



Tourism Development in Pelaga Village (Case Study in Pelaga Village, Petang District, Badung Regency)

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Abstract

This research aims to determine internal and external efforts that can be made to develop sustainable tourism in Pelaga Village, Petang District, Badung Regency. This research method uses descriptive qualitative. This research was conducted in Pelaga Village by focusing on three service banjars, namely Kiadan Service Banjar, Pelaga Service Banjar, and Bukian Service Banjar. This research was conducted from April to August 2023. The data collection methods used were observation, interviews, focus group discussion (FGD), and library methods. Determining the informants was carried out using a purposive technique, taking representatives of farmers from three service villages in Pelaga Village and the Pelaga Village apparatus, totaling 10 people. The data analysis method used in this research is the SWOT matrix. The research results prove that the strategy that can be implemented to develop tourism with an agricultural platform in Pelaga Village, Petang District, Badung Regency is a Strengths-Opportunities strategy, namely increasing tourism with an agricultural platform and maintaining various tourist attractions and promotional strategies. The Strengths-Threats strategy can be tried using 2 methods, namely the strategy of preparing provisions related to tourist areas and providing counseling to the residents of Pelaga Village. Weaknesses- Opportunities The strategy that can be tried is the preparation of location tourism. Strategy Weaknesses - Threats that can be provided are providing mastery training and tourism insight to the residents of Pelaga Village. Based on the SWOT matrix analysis, several alternative strategies were obtained, including: SO strategy, namely a strategy for developing agriculture-based tourism and maintaining various tourist attractions as well as promotional strategies. The ST strategy can be carried out in two ways, namely the strategy of designing regulations related to tourism areas and providing education to the Pelaga Village community. The WO strategy that can be implemented is structuring tourism locations. The WT strategy that can be provided is to provide tourism skills and knowledge training to the Pelaga Village community.

Keywords:

Pelaga Village;
Development Strategy;
Tourism Development

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui upaya internal maupun eksternal yang dapat dilakukan untuk pengembangan pariwisata berkelanjutan di Desa Pelaga Kecamatan Petang Kabupaten Badung. Metode penelitian ini menggunakan deskriptif kualitatif. Penelitian ini dilakukan di Desa Pelaga dengan memfokuskan pada tiga banjar dinas yaitu Banjar Dinas Kiadan, Banjar Dinas Pelaga dan Banjar Dinas Bukian. Penelitian ini dilakukan mulai dari bulan April hingga Agustus tahun 2023. Metode pengumpulan data yang digunakan adalah observasi, wawancara, *focus group discussion* (FGD), dan metode kepustakaan. Penentuan informan dilakukan dengan teknik purposive diambil perwakilan petani dari tiga banjar dinas di Desa Pelaga dan aparatur Desa Pelaga yang berjumlah 10 orang. Metode analisis data yang digunakan dalam penelitian ini adalah matrik SWOT. Hasil riset membuktikan jika strategi yang dapat dilakukan untuk pengembangan pariwisata berplatform pertanian di Desa Pelaga Kecamatan Petang Kabupaten Badung merupakan strategi Kekuatan- Peluang ialah meningkatkan pariwisata berplatform pertanian serta menjaga bermacam daya tarik wisata serta strategi promosi. Strategi Kekuatan- Ancaman dapat dicoba dengan 2 metode, ialah strategi penyusunan ketentuan terkait area wisata serta pemberian konseling pada warga Desa Pelaga. Kelemahan- Peluang Strategi yang dapat dicoba yaitu penyusunan pariwisata lokasi. Strategi Kelemahan- Ancaman yang dapat diberikan yakni dengan membagikan training penguasaan serta wawasan wisata pada warga Desa Pelaga. Berdasarkan analisis matriks SWOT diperoleh beberapa alternatif strategi diantaranya: Strategi SO yaitu strategi pengembangan pariwisata berbasis pertanian dan mempertahankan berbagai daya tarik wisata serta strategi promosi. Strategi ST dapat dilakukakan dengan dua cara yaitu strategi perancangan aturan terkait dengan kawasan pariwisata dan pemberian penyuluhan kepada masyarakat Desa Pelaga. Strategi WO yang dapat dilakukan yaitu penataan lokasi pariwisata. Strategi WT yang dapat diberikan adalah dengan memberikan pelatihan keterampilan dan pengetahuan pariwisata kepada masyarakat Desa Pelaga.

