



Identification of Online Travelers' Reviews as a Strategy for Developing Basic Tourism Components at the Big Garden Corner Sanur Bali Tourist Attraction

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ABSTRACT

The establishment of a tourist attraction is influenced by the quality of its Basic Tourism Components. Developing the quality of Basic Tourism Components has an important role in the success of a tourist attraction, while tourists' perceptions of Basic Tourism Components play an important role in the development process. In this modern era, tourists' perceptions can be conveyed through reviews provided online via social media such as Google Reviews, TripAdvisor and the like. This research summarizes online reviews given by tourists via Google Reviews and TripAdvisor regarding the Basic Tourism Components of the Big Garden Corner tourist attraction. The Big Garden Corner is a tourist attraction with a garden concept with a sculpture theme and is located in Sanur, Bali.

The method used in this research is a qualitative method using interview data collection techniques, literature study and observation. Online tourist reviews related to the Basic Tourism Components are summarized into data. The tourist review data obtained is processed using SWOT analysis techniques and content analysis techniques to obtain conclusions about the steps and things that need to be done to improve the quality of the Basic Tourism Components.

Keywords: *Development Strategy, Basic Tourism Components, Tourist Online Reviews*

1. Introduction

Bali's tourism can be considered as one of Indonesia's flagship destinations, as evidenced by the increasing number of tourist visits in the years leading up to the pandemic in 2020. Visitor arrival data for Bali from 2017 to 2019 showed an increase (Badan Pusat Statistik, 2021). Bali has numerous potential tourist attractions to captivate travelers, aside from its globally recognized natural beauty. In addition to its natural attractions, Bali also boasts religious and cultural tourism, which are key strengths of Balinese tourism. Among the cultural attractions in Bali are arts such as carving, dance, and painting. Balinese carving possesses a unique quality when compared to carvings from other regions, as described by (Kompas, 2022), where Balinese carvings typically feature wayang motifs such as statues of Rama and Sinta, the Dewa Ruci statue, statues of Nakula Sadewa, and the like, while carvings from other regions like Jepara usually depict floral ornamentation.

One of the tourist attractions centered around carving in Bali is the Big Garden Corner, located in Sanur, Bali. Initially, this place served as a sales location for authentic Balinese carved sculptures, but it has now evolved into a tourist destination with a carving theme, developed with a garden concept.

The age of Big Garden Corner itself is relatively young, as it was officially opened in mid-2016. However, given the immense potential it possesses, it is hoped that Big Garden Corner will be able to compete with other tourist attractions in the Denpasar area in the future, provided it is managed with the right development strategy. The aspects that need to be considered in the development of a tourist attraction include the basic components of tourism, which consist of the Attraction Aspect, Amenities Aspect, Accessibility Aspect, and Ancillary Services Aspect.

In this advanced era, technology plays a crucial role in human life and often serves as a means of connecting individuals with one another, with social media being the tool of choice. Social media is evidence of the global advancement of technology, allowing people to interact without the need for physical contact. Through social media, an individual can express their perception of an object online, whether it be a positive or negative response. Examples of social media platforms commonly used as a means of conveying an individual's perception of an object include Instagram, Facebook, Twitter, and many more.

In the development of a tourist attraction, the perceptions of visitors who have previously visited the attraction are undoubtedly important. The assessments of tourists play a vital role in identifying the strengths and weaknesses of a tourist attraction. The evolution of time and technological progress make it easy for tourists to provide reviews of the attractions they have visited.

The reviews given by tourists undoubtedly assist other tourists who wish to visit an attraction they have not visited before. The level of satisfaction provided, as well as assessments regarding the strengths and weaknesses of a tourist attraction, greatly aid tourists in making decisions about visiting related attractions. The social media platforms used by the author for data analysis are Google Review and TripAdvisor. Both of these social media platforms are tools that tourists use to express their perceptions of attractions they have visited.

The author chose Google Review and TripAdvisor as the means to analyze data because both of these social media platforms are relevant and are often used as references by individuals seeking information about a tourist attraction. While Big Garden Corner has the potential to become one of the flagship tourist attractions in Denpasar, based on observations made by the author, certain shortcomings related to the basic components of tourism have been identified. The author has identified a number of tourist reviews through social media platforms such as Google Review and TripAdvisor that are related to the basic components of tourism. The author believes that the reviews provided by tourists regarding the various basic components of tourism possessed by Big Garden Corner can serve as a reference for formulating a development strategy focused on these aspects.

