

# Kalibiru Tourism Village Development As Kulonprogo Ecotourism

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## ABSTRACT

This article or writing aims to, 1) identify the potential and development of Kalibiru natural tourism, 2) assess the suitability of ecotourism development in the Kalibiru tourist area, and 3) develop a strategy for managing Kalibiru natural tourism for future plans. The problem is focused on the people of Kalibiru who are very dependent on the existence of the surrounding forest. The permit granted by the government for the use of community forests is the basis for the Kalibiru Nature Tourism organization in terms of the use of environmental services in protected forests. Proper management must be applied to prevent and reduce future side effects. To meet the needs of tourists, it is hoped that they will be able to develop ecotourism management so that they can meet the needs of tourists while still preserving nature. In order to approach this problem, theoretical references are used from natural attractions and tourism potential. The data were collected through the research data collection method by observing the assessment variables, collecting secondary data and interviews. The data that has been obtained will be processed and analyzed qualitatively. This study concludes that, 1) Kalibiru natural tourism has potential/feasible to be developed on condition that it continues to make improvements as well as improvements, especially in the accommodation, marketing and market share sectors so that tourism development can be maximized. 2) Kalibiru nature tourism is suitable for implementing ecotourism development, and 3) the strategies undertaken to develop Kalibiru ecotourism are categorized into 3 aspects, namely human resource development,

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## I. Introduction

Tourism is an activity carried out by a person or group of people moving from one place to another, can be done repeatedly for a while with the aim of enjoying the beauty of nature and not to increase economic income. Currently, the development of the world of tourism is becoming very rapid, phenomenal, and worldwide, especially tourism in Indonesia. One of the popular tourist destinations is ecotourism, which is a tourism activity with a focus on nature conservation, development, social, cultural, and economic empowerment of local communities.[14]. The development of tourism in Indonesia is developing in line with the development of international tourism, although it is occasionally affected by world economic turmoil, the global economy, and the pandemic. The potential for tourism in Indonesia is very much and varied, this is due to the attractiveness of tourism that has attractive natural beauty. One of them is located in Yogyakarta, which is a very attractive tourist destination, because of its promising natural resource potential, and strongly supports the continuity of tourism growth that is competitive with other regions. The development of a tourist village requires the participation of local communities in all stages of development starting from the planning, implementation, and supervision stages[10].

One of them is a tourist village that has natural beauty as a tourist attraction in Kulonprogo Regency, Yogyakarta Special Region, namely Kalibiru Tourism. This tourist destination has the potential for natural, historical, and cultural tourism. The establishment of this tourist village was initiated independently with a group of farmers in the Hargowilis Village area. The people of Kalibiru are very dependent on the existence of the surrounding forest. The Community Forest

Utilization Business Permit granted by the government is then used as the basis for organizing Kalibiru Nature Tourism by taking the aspect of utilizing environmental services in protected forests.[14].Kalibiru is a harmonization between the green of the forest with a very wide hilly expanse with beautiful scenery. The beginning of the formation of this place is a state forest that is processed into a tourist spot. As a tourist spot located in the highlands, Kalibiru relies on natural scenery as the main attraction for tourists. Besides that, Kalibiru also facilitates tourists to see the scenery with a viewing tower and viewing post in the form of a tree house [7].

This Tourism Village is very in accordance with the characteristics of rural communities because it has a community-based tourism development strategy, namely the community is required to play an active role in village tourism efforts to improve their own welfare with the potential and abilities they have.[18]. Kalibiru development is one of the activities developed by the Lingkar Community to solve problems faced by forest management communities, especially in the Kulon Progo protected forest. With the existence of this nature tourism is considered as an alternative activity for the community to preserve the forest. The income is intended to support the welfare of the community around the forest with economic activities in these tourist destinations. Kalibiruwon the Wana Lestari award in 2014, the number of visitors increased to 82 percent in 2016. In 2018, Kalibiru's turnover is known to have even reached Rp 7.2 billion[16].