Kata Kunci:

Desa Desa Pelaga;

Strategi Pengembangan;

Pengembangan Pariwisata;

1. Introduction

Indonesia is an archipelagic country located in Southeast Asia which is on the continent of Asia and the continent of Australia. Judging from its geographical location, Indonesia has a tropical climate (Yusuf & Hadi, 2020). This means that the climate in Indonesia is classified as warm, tending to be hot and humid throughout the year. This has an impact on people who live in Indonesia and are interested in traveling and traveling. Tourism is a very promising global business and is a sector capable of driving world economic growth resulting from the movement of tourists (Akbar et al., 2021). Tourism has had various positive impacts on earning foreign exchange and providing employment opportunities for the community (Yamin et al., 2021).

The motivation for tourists to travel is to get out of their daily routine. Tourism and recreation activities have become human needs that must be fulfilled (Wulandari & Afriyanni, 2021). The World Bank, the United Nations, and the World Tourism Organization (WTO) are just a few of the international institutions that have acknowledged that tourism is an integral element of human life (Astara & Irianto, 2019). The tourism industry is developing in Indonesia. This is because the demand for tourism products in Indonesia always experiences a significant increase every year (Tahir et al., 2023). Sustainable tourism is currently a national development planning issue in Indonesia because sustainable tourism can reduce the damaging effects of tourism on the environment (Sunarta et al., 1970). Development in this research is defined as the process or act of developing from something that does not yet exist, from what already exists to become better from what is already good to become better, and so on. The life cycle of a tourist destination (Destination Area Lifecycle) as described above is shown in Figure 1 below:

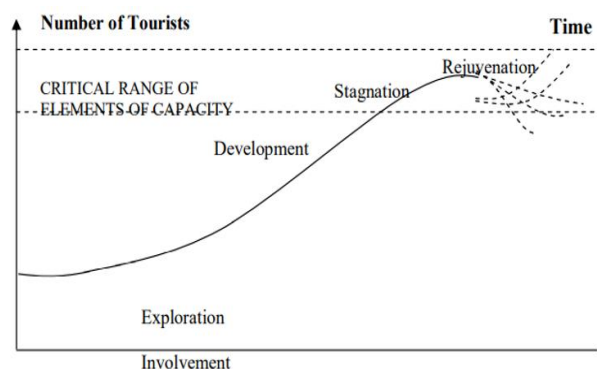


Figure 1. Tourist Area Evolution Cycle Source: (Butler, 1980).

Bali tourism is known as a cultural tourism destination, where elements of Balinese culture are the main attractions (Dewi et al., 2022). The flow of tourist arrivals to Bali always increases every year. An alteration in Bali's tourism

patterns developed in response to an increase in visitors. Many traditional tourism products are currently beginning to lose popularity as travelers switch to tourism products that place a higher priority on the environment, nature, culture, and unique attractions. One of the supporting factors for tourism development is the agricultural system which is a potential tourist attraction. The traditional agricultural system can be a special attraction for tourists (Sukartini, 2022).

Bali Island is the most popular tourist destination for local and international tourists. The island of Bali has long been known for its stunning natural beauty. In fact, since the 1960s, the island of Bali has gradually developed from a quiet, peaceful, and remote small island, to become one of the world's most popular tourist attractions (Febriyanti & Wispandono, 2022). North Badung is home to the well-known Tukad Benchung Bridge, the tallest bridge in Asia, which is in the Petang District, making this area unique in its own right. The existence of adequate infrastructure has an impact on the increasingly rapid growth rate of agrotourism. Based on the Bali Gubernatorial Regulation in 2020 Article 14 (1) Tourism Area Managers and Tourism Entrepreneurs in Tourism Areas must be committed to realizing tourism that is culture-based, quality, environmentally friendly, and sustainable. Which follows up on Article 1 point 9 which stipulates that Agro Tourism is a tourist activity as an effort to increase tourist attraction by presenting agricultural activities as tourist activities. Based on its geographical background, this area is located in the highlands, which makes Petang have more selling value than other areas in Badung (Sari et al., 2020).