2. Methodology

In this research, the following data analysis techniques are used:

Content Analysis Technique

Content Analysis is a research technique for making replicable and valid inferences from data and their context (Krippendorff, 2004). Content Analysis is categorized as a non-reactive research type because the research target does not give reactions or influence to the researcher (Bungin, 2011). Content Analysis is a qualitative research technique that emphasizes the comprehensibility of communication content, the meaning of communication content, the interpretation of symbols, and the meaning of symbolic interaction that occurs in communication. The Content Analysis technique in this research is used to analyze the results of the identification of online reviews by travelers regarding the tourist attraction of Big Garden Corner. The symbols used by the author as indicators for content analysis in this study are star ratings given by travelers, which are then correlated with the reviews given by travelers regarding the basic tourism components of Big Garden Corner.

SWOT Analysis Technique

The formulation of development strategies in this research is done using the SWOT Analysis Technique, where according to Rangkuti (2009), SWOT analysis is the systematic identification of various factors to formulate company strategies. This analysis is based on logic that aims to maximize strengths and opportunities, while simultaneously minimizing weaknesses and threats. The decision-making process is done by comparing external factors (opportunities and threats) with internal factors (strengths and weaknesses) to determine the formulation of strategies (strategic planning) in long-term strategy development. In this SWOT analysis, an analysis is conducted on two environmental factors:

- a) Internal Environment: This includes strengths, conditions, situations, and events that are interrelated, and which the organization/company has the ability to control. These factors consist of human resources, including employees, training, experience, knowledge, skills, and abilities, promotional and operational efforts, as well as organizational resources, including operations, finances, tourist attractions, and facilities.
- b) External Environment: This includes strengths, conditions, situations, and events that are interrelated, but which the organization/company has little or no ability to control or influence. According to David (2002), external factors originating from the external environment of the tourist object include economic, social, cultural, demographic, environmental, political, governmental and legal, technological, and competitive aspects. The tool used to formulate strategies is the SWOT matrix according to Kearns (1992).

In this research, the author identified online reviews from travelers through social media platforms Google Review and TripAdvisor related to the basic tourism components of Big Garden Corner. The data collected by the author was then analyzed using the Content Analysis Technique, which involved correlating the star ratings given by travelers with the reviews regarding the basic tourism components of Big Garden Corner. The results of the Content Analysis Technique were then condensed by the author into a narrative summarizing the areas that need improvement or development based on the online reviews from travelers.

The conclusions from the Content Analysis Technique, as compiled by the author, were then processed using the SWOT Analysis Technique, taking into consideration the Strengths, Weaknesses, Opportunities, and Threats that Big Garden Corner possesses. The indicators for these factors were obtained by the author through the conclusions drawn from online reviews by travelers regarding the basic tourism components of Big Garden Corner. The identification of Opportunities and Threats was based on the author's observations of the basic tourism components of Big Garden Corner and interviews conducted with the Corporate Manager, who serves as the Key Person of Big Garden Corner.

Through the SWOT Analysis Technique, the author will generate conclusions in the form of a development strategy for the basic tourism components of the Big Garden Corner tourist attraction.

3. Results

Overview

Bali Island is a flagship tourist destination for Indonesian tourism, often known for its natural beauty and vibrant nightlife. Over time, Bali's tourist attractions have continued to evolve, with the emergence of unique parks and contemporary art museums that are popular among the younger generation. These places allow them to take captivating photos in locations they find appealing and share them on their personal social media accounts. One of the contemporary tourist attractions in Bali that is currently favored by tourists, especially the younger generation, is Big Garden Corner.

Big Garden Corner is a park-themed tourist attraction with a focus on sculpture art, located in Sanur, Bali, precisely at Jl. By Pass Ngurah Rai, Kesiman, Kec. Denpasar Sel., Kota Denpasar. Big Garden Corner boasts a strategic location due to its proximity to the center of Denpasar City. The center of Denpasar City referred to here is Niti Mandala Renon Square. The distance from there to Big Garden Corner is approximately 5.9 kilometers, with a travel time of around 18 minutes for two-wheeled vehicles, and about 14 minutes for four-wheeled vehicles. Meanwhile, the distance between Big Garden Corner and Ngurah Rai International Airport is approximately 18.6 kilometers, with a travel time of around 35 minutes for four-wheeled vehicles and about 27 minutes for two-wheeled vehicles. The location of a tourist attraction is one of the crucial aspects for its development. Many tourist attractions have great potential for growth but are not supported by a suitable location, leading them to be neglected. The strategic location of Big Garden Corner can be considered one of its strengths and could play a vital role in its future development.