Based on this fairly good development, the Kalibiru Nature Tour Package combines all possibilities, both natural potential and cultural potential. The combination of the natural beauty of Kalibiru nature tourism with culture, agriculture, animal husbandry, and mutual cooperation is supported by the presence of various types of art as cultural attractions. Seeing this phenomenon, researchers are interested in analyzing several things, including the following. First, the development strategy carried out by the manager in the Kalibiru Tourism Village. Second, the role of local communities in the development of the Kalibiru Tourism Village. Third, the role of the government in optimizing the tourism potential in Kalibiru Nature Tourism

## II. Methods

The research method used is a qualitative descriptive approach. There are two research subjects, namely primary and secondary data. Primary data in the form of information from the community, managers and local government. Meanwhile, for secondary data, the researcher noted important things related to the field. Data collection techniques used were observation, interviews, questionnaires, and documentation. After that, the researchers carried out data processing techniques with three stages, including data reduction, data presentation, and verification[20]. Meanwhile, for data analysis using SWOT. This analysis is used to compare the internal factors of strengths and weaknesses with external factors of opportunities and threats.[21]. This research method is carried out by describing the strengths and weaknesses of internal factors, as well as explaining the opportunities and threats faced by external factors, so that the purpose of this research can be known.

## III. Result and Discussion

The results and discussion of research in the Kalibiru Tourism Village as a natural destination, as well as the well-established relationship between human resources in Kalibiru nature tourism, can indirectly support development in that location. The SWOT analysis matrix is a matrix used to evaluate the overall strengths, weaknesses, opportunities and threats that can be seen based on the results of observations by the author. The following is the author's SWOT matrix table regarding the analysis of the management of the Kalibiru Tourism Object.

INTERNAL	STRENGTHS (S)	Weaknesses (W)
	1. There is already an organization and it is running well in Kalibiru.	1. Access to this natural tourism can be passed via 4-wheeled or 2-wheeled vehicles, but it is better to use a motorbike. The road to get to Kalibiru is quite steep and narrow.
	2. The Kalibiru Human Resources in this place are quite good in terms of carrying out their duties and functions properly.	
	3. The relationship between human resources in Kalibiru nature tourism is good.	2. The potential of Kalibiru is good by presenting views of the South Sea, Airport, Sermo Reservoir,

	4. Funding for natural tourism in Kalibiru is good.	Manoreh Mountains. But with tourism competitors that offer the same view, Kalibiru is still very lacking in developing its potential.
	5. Kalibiru Nature Tourism has adequate and complete facilities.	
		3. Security at Kalibiru Nature Tourism is good, with the presence of guard from the Kalibiru Nature Tourism manager and also supervision by Kalibiru Nature Tourism employees/staff it is still necessary to add CCTV.
<b>EXTERNAL</b>		
<b>OPPORTUNITIES (O)</b>	<b>STRATEGY (SO)</b>	<b>STRATEGY (WO)</b>
1. There has been a written permit between the Government and the Kalibiru nature tourism.	1. Adding Human Resources to manage Kalibiru so as not to be overwhelmed when many visitors are found.	1. Accessibility to Kalibiru natural tourism is currently good, but it is necessary to expand the road because the road is so narrow and steep and add signage so that tourists can find Kalibiru natural attractions easily.
2. The target market for the manager is all people from children to the elderly.	2. Selling Kulon Progo souvenirs that can be worn by all ages of tourists. Adding Promotions via youtube/vlogs, traveling to enjoy the beautiful views and rides of Kalibiru to attract more tourists.	2. Adding modern vehicles to support the natural potential in Kalibiru.
3. Kalibiru nature tourism has promoted on various social media such as Instagram, Facebook, brochures, newspapers and billboards along Jalan Kulon Progo.	3. With the availability of adequate and complete facilities in Kalibiru natural tourism, as well as the cleanliness of the Kalibiru natural tourism environment, it can support promotion in terms of facilities and cleanliness.	3. Security in Kalibiru nature tourism which only utilizes human resources should be able to take advantage of existing technology such as the addition of CCTV, etc.
4. The promotional technology used by the manager is good and modern.		
5. The COVID-19 prevention health protocol implemented in Kalibiru nature tourism is very good.		
<b>THREATS (T)</b>	<b>STRATEGY (ST)</b>	<b>STRATEGY (WT)</b>
1. Tourists declined after the COVID-19 outbreak.	1. With the Kalibiru nature tourism with complete facilities, it can attract tourists to come to Kalibiru natural tourism by implementing strict and adequate health protocols so that tourists feel safe when traveling.	1. Expanding the road and adding road signs to Kalibiru natural tourist destinations to make it easier for tourists to go to Kalibiru natural tourism.
2. There are other new tourist attraction competitors in the surrounding area	2. To reduce competitors, you can take advantage of qualified human resources and take advantage of the natural tourism potential of Kalibiru, such as increasing tourist attractions and providing unique and diverse culinary tours.	2. Make Kalibiru remain a superior tourist in order to increase the number of visits.
	3. Adding the natural tourist attraction of Kalibiru artificially.	3. Cooperate with competitors in conducting travel packages.