Pelaga Village is one of the villages under the Badung Regency government and has several unique and tourism potentials that are very worthy of development (Mananda, 2017). Apart from those determined by the Government, there are other potentials that can be developed. As an attraction, there is the highest bridge in Asia that connects Badung with the Kintamani tourist attraction. The bridge is named the Tukad Bangkung Bridge. The potential of the Tukad Bangkung Bridge has not yet been exploited by the Badung Regency Government, although tourists have started to arrive to enjoy the beauty and uniqueness of the bridge. Meanwhile, the attitude of residents around the bridge location is very proactive in welcoming tourists who come to the Tukad Bangkung Bridge, by setting up small kiosks. The lack of a touch of development by the Badung Regency government has the potential to give the impression of a slum and lack of order in the area. Even though this place has been visited by many tourists, both foreign and domestic. Agricultural-based tourism development is the use of agricultural activities and plantations as attractions in tourism activities. One of the villages with superior agricultural potential is Pelaga Village, Petang District, Badung Regency (Mananda, 2017). Pelaga Village boasts a magnificent natural scenery with still-beautiful greenery and natural as well as mountainous areas with fresh air free from vehicle exhaust pollution. However, the potential of Pelaga Village has not been utilized properly. Tourism development in Plaga Village will be able to build intensive communication with tourists. The hope is that people can be more creative in managing their farming businesses so that they can produce products that touch the hearts of tourists. This is important, so that Pelaga Village can actually develop the economic potential and tourism resources of Pelaga Village.

2. Methods

This research method uses descriptive qualitative by conducting direct observations, interviews and documentation. By concentrating on three service banjars—Kiadan Service Banjar, Pelaga Service Banjar, and Bukian Service Banjar—this research was carried out in Pelaga Village, Petang District, Badung Regency. This research was conducted over a period of time from April to August 2023.

The information used in this study is drawn from both primary and secondary sources. primary data, or information derived directly from the first data source from the research location, either in the form of observation results or by providing a list of questions in the form of questionnaires and in-depth interviews of development issues with government representatives, tourism industry professionals, community leaders, and tourists. Tourism in Pelaga Village. Secondary data, or information gathered by third parties or organizations rather than directly from original sources. The agencies in question are the Badung Regency Tourism Office, Petang Subdistrict Office, Pelaga Village Office and other institutions.

The Focus group discussions (FGD), interviews, and observation were all used as data gathering techniques, and library methods. A purposive technique was used to identify the key informants, which means that people that are truly knowledgeable about Pelaga Village's internal and external circumstances were chosen in order for them to provide pertinent feedback about the data required. The determination of key informants was based on considerations of 1) those who controlled or understood the research location, namely Pelaga Village, and 2) those who were involved or involved in agricultural activities in the Pelaga Village area. In this research, representatives of farmers from three service villages in Pelaga Village and Pelaga Village officials were taken, totaling 10 people.

The SWOT matrix is the data analysis technique employed in this study. The SWOT matrix is a tool used to develop strategies that are evaluated based on internal and external factors. Internal analysis was carried out to determine the region in Pelaga Village that focuses tourism on agriculture and its advantages and disadvantages. The IFAS (Internal

Strategic Factors Analysis Summary) matrix is used to examine these variables. External analysis is carried out to find out and identify existing opportunities and threats. Analysis of external factors in this research was carried out using the EFAS Matrix (External Strategic Factors Analysis Sumamry).

3. Result & Discussion

3.1. General Description of the Research Area

Administratively, Pelaga Village is a part of Badung Regency's Petang District. The elevation of Pelaga Village is between 650 and 1,110 meters above sea level. Pelaga Village is 3545.20 acres in size and is located 15 kilometers from the city of Petang District. It is accessible by road from Denpasar, which is 47 km away and can be visited in one hour.