Tourist attractions in Bali that adopt a park concept are quite numerous, such as the Botanical Garden in Ubud, Bali, located in the Ubud area, or the Kertalangu Tourist Village located in the Denpasar City area. Among these park-themed tourist attractions in Bali, very few incorporate a sculpture art theme. One such park-themed tourist attraction with a sculpture art theme is Big Garden Corner located in the Sanur area of Bali. Despite being relatively new, officially opening in mid-2016, Big Garden Corner has significant potential to attract a large number of tourists.

Big Garden Corner is situated in the heart of Denpasar City, with a spacious land area of approximately 2.5 hectares. Within this expansive area, Big Garden Corner boasts around 1000 sculptures of various sizes, neatly arranged. These include miniatures of the Borobudur Temple and replicas of ancient statues. The presence of these sculptures in the garden area provides approximately 100 photo spots that attract tourists to visit, as these spots are deemed Instagrammable or considered appealing to be shared on the social media platform Instagram.

In addition to the sculptures and miniatures that serve as photo spots, there is also a waterpark designed for children aged 1 to 12 years old. Big Garden Corner also features a restaurant and several rooms or spaces that can be used for meetings or hosting specific events. The entrance fee for Big Garden Corner is quite affordable, at 30,000 Indonesian Rupiah per ticket for local tourists, both adults and children. Foreign tourists are charged 150,000 Indonesian Rupiah for adults and 75,000 Indonesian Rupiah for children. Upon entering Big Garden Corner, these tickets can be exchanged for bottled water or various types of soft drinks.

Apart from having a variety of photo spots and a children's playground, Big Garden Corner also offers several locations that can be rented for hosting various events, such as meetings, birthday parties, and even weddings. The vast area owned by Big Garden Corner is a distinct advantage, leading many tourists to consider it as a suitable venue for their personal needs.

Existing Condition of Basic Tourism Components at Big Garden Corner Tourist Attraction

The development of Big Garden Corner, starting from an Art Stone Gallery to its current status as a popular tourist attraction, has undoubtedly undergone a lengthy and intricate process. The development of a tourist attraction requires several essential aspects to be met in order for it to thrive and operate optimally. One of the crucial aspects that Big Garden Corner must fulfill in its development is the basic components of tourism, which serve as the foundation for the operation of any tourist attraction. When these basic components are met by Big Garden Corner, tourism activities here will run efficiently, ultimately impacting the future visitor influx. Below is a description of the basic tourism components possessed by Big Garden Corner.

Big Garden Corner is a tourist attraction with a park concept that focuses on sculpture art. The main attraction at Big Garden Corner revolves around cultural art, namely intricately carved sculptures neatly arranged throughout the park's area. In an interview with Mr. Edy Mustofa, the manager of Big Garden Corner (interview, 2021), he explained that the attractions at Big Garden Corner are not limited to carved sculptures alone. There are also various animal replicas made from recycled bottles and cans, providing equally captivating photo spots.

Mr. Edy Mustofa also mentioned that before the pandemic, Big Garden Corner regularly hosted cultural events on certain holidays. These events showcased cultural values, such as the Jegog Bali parade. Additionally, every Saturday and Sunday, Big Garden Corner often organized parades featuring traditional costumes from various regions of Bali, including Karangasem, Singaraja, and surrounding areas. These parades were also frequently used as photo spots by visiting tourists.

Big Garden Corner features a Waterpark designed for children aged 1 to 12 years old. However, the admission fee for the Waterpark differs from the fee to enter the main area of Big Garden Corner. Therefore, tourists need to allocate additional funds if their children wish to play in the Waterpark area.

Additionally, Big Garden Corner houses a Butterfly Park, which serves as a butterfly sanctuary with various species. This park is equipped with informative signboards providing educational insights about the different types of butterflies that can be found within the Butterfly Park.