According to the results of the SWOT analysis based on internal and external factors that have been studied and formulated into a SWOT matrix, the following strategy can be formulated.

A. *Strategy Strength – Opportunity (SO)*

This strategy is made by utilizing all strengths to seize and take advantage of opportunities, such as:

1. Increase the number of human resources to anticipate when the number of visitors continues to increase.

2. Selling souvenirs that can be enjoyed or used by all ages as souvenirs or typical Kalibiru nature tourism.
3. Adding promotions through YouTube with the theme of traveling to attract more tourists.
4. Adding modern vehicles to support the potential of Kalibiru natural tourism.
5. With the availability of adequate and complete facilities in Kalibiru natural tourism, as well as the cleanliness of the Kalibiru natural tourism environment, it can support promotion in terms of facilities and cleanliness.

*B. Weakness - Opportunities (WO) Strategy*

This strategy is made by taking advantage of opportunities by minimizing existing weaknesses, such as:

1. Accessibility to Kalibiru nature tourism is currently good, but it is necessary to expand the road because the road is so narrow and steep and add signage so that tourists can find Kalibiru natural attractions easily.
2. Security in Kalibiru nature tourism which only utilizes human resources should be able to take advantage of existing technology such as the addition of CCTV, etc.

*C. Strategy Strength – Threats (ST)*

This strategy is made by using the strengths possessed to overcome existing threats, such as:

1. With the Kalibiru nature tourism with complete facilities, it can attract tourists to come to Kalibiru natural tourism by implementing strict and adequate health protocols so that tourists feel safe when traveling.
2. To reduce competitors, you can take advantage of qualified human resources and take advantage of the natural tourism potential of Kalibiru, such as increasing tourist attractions and providing unique and diverse culinary tours.
3. Adding the natural tourist attraction of Kalibiru artificially.

*D. Weakness – Threat (WT) Strategy*

This strategy is based on activities that are defensive in nature and seeks to minimize existing weaknesses and avoid threats, such as:

1. Expanding the road and adding road signs to Kalibiru natural tourist destinations to make it easier for tourists to go to Kalibiru natural tourism.
2. Making Kalibiru remain a leading tourist destination to increase the number of visits
3. Cooperate with competitors in conducting travel packages

#### **IV. DISCUSSION**

Kalibiru provides learning and affirmation of the truth of the ecotourism concept that can be developed by forest farmer groups through various forms of adaptation[11]. The benchmark for the success of managing a tourist attraction is not only assessed by the increase in the number of tourist visits, but also by the quality of the experience that tourists get after visiting a tourist attraction. The better the quality of the tourist attraction, the better the quality of the experience that tourists will get[2]. The quality is the result of a thorough analysis and evaluation of the management of tourism objects, as well as the analysis of the results of this study.

Development strategies that can be carried out in Kalibiru Nature Tourism, among others.

1. Promotion of the manager's readiness to welcome post-pandemic pointers, through social media such as Instagram, Facebook, Twitter and YouTube so that tourists are more confident when visiting Kalibiru Nature Tourism, so that tourists will feel safe and comfortable when traveling.
2. Managers can add new tourist attractions. Among others, such as new photo spots. Adding a camping ground area that can be rented for outdoor activities, adding rides for games such as cimbing, river boarding, ATV, and so on.

3. With the addition of a gift shop, the existence of this gift shop has become a gift center for tourists visiting Kalibiru Nature Tourism.

Its success in developing ecotourism at first could not be separated from the role of colleagues, the government, local leaders, and the rules of HKM institutions. The role of facilitators from non-governmental organizations and individuals in presenting several tourism development project activities with sufficient funds has changed people's attitudes towards participation in tourism management. Government funding for tourism development that involves many citizens in its implementation is an important factor in encouraging the community to participate in tourism management. They recognized the opportunities for ecotourism to improve the well-being of their communities, but were initially deemed unfeasible. The community also believes that the value of benefits will increase if ecotourism can be managed independently[26].