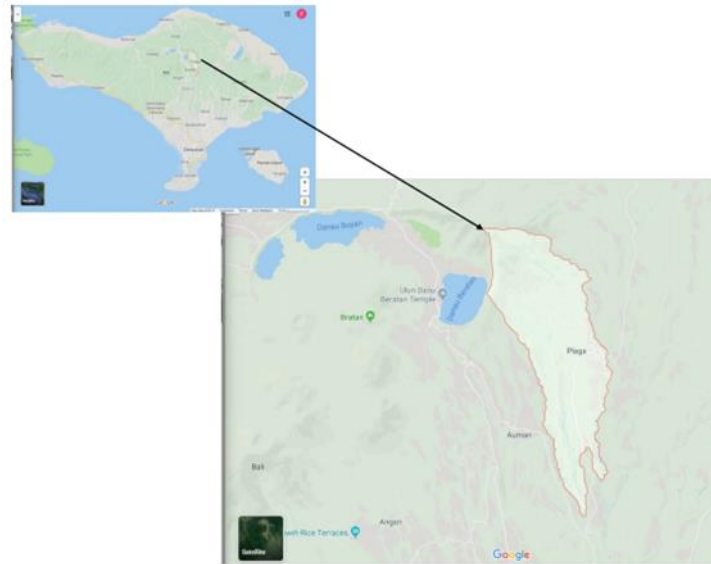


Figure 2. Map of Pelaga Village

Pelaga Village is a highland area with mountainous/hilly land conditions located around 40 km from Denpasar which has a normal climate, average rainfall of 2135 mm³ per year with an average temperature of 24.2°C. The average humidity is 92.5% and the average pressure is 1009.6 mm bar with 65% exposure. The wettest months are December and January, while rain falls from October to April. The region has a hilly topography with a 62° slope. As a result, agricultural land is typically constructed using terraces. Pelaga Village boasts a picturesque, unspoiled natural landscape with large stretches of greenery as well as mountainous areas with fresh air free from vehicle exhaust pollution, making the people live peacefully, peacefully and comfortably all day long. Based on observations in the field, this village has started to become busy with tourists, domestically and internationally ever since the Nungnung creation waterfall as one of the tourist attractions in Pelaga Village, especially for tourists who have a passion for natural tourism (ecotourism). Every day dozens of tourists, both domestic and foreign, take advantage of their time to visit Pelaga Village to enjoy the beauty of its pristine natural atmosphere. Tourists who come to Pelaga Village besides seeing natural uniqueness such as Nungnung Waterfall, Pucak Mangu, and Tukad Bangkung, some of them use this place for exercising (jogging), tracking, cycling, and just to enjoy the beautiful natural views of the countryside. To balance the growth of the tourism sector in the South Badung and North Badung regions, so that there will be no gaps in the development of people's lives and avoid social jealousy that arises due to the rapid development of tourism, and so that the tourism cake can be enjoyed equally, in accordance with Badung Regent Regulation Number 47 of 2010, dated 15 September 2010 concerning Determination of Tourism Village Areas in Badung Regency, Pelaga Village was designated as a Tourism Village. Types of tourism that are suitable for development in Pelaga Village are: natural tourism (eco tourism), spiritual tourism (spiritual tourism), agro tourism (agro tourism). so that there will be no gaps in the development of community life and avoid social jealousy that arises due to the rapid development of tourism, and so that the tourism cake can be enjoyed equally, in accordance with Badung Regent Regulation Number 47 of 2010, dated 15 September 2010 concerning Determination of Tourism Village Areas In Badung Regency, Pelaga Village is designated as a Tourism Village. Types of tourism that are suitable for development in Pelaga Village are: natural tourism (eco tourism), spiritual tourism (spiritual tourism), agro tourism (agro tourism). so that there will be no gaps in the development of community life and avoid social jealousy that arises due to the rapid development of tourism, and so that the tourism cake can be enjoyed equally, in accordance with Badung Regent Regulation Number 47 of 2010, dated 15 September 2010 concerning Determination of Tourism Village Areas In Badung Regency, Pelaga Village is designated as a Tourism Village. Types of tourism that are suitable for development in Pelaga Village are: natural tourism (eco tourism), spiritual tourism (spiritual tourism), agro tourism (agro tourism).