Within the Big Garden Corner area, visitors can also find swings and treehouses that can be enjoyed by both children and adults alike. Before the Covid-19 pandemic, Big Garden Corner frequently hosted events such as Cooking Classes and Culinary Education sessions, allowing tourists to learn about various aspects of food and how to prepare it.

Facilities are a crucial component in supporting a tourist attraction to operate optimally. The following are various facilities available at Big Garden Corner:

1. Parking Area:

Big Garden Corner has a spacious parking area, covering approximately 1 hectare, capable of accommodating around 14 cars, 30 motorcycles, and 3 buses.

2. Information Center:

There is an information center and receptionist at the front area of Big Garden Corner. It is used for visitors who wish to purchase tickets to enter the premises or simply inquire about the attractions at Big Garden Corner.

3. Restrooms:

Upon entering Big Garden Corner, visitors can find three restrooms designated for both males and females. They are located near the restaurant area, close to the meeting room, and in proximity to the children's play area. These restrooms can be used by both adult and child visitors.

4. Changing Rooms:

Big Garden Corner provides changing rooms located around the waterpark area, separated for males and females.

5. Restaurants:

Big Garden Corner boasts two restaurants, situated in the front and back areas. Both establishments offer local and international cuisine. Each restaurant has a capacity of approximately 30 guests.

6. Musholla (Prayer Room):

Big Garden Corner also has a musholla available for visitors, with a capacity of up to 10 people.

7. Trash Bins:

Big Garden Corner provides trash bins in nearly every area, from the parking lot, information center, restaurant area, children's play area, to the waterpark area. There are a total of 9 trash bins within the Big Garden Corner premises.

8. Directional Signs:

Recognizing the extensive area of Big Garden Corner, directional signs are provided. The number of directional signs available is one, located near the musholla in the central area of Big Garden Corner.

9. Handwashing Basins:

Big Garden Corner offers several handwashing basins to emphasize the importance of hygiene, especially since the Covid-19 pandemic. There are a total of 3 handwashing basins available in the information center area and in both restaurants.

10. Meeting Rooms:

Big Garden Corner has three medium-sized rooms that can be used as meeting rooms, with a capacity of up to 20 people, as well as one smaller meeting room with a capacity of up to 12 people.

11. MICE (Meetings, Incentives, Conferences, and Exhibitions) Area:

Big Garden Corner has a space of approximately 300 square meters that can be rented for organizing outdoor MICE events, suitable for various activities.

Accessibility is a crucial component that a tourist attraction must possess to facilitate visitors in reaching the destination. In the interview conducted by the author with Mr. Edy Mustofa, the manager of Big Garden Corner, he explained the non-physical accessibility features of Big Garden Corner that are already registered on Google, Tripadvisor, as well as some online booking platforms, which aids in marketing efforts. Big Garden Corner also has social media accounts on Instagram with 14,500 followers and Facebook with 24,000 followers, making it easier for Big Garden Corner to be recognized by tourists.

At present, Big Garden Corner does not have physical accessibility features such as signs or boards leading to the location. In the interview with the author, Mr. Edy Mustofa explained that Big Garden Corner does not currently have physical accessibility components because it would require a significant budget. Therefore, for now, Big Garden Corner focuses on non-physical accessibility through the internet and social media.

Based on Mr. Edy Mustofa's statement as the manager of Big Garden Corner, it can be concluded that Big Garden Corner chooses to optimize non-physical accessibility through social media and the internet because it is considered more effective and cost-efficient compared to physical accessibility features like signs or boards leading to the location. An example of non-physical accessibility is where visitors can contact Big Garden Corner through the phone number provided on the Instagram page of Big Garden Corner itself. Additionally, there is a link on the Instagram account that directly connects to Google Maps, allowing visitors to access the location of Big Garden Corner through their personal smartphones.

Big Garden Corner is located in the Sanur area, precisely on Jl. By Pass Ngurah Rai, Kesiman, Kec. Denpasar Sel., Kota Denpasar. To reach Big Garden Corner, visitors can access it via Jalan By Pass Ngurah Rai towards the Sanur area. It can be accessed by car, motorcycle, or even bus, as Big Garden Corner itself has an extremely spacious parking area, covering approximately 1 hectare, capable of accommodating cars, motorcycles, and buses.

The additional service components play a significant role in supporting a tourist attraction in terms of marketing and development. Big Garden Corner is part of a management that oversees Maha Gangga Valley, a camping area, and La Grande Restaurant, both located in Karangasem, Bali.

