally with wages given by the chief manager. This was known during an interview with the manager of Bukit Sewu, Sambang. The interview was as follows: "Glamour camping will be held but funding is constrained and hopefully it will be realized in 2-3 years, clean water supply, additional electricity... yesterday there was also a development program that was completed, namely souvenirs" (source: TamamFauziPokdarwis Chair, March 16 2022, Annex 3).

Based on the interview above, it is concluded that the tourist attraction of Bukit SewuSambang does not have clean water and currently uses water sources.

e. does not have a bridge to connect access roads when it rains

based on observation data in the field during the rainy season the road to the tourist attraction of Bukit SewuSambang there is a river flow, during the rainy season this road is difficult to pass so that it becomes a barrier to access for tourists visiting Bukit SewuSambang.

5. Opportunity

a. The presence of foreign and domestic tourist visits

The visit to the Bukit SewuSambang tourist attraction is dominated by the city of Banyuwangi, which is the tourist attraction of Bukit SewuSambang Regency and there are visitors from outside the city and abroad. However, the quota is so small that it becomes a minority.

b. The government's attention to the development of tourist attractions

The government's attention to the development of the Bukit SewuSambang tourist attraction includes facilitating the construction of road access in the form of a 700-meter paving road to Bukit SewuSambang and a stepped road and providing training.

c. Economic growth

The existence of the Bukit SewuSambang tourist attraction helps the community's economy by opening up job opportunities such as tire repairs, petrol sellers, 2 stalls for the Bukit SewuSambang tourist attraction.

6. Threats

a. Competitor

Competitors are one of the threats to a tourist attraction, but a tourist attraction has its own uniqueness, Bukit SewuSambang has the uniqueness of being able to get a closer look at the sunrise and extraordinary views including Ketapang Harbor, Mount Merapi, trees, pine forests, in and out of cars or motorbikes at the Port of Ketapang. Pine camp competitors, closest to the sub-district, are sweet sources in Gomben and so on.

b. no collaboration with the private sector

there is no cooperation with the private sector so that the development of tourist attractions is constrained by funds such as the glamor camping development program. So far, using self-help funds obtained from parking fees.

A progressive strategy is a strong organization or company position with the opportunity to be in quadrant I so that it continues to grow, encouraging maximum growth and progress. The progressive strategy in this study is to analyze how the strategy for developing the Bukit SewuSambang tourist attraction is. Progressive strategies that can be carried out at the Bukit SewuSambang tourist attraction are as follows:

1. SO Strategy (strengths-opportunities)

SO strategy is a strategy by utilizing strengths to obtain opportunities so as to improve performance in order to be able to compete with other tourist attractions. The strategies carried out include utilizing tourism potential (natural beauty) to attract tourists, Utilizing pokdarwis to plan, organize, and develop Bukit SewuSambang tourist attractions, utilizing development programs to increase tourist loyalty, utilizing relative costs to reach all circles, utilizing souvenirs so that tourists have souvenirs, take advantage of adequate facilities to support tourist activities, take advantage of hospitality to provide good service / service, and take advantage of tour packages so that tourists can enjoy activities at low prices so that development strategies based on SO can get opportunities from the use of strengths .

2. ST strategy (strength-threats)

ST strategy is a strategy that uses strength to overcome threats. The strategy is carried out to take advantage of long-term opportunities by diversifying so that it can overcome the threats that are currently being faced or in the future. The ST strategy carried out at Bukit SewuSambang's tourist attraction includes highlighting the potential to increase tourist loyalty so that they continue to visit Bukit SewuSambang and submit proposals for development programs and the potential of Bukit SewuSambang's tourist attraction to attract investors.

3. WO (weakness-opportunities) strategy

WO strategy is a strategy to take advantage of opportunities by minimizing weaknesses. The WO strategy has a focus on minimizing internal problems with the aim of capturing the market. The WO strategy in the tourist attraction of Bukit SewuSambang includes increasing knowledge and understanding of the community in the field of tourism through coaching, providing alternative energy, recapitulating the number of visitors each year, providing clean water, providing a wooden bridge as an alternative to facilitate access to stones through which water flows from the river. rain.

4. WT Strategy (weakness-threats)

WT strategy is a strategy by minimizing weaknesses to avoid threats. The WT strategies carried out at the Bukit SewuSambang tourist attraction include increasing the competence of human resources in the tourism sector through continuous coaching and training, recapitulating the number of visitors consistently, the availability of wind and solar power plants and the availability of water from rivers as a source of livelihood. water.

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