Rural tourism consists of; four main components in which rural communities are in the middle. These are rural areas (mountains, lakes, rivers, forests, natural areas), rural heritage and culture (traditional and industrial architecture, historic buildings, villages), rural activities (horse riding, cycling, fishing, walking, water sports), and rural life (handicrafts, local activities, local food, agricultural tourism, traditional music, folk dance) (Figure 1).

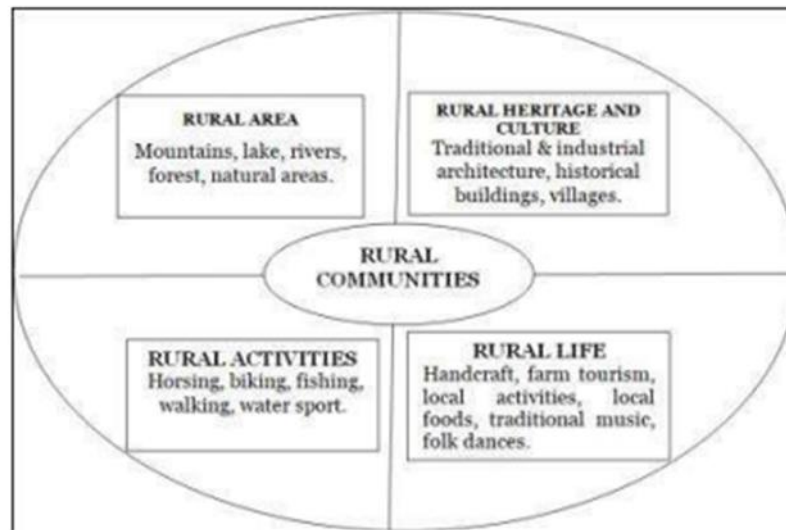


Figure 3. Components of Rural Tourism Source: (World Tourism Organization, 2004)

The following describes an analysis of tourist attractions in Pelaga Village based on the Tourist Area Life Cycle theory, namely: Tukad Bangkung Bridge is an artificial attraction that indirectly supports natural attractions, namely the surrounding natural panorama. There are supporting facilities in the form of parking, toilets provided by the Bali Provincial Government is the manager of the Tukad Bangkung Bridge. Promotion is carried out through Social Media, the internet and every year the Badung Regency Agricultural Culture Festival (FBP) is held at the Tukad Bangkung Bridge. The number of tourist visits to the Tukad Bangkung Bridge is busy every day and increases on weekends or holidays. So it can be concluded that the Tukad Bangkung Bridge tourist area is currently in a development position. The development of Nungnung Waterfall still focuses on natural attractions. Supporting facilities in the form of parking, toilets and ticket counters are provided by the Badung Regency Government. Promotion of Nungnung Waterfall is increasingly being carried out through social media and the internet. Number of tourist visits to Nungnung Waterfall increases on weekends or holidays. However, as a result of the Covid-19 pandemic, tourist visits have decreased so that Nungnung Waterfall was closed for 4 months from April-July 2021.

The Badung Regency Government, which collaborates with local communities, plays a role in providing tourism services. So it can be concluded that the Nungnung Waterfall tourist area is currently in a position of involvement and development. The development of the Plantation Trekking Route still focuses on its natural attractions. Various supporting facilities are starting to be provided, generally by local communities in the form of parking spaces. Promotion began to be carried out on a limited scale through social media and the Internet. Visits are usually busy during the day holiday. The Badung Regency Government, which collaborates with local communities, plays a role in providing tourism services. So it can be concluded that the tourist area is the Plantation Trekking Route currently in a position of involvement. The development of Mount Pucak Mangu still focuses on natural attractions. Supporting facilities in the form of a parking lot and gazebo are provided by the local community. There are no toilets or ticket counters yet. Promotion of Mount Pucak Mangu is still on a limited scale through social media. The number of visits to Mount Pucak Mangu increases on weekends or holidays. The Badung Regency Government, which collaborates with local communities, plays a role in providing tourism services. So it can be concluded that the Tukad Bangkung Waterfall tourist area is currently in a position of involvement.