External institutions also support Big Garden Corner, such as collaborations with various travel agencies, both online and offline. This provides Big Garden Corner with a wide reach to attract tourists and optimize its marketing efforts. Additionally, Big Garden Corner collaborates with several Event Organizers when hosting events that promote cultural values, such as the Jegok Bali parade and fashion parades showcasing traditional attire from various regions in Bali, including Karangasem, Singaraja, and others. These events were held regularly every week before the Covid-19 pandemic.

One form of additional service component that Big Garden Corner has implemented is its collaboration with travel agencies and car rental services in Bali. These agencies and car rental services recommend Big Garden Corner as a must-visit tourist attraction when vacationing in Bali. Furthermore, Big Garden Corner partners with the online booking platform Traveloka, allowing tourists to purchase tickets for Big Garden Corner through the app.

Identification of Online Tourist Reviews on the Attraction of Big Garden Corner in Sanur, Bali

Through various applications such as TripAdvisor and Google Review, the author successfully gathered a number of tourist reviews that provide criticisms, suggestions, and praise for several key indicators that play a crucial role in supporting a tourist attraction. The indicators mentioned by the author include the Tourism Product Components, which are divided into four aspects: Attraction, Amenities, Accessibility, and Ancillary Services. The online reviews gathered by the author are expected to assist in the development of these basic tourism components to make them more optimal. The collected reviews from tourists were processed using Content Analysis, which involves categorizing and analyzing symbols/icons used in the reviews provided by tourists through Google Review and TripAdvisor. The symbols/icons used for evaluation are star ratings given by tourists, as shown in the following image,



Figure 1. Big Garden Corner Ratings

Source: www.google.com/images, 2021

Based on the image above, it can be interpreted that a five-star rating means excellent, indicating that tourists are very satisfied with the basic tourism components offered by Big Garden Corner. A four-star rating means good, indicating that tourists are satisfied with the basic tourism components offered by Big Garden Corner. A three-star rating means satisfactory, indicating that tourists are fairly satisfied with the basic tourism components offered by Big Garden Corner. A two-star rating means not good, indicating that tourists are dissatisfied with the basic tourism components offered by Big Garden Corner and improvements or changes are needed for the related tourism components. A one-star rating means very unsatisfactory, indicating that tourists are very dissatisfied with the basic tourism components offered by Big Garden Corner and significant improvements are needed for the related tourism product components.

Based on the recap of online reviews from 50 tourists, several improvements or developments need to be made regarding the basic components of tourism at Big Garden Corner. These are as follows:

1. Attraction Component:

- a) Tourists evaluate the Butterfly Park as having too few butterflies, making it difficult for tourists to encounter them within the Butterfly Park area.

- b) Tourists suggest that Big Garden Corner should modify some footholds in the Waterpark area, as they are considered too slippery.
- c) Tourist attractions such as the Waterpark area are considered to require maintenance and improved cleanliness according to tourists.

2. Amenities Component:

- a) The changing area is considered too open and makes tourists feel uncomfortable.
- b) Big Garden Corner staff responsible for renting venues for weddings are suggested to be more communicative with clients to prevent misinformation.
- c) Big Garden Corner staff are advised to be more informative and not act in a discriminatory manner towards tourists.
- d) The lighting in the Big Garden Corner area at night is suggested to be further improved by tourists.
- e) Tourists recommend that Big Garden Corner should increase the number of directional signs inside.

3. Accessibility Component:

- a) Tourists suggest that the sign/directions located in the front area of Big Garden Corner should be repositioned for better visibility.
- b) Tourists suggest that Big Garden Corner should install additional signs/directions in several areas so that tourists can reach Big Garden Corner's location not only through Google Maps.