The multiplier effect of the activities of the Kalibiru Tourism Village was not only obtained by members of the Mandiri HKM group, Kalibiru and the people of Hargowilis Village, but also received by the surrounding residents. Communities in neighboring villages run a jeep rental business on the Sermo Reservoir–Kalibiru PP, Clereng–Kalibiru PP, and Girinyono–Kalibiru PP routes. The tourism village activities have a positive impact on the economy, especially community income and employment. From these tourism activities, the income of the tourism village manager is obtained from entrance tickets to tourist sites, rental of lodging (homestays and tourist lodges), viewing posts, tour packages (joglo meetings, outbound, flying fox, tracking lines, and photo booths).[24].

Another analysis of the data in the field, the authors found opportunities that need to be communicated with the local government, including the Tourism Office. The success of developing tourist destinations requires collaboration with the government and the private sector[23]. The Tourism Office as a government agency in charge of developing tourism must carry out various programs or activity plans to overcome the decline in the number of levies on each tourist attraction. To promote the efforts of the tourism sector nationally, the government needs to issue a policy that can spur the success of tourism programs, such as intensified promotion of tourism objects in Kulon Progo Regency which must be disseminated to the general public both through print and electronic media. The tourism promotion program should implement a market segmentation strategy by taking into account the characteristics of tourists such as cultural factors, family factors, age factors/life cycle stages and knowledge factors that are tailored to the type of tourism object that is favored to be marketed[3].

In addition, the Kulon Progo Regency Tourism Office must cooperate with the Kulon Progo Regional Government to improve the following things.

1. Expanded accessibility Access to the location of a tourist attraction is an important role in increasing the attraction for visitors to a tourist attraction. If access to the location is not improved, it will lead to a decrease in user fees from the tourism sector. This happens because with difficult access, visitors will find it difficult to reach the location and in the end, choose not to come to the tourist attraction in question. In improving access to tourist sites, the Tourism Office can cooperate with the Public Works Department. The local government needs to prioritize roads to tourism objects in the context of recovery and accelerating regional economic growth [19].
2. Improved product and service quality. In addition to enjoying the scenery at the tourist attractions visited, sometimes tourists or visitors will also enjoy local products sold at tourist sites both for themselves and for relatives. Good quality will satisfy the buyer, if the buyer is satisfied, then the buyer can come back to buy. Service to visitors or tourists is also very important.
3. Tourist areas are developed, because visitors will be bored if the tourist sites visited only offer the same views and facilities every day. Therefore, the Kulon Progo Regency Government and the Kalibiru Nature Tourism manager must continue to innovate so that visitors or tourists are always interested in visiting again. For example, by creating photo spots with various views around tourist sites or adding playing facilities. Pmanage Kalibiru Nature Tourism objects to pay more attention to services, especially in providing additional facilities such as free motorcycle taxi services from the parking lot to tourist attractions, photo spots, places to relax, and special play facilities for children to attract tourists to visit and travel to Kalibiru Nature Tourism object.

In addition, the managers of Kalibiru natural attractions are expected to be able to reduce the rates or photo fees at every spot.

4. Improved human resources, human resources are also important in efforts to increase local revenue through the tourism sector. Advanced human resources will create new innovations. The limitations of innovation to present attractive and profitable attractions are carried out through comparative studies to several tourist objects. When visitors began to decline in 2017, some people who have businesses made adjustments to employee salaries and working hours by opening their businesses on holidays and weekends.[11]. It is necessary to support tourism training, institutions and management so that they can better understand managing a healthy ecotourism area, which is balanced between the realization of environmental sustainability and improving community welfare.[6].
5. Aware of tourism and cultured sapta charm. As a tourist, in addition to enjoying the scenery of tourist sites, you must also maintain its beauty and sustainability. One thing that can be done is to dispose of garbage in its place so that the tourist location remains clean and beautiful. There is a high awareness of the community to protect the environment because of the beliefs and traditions that are still firmly held, namely protecting the forest means preserving life[25]. In addition, the government must also provide an explanation to the public so that they prefer to visit local tourist sites. That way, the sustainability of tourist attractions can be maintained, because with the increase in the number of visitors, the number of local opinions will also increase. With high local revenue, infrastructure development can be carried out quickly

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