The development of Tukad Bangkung Waterfall still focuses on natural attractions. Supporting facilities in the form of a parking lot and gazebo are provided by the local community. There are no toilets or ticket counters yet. Promotion of Tukad Benchung Waterfall is still on a limited scale via social media Instagram. The number of tourist visits to Tukad Bangkung Waterfall increases on weekends or holidays. Local communities play a role in providing tourism services. So it can be concluded that the Tukad Bangkung Waterfall tourist area is currently at the involvement stage.

3.2. Analysis of Internal Environmental Factors and External Environmental Factors

The stages of SWOT analysis carried out on agrotourism in Pelaga Village, Petang District, Badung Regency, include: (1) Identifying strategic factors internally and externally. (2) Weighting internal and external factors. Respondents give assessment weights based on the level of importance of strategic factors. The total weighting value for all strategic factor components is 1.00 each for the internal and external environment. (3) Conduct an assessment of strategic factors. Respondents provide an assessment of each strategic indicator using a Likert scale, where respondents provide a value for each strategic factor indicator by choosing one of 4 tiered scales.

Table 1. Identification of Internal Environmental Factors in Pelaga Village, Petang District, Badung Regency in Tourism Development

1. Strength		2. Weakness	
a.	Infrastructure and good access to the roads	a.	Not many people have yet entered the tourism industry
b.	Beautiful and natural view of the expanse of plantations with cool air	b.	Inadequate tourism activities are supported by societal skills
c.	Free of plastic garbage	c.	Tourism-based development planning does not yet exist
d.	Majority The inhabitants work in agriculture and own a lot of land	d.	There is currently no tourism-based development planning
e.	Adaptation of agricultural technology to regional agriculture practices		
f.	Has with its superior commodity, asparagus, and other supporting commodities, it is well renowned for its agricultural potential		
g.	Creating lodging for tourists		
h.	Favorable attitudes toward tourists		

3.3. SWOT Analysis

By combining internal and external aspects arising from the IFAS matrix and EFAS matrix, the SWOT matrix focuses on identifying workable alternative strategies for building an agricultural-based tourist strategy in Pelaga Village. The SWOT analysis matrix for Pelaga Village, Petang District, Badung Regency can be seen in Table 2.

Table 2. SWOT Matrix of Agriculture-Based Tourism Development Strategy in Pelaga Village

SO Strategy	WO Strategy
Agriculture-Based Tourism Development Strategy	Tourism Location Arrangement
Promotion Strategy	
ST Strategy	WT Strategy
Related Rules Planning Strategy	Skills Training Strategy and Tourism Knowledge to the Community

3.4. Internal-External (IE) Matrix Analysis

The next stage is determining the position of value results from the Internal and External Matrix (IE) diagram. The positions of agrotourism in Pelaga Village, Petang District, and Badung Regency are determined by entering the results of the scores for each factor into an internal and external matrix. The next stage is to determine the appropriate

empowerment strategy according to the environmental conditions of agrotourism. Internal – external (I – E) matrix analysis aims to determine the direction of the strategy to be developed. The results of the IE matrix calculation for figure 4 depicts the agricultural tourism industry in Pelaga Village, Petang District, Badung Regency.