Development Strategies for Basic Tourism Components Based on Online Tourists' Reviews

Through the compilation of online reviews from tourists, the author has linked a number of criticisms and suggestions provided by tourists to formulate a strategy for the development of the basic tourism components at Big Garden Corner. The aim is to further improve the quality of these components, which have been deemed insufficient by tourists, in order to optimize them in the future. The SWOT analysis technique is employed to determine the appropriate development strategy for the basic tourism components of Big Garden Corner, focusing on the Strengths and Weaknesses identified by the author from online reviews, as well as the Opportunities and Threats based on the author's observations of the basic tourism components of Big Garden Corner and interviews conducted with the Corporate Manager of Big Garden Corner as the Key Person. The explanations of the four indicators are as follows:

1. Strengths:

- a) Adequate Facilities Component: Big Garden Corner boasts a comprehensive range of facilities, including ample parking space, well-maintained restrooms, and even a prayer room (musholla).
- b) Diverse Attractions Component: The variety of attractions at Big Garden Corner is truly impressive. With approximately a thousand statues and carvings that serve as excellent photo spots, along with the Butterfly Park and Waterpark tailored for children aged 1 to 12 years, there's something for everyone.
- c) Online Accessibility Component: Big Garden Corner excels in providing excellent online accessibility. Its presence can be easily located through various social media platforms and directional apps.
- d) Supportive Ancillary Services Component: The additional services (ancillary) provided by Big Garden Corner, such as travel agency recommendations and car rental services, further enhance the overall visitor experience.
- e) Extensive Land Area: Spanning an impressive 2.5 hectares, Big Garden Corner offers a vast expanse of land that can be rented out for private or group events.

2. Weaknesses:

- a) Physical Accessibility Component: While Big Garden Corner excels in online accessibility, it currently lacks physical accessibility components, such as clear directional signage in the surrounding areas.
- b) Inadequate Maintenance of Facilities: The facilities at Big Garden Corner are in need of attention and rejuvenation to ensure their quality is maintained. Areas like the bungalows around the lake require better upkeep and cleanliness, and the Playground and Waterpark areas for children need improved sanitation.
- c) Attractions Component in Need of Arrangement and Development: Visitors feel that Big Garden Corner should focus on organizing the Waterpark area, which has sections that are slippery and potentially hazardous for young children. Additionally, the Butterfly Park requires further development, as visitors find it challenging to locate butterflies within the park.
- d) Employee Facilities Component: Visitors suggest that Big Garden Corner should work on improving the quality of its employee facilities. Specifically, the behavior of staff members is perceived as discriminatory towards both local and foreign visitors.
- e) Limited Attractions Component: Big Garden Corner is advised to expand the availability of attractions suitable for all age groups, catering not only to children but also to adult visitors. Currently, the range of attractions for adults is considered quite limited.

3. Opportunities:

a) Strategic Location: Big Garden Corner enjoys a strategic location in close proximity to the center of Denpasar. This strategic advantage positions it as a prime attraction for visitors seeking an art-centric garden experience. As Corporate Manager Pak Edy Mustofa pointed out, "When considering the location within Denpasar, it can be said to be quite strategic because Big Garden Corner is the only destination of its kind, combining art and garden concepts. However, it's important to note that Bali's offerings extend beyond Denpasar, as areas like Gianyar, Ubud, and others also feature similar concepts to Big Garden Corner."

(Interview, March 22, 2021)

Based on this interview excerpt, it can be inferred that Corporate Manager Pak Edy Mustofa views Big Garden Corner as strategically located in the heart of Denpasar.

b) Unique Tourism Attraction Concept: Big Garden Corner introduces a unique tourism attraction concept that revolves around the theme of cultural art in a garden setting. This concept stands out as there are relatively few similar attractions in the Denpasar area and its surroundings. As Corporate Manager Pak Edy Mustofa highlighted, "In my opinion, what sets Big Garden Corner apart from similar attractions is our emphasis on Culture and Art Gallery Stone. While there may be some similar attractions, each has its own distinct concept. In terms of space, we can boast a fairly expansive land area compared to some of our counterparts. Every spot in Big Garden Corner can be utilized as a photo spot, or you could say, it's Instagrammable. Additionally, we have a reasonably priced restaurant situated in the midst of the spacious garden. When it comes to the concept, every similar attraction naturally has its own unique concept or distinguishing feature. However, Big Garden Corner's strength lies in being the only destination in Denpasar with this particular concept."

(Interview, March 22, 2021)

Based on this interview excerpt, it can be concluded that Corporate Manager Pak Edy Mustofa regards Big Garden Corner's concept as distinct from similar attractions. Big Garden Corner places emphasis on Culture and Art Gallery Stone as its primary attractions, seamlessly integrated within a garden concept.

4. Threats:

a) Competition: Big Garden Corner must pay attention to competing attractions with similar concepts across Bali. While some of these attractions are located outside of Denpasar, their progress should still be monitored. One such attraction that can be considered a competitor to Big Garden Corner is Taman Werdhi Budaya Art Centre and Desa Wisata Kertalangu. As Corporate Manager Pak Edy Mustofa explained, "When we talk about threats, we view them more as challenges, such as the presence of destinations with similar concepts but different cultural elements compared to Big Garden Corner. For example, Desa Wisata Kertalangu, which is not far from here, has its own icon: the Peace Gong."

(Interview, March 22, 2021)

Based on this interview excerpt, it can be deduced that Corporate Manager Pak Edy Mustofa considers Desa Wisata Kertalangu as one of the competitors to Big Garden Corner due to their similar concepts.

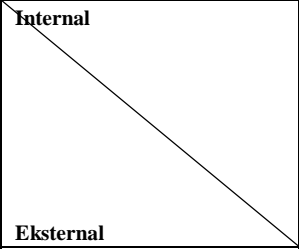
b) Visitor Interest: Since the onset of the pandemic, unique attractions like Big Garden Corner can be said to have garnered relatively less interest compared to other attractions in the Denpasar area. Currently, visitors to Big Garden Corner are predominantly local, as noted by Corporate Manager Pak Edy Mustofa: "Big Garden Corner still maintains its presence during the pandemic, although in terms of visitor numbers, it has seen a considerable decline compared to pre-pandemic times. At present, given the ongoing pandemic, we are focusing on the local market. However, before the pandemic, we also welcomed a significant number of international visitors."

(Interview, March 22, 2021)

Based on this interview excerpt, it can be concluded that Corporate Manager Pak Edy Mustofa believes that the level of interest in Big Garden Corner remains relatively low, with a decline in visitor numbers since the onset of the Covid-19 pandemic.

Based on the four aspects of Strengths, Weaknesses, Opportunities, and Threats that have been outlined, the author combines these using the SWOT analysis technique to formulate a development strategy for the basic tourism components at Big Garden Corner. The results of the SWOT analysis are as follows:

Table 1. SWOT Matrix for the Development Strategy of Basic Tourism Components in Big Garden Corner

Internal 	Strengths: <ol style="list-style-type: none"> 1. Adequate facility components 2. Diverse range of attractions 3. Strong online accessibility 4. Supportive ancillary services 5. Spacious land area 	Weaknesses: <ol style="list-style-type: none"> 1. Lack of physical accessibility components 2. Attractions in need of maintenance and rejuvenation 3. Attractions in need of organization and development 4. Employee facilities in need of improvement 5. Limited attractions for adult visitors
Eksternal Opportunities: <ol style="list-style-type: none"> 1. Strategic location 2. Tourism attraction concept 	SO Strategies (Strengths-Opportunities): <ol style="list-style-type: none"> 1. Promote through social media to optimize online accessibility 2. Utilize ancillary services (travel agencies, car rentals) for promotional purposes 	WO Strategies (Weaknesses-Opportunities): <ol style="list-style-type: none"> 1. Provide physical accessibility components like directional signs to facilitate visitors in finding Big Garden Corner without using the internet 2. Provide training and education regarding customer service to Big Garden Corner staff to prevent discriminatory behavior towards local and foreign tourists
Threats: <ol style="list-style-type: none"> 1. Competitors 2. Visitor demand 	ST Strategies (Strengths-Threats): <ol style="list-style-type: none"> 1. Add a variety of attractions for visitors of all ages, both adults and children 2. Maximize land area to enhance attractions and differentiate from similar concepts 	WT Strategies (Weaknesses-Threats): <ol style="list-style-type: none"> 1. Provide maintenance and rejuvenation for existing facilities in Big Garden Corner to optimize their provision 2. Organize the Waterpark area to minimize potential hazards for young visitors and increase the number of butterflies in the Butterfly Park to facilitate easier viewing for visitors.

Source: Author, 2023

Based on the table prepared using SWOT analysis techniques, the development strategy for the basic tourism components of Big Garden Corner, as derived from online traveler reviews, can be summarized as follows:

a) Strength Opportunity (SO) Strategy:

- Big Garden Corner should promote itself through social media to enhance online accessibility.
- Utilize ancillary services such as travel agency support and vehicle rental as a means of promoting the attractions of Big Garden Corner.

b) Weakness Opportunity (WO) Strategy:

- Provide physical accessibility components like signs or directions to make it easier for visitors to locate Big Garden Corner without relying on the internet.
- Offer guidance and training to employees to ensure they do not engage in discriminatory behavior towards both local and foreign visitors.

c) Strength Threats (ST) Strategy:

- Introduce a variety of attractions suitable for all age groups, targeting both adult and child visitors.
- Maximize the available land area to optimize existing attractions, setting Big Garden Corner apart from other similar-concept tourist spots.

d) Weakness Threats (WT) Strategy:

- Allocate resources for maintenance and rejuvenation of existing facilities in order to enhance their efficiency and presentation.
- Address issues in the Waterpark area that have been highlighted by visitors, such as slippery and sharp surfaces, particularly in areas frequented by young children. Additionally, increase the population of butterflies in the Butterfly Park to facilitate easier encounters for visitors.

Based on the SWOT analysis conducted by the author, derived from the compiled traveler reviews, several programs can be recommended for implementation in the near future. These programs include:

1. Conducting promotional campaigns through various social media platforms to improve online accessibility.
2. Establishing directional signs, at least two to three kilometers before reaching Big Garden Corner, to facilitate easy location for visitors without relying on internet navigation.

3. Enhancing the quality of Human Resources within Big Garden Corner through mentoring and training programs to ensure unbiased treatment of both local and foreign visitors.
4. Initiating reconstruction efforts in certain areas, like the Waterpark, which has been identified by visitors as having sections that are slippery and potentially hazardous for children.
5. Undertaking rejuvenation of various facilities like relaxation areas and swings to maintain a high level of visitor comfort.
6. Optimizing the existing attractions, such as increasing the population of butterflies in the Butterfly Park, as visitors have reported difficulty in encountering them.

4. Conclusion

Based on the findings and discussions in this study, the author provides the following conclusions to address the research problem:

1. Existing Condition of Basic Tourism Components at Big Garden Corner:

a) Attraction Component:

Big Garden Corner boasts a diverse range of attractions, with over 100 photo spots available to visitors, a waterpark for children, a butterfly park, as well as various swings and treehouses suitable for all age groups.

b) Amenities Component:

Big Garden Corner offers a comprehensive set of amenities, including ample parking space, an information center with receptionist services, restroom facilities for both men and women, washbasins, a restaurant, a prayer room (musholla), directional signage within the premises, meeting rooms, and facilities for MICE (Meetings, Incentives, Conferences, and Exhibitions).

c) Accessibility Component:

Big Garden Corner provides online accessibility through platforms such as Instagram, Facebook, and Google Maps, allowing visitors to easily locate and access the site in today's digital age. Situated in the strategic Sanur area, it can be reached via the Ngurah Rai Bypass Road by various modes of transportation including cars, motorcycles, and buses.

d) Ancillary Services Component:

Big Garden Corner is associated with internal entities, as it is managed alongside Maha Gangga Valley and La Grande Restaurant. Additionally, it collaborates with various travel agencies and car rental services, which recommend Big Garden Corner to their clients as a promotional effort. The establishment also partners with Event Organizers who hold cultural-themed events like the Jegok Bali parade and a fashion parade showcasing attire from all regions of Bali. Moreover, Big Garden Corner cooperates with the Traveloka Online Booking application, allowing visitors to purchase entry tickets through the platform.

2. Appropriate Strategies for Developing Basic Tourism Components Based on Online Traveler Reviews at Big Garden Corner:

a) Big Garden Corner should conduct promotions through social media to enhance online accessibility.

b) Utilize ancillary services, such as travel agency support and vehicle rental, as a means of promoting the attractions of Big Garden Corner.

c) Provide physical accessibility components like signs or directions to make it easier for visitors to locate Big Garden Corner without relying on the internet.

d) Offer guidance and training to employees to ensure they do not engage in discriminatory behavior towards both local and foreign visitors.

e) Introduce a variety of attractions suitable for all age groups, targeting both adult and child visitors.

f) Maximize the available land area to optimize existing attractions, setting Big Garden Corner apart from other similar-concept tourist spots.

g) Allocate resources for maintenance and rejuvenation of existing facilities in order to enhance their efficiency and presentation.

h) Address issues in the Waterpark area that have been highlighted by visitors, such as slippery and sharp surfaces, particularly in areas frequented by young children. Additionally, increase the population of butterflies in the Butterfly Park to facilitate easier encounters for visitors.

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