		Total IFAS Weighted Score				
			Strong	Average	Weak	
			4.0	3.0	2.0	1.0
Total EFAS Weighted Score	Tall	3.0	I	(2.95) II	III	
	Currently	2.0	IV (2.92)	V	VI	
	Low	1.0	VII	VIII	IX	

Figure 4. Internal-External (IE) Matrix Calculation of Agriculture-Based Tourism Development Strategy in Pelaga Village, Petang District, Badung Regency

3.5. Determining Agrotourism Development Strategy

The strategic position of agrotourism in Pelaga Village, Petang, Badung is in the Hold and Maintain position, therefore market penetration, product development, and market development are used as strategies (Hersaputri, 2018). (1) Market penetration strategy, or the strategy of attempting to increase the market share for current agrotourism by more aggressive marketing activities, is the intensive strategy that is suitable for agrotourism in Pelaga Village, Petang, Badung. (2) A product development plan, specifically one that aims to boost revenue by enhancing current items or creating new ones.

Agrotourism market penetration plan can be carried out with a work program aimed at increasing market share for both domestic and foreign guests. Agrotourism players must use internet media and applications to promote their products online. The agrotourism product development plan is carried out by increasing the types or variety of agrotourism products in order to entice tourists to visit other agrotourism products. Making agrotourism a location for particular education, training, and research, consequently expanding market share.

The strategic position of agrotourism in Pelaga Village, Petang, Badung is in the Hold and Maintain position, namely in cell V, so the strategies applied are market penetration, product development and market development. The intensive strategy that is appropriate for agrotourism in Pelaga Village, Petang, Badung is (1) Market penetration strategy, namely the strategy of seeking a wider market share for existing agrotourism through more active marketing efforts. (2) Product development strategy, namely a strategy that seeks to increase income by improving existing products or developing new products. The market penetration strategy for agrotourism can be carried out with a work program in the form of opening a wider market share for both domestic and foreign tourists. Agrotourism actors need to promote products online by utilizing internet media and applications.

The strategy for developing agrotourism products is carried out by increasing the types or varieties of agrotourism products, so as to attract tourists to visit other agrotourism products. Making agrotourism a place to conduct education, training and research for specific purposes, thereby increasing market share.

4. Discussion

A distinctive neighborhood, Petang District is home to the well-known Tukad Bangkung Bridge. In the Petang District's Pelaga Village is where you'll find the Tukad Bangkung Bridge. The longest bridge in Bali and allegedly the highest in Asia is the one that connects three districts (Ridho et al., 2022). The Tukad Bangkung Bridge has a length of 360 meters, a width of 9.6 meters, and a pillar height of 71.14 meters. This bridge offers stunning and calming natural

views with a river flowing beneath it and surrounded by green trees. With this, many tourists and investors are attracted to the beauty of this bridge (Hidayat et al., 2019). Beginning in 2023, this bridge will offer "Bungee jumping" extreme tourism. According to the tourist manager, when someone leaps from a high height while holding one end of an elastic rope to their body or ankle and the other end of the rope linked to the leaping point, this is known as a mancakrida action. When jumping, the rope will stretch after taking the energy from the jump, and the jumper will be thrown back when the rope shortens. The jumper will oscillate up and down until the energy from the jump is exhausted (Rahmayani et al., 2022). Bungee jumping tourism applies the TriHita Karana principle which is based on the Badung Regional Regulation of Article 1 point 9 in Badung Regional Regulation No. 22 of 2021, namely a tourist attraction by presenting agricultural activities as tourist activities. Like the bungee jumping tour, it is based on the concept of trihitakarana, which is a balance between the relationship between humans and God, between each other and the environment (Okasujana, 2021). This implementation has a very significant impact on the results of increased visits to the Bungee jumping tourism. As we know in this tourist village, agriculture is an added value besides the scenery. In addition, the role of the community that accepts this agrotourism well is by the decision of the Village Head who accepts it well and is fully supported by the Village regulations (Mananda, 2017).

Economic growth and the increasingly rapid development of world tourism have had an impact on tourism development in Indonesia, especially tourism development the primary tourist destination in Indonesia, the province of Bali, and even abroad. Tourism in Bali Province has been developed in all districts and cities in Bali, including Badung Regency (Mahendra et al., 2021). Badung Regency has various tourism potentials, both already developed and currently being developed. One of the tourist destinations that has recently become very popular with tourists is Pelaga Village. Pelaga Village has various tourism potentials which are worth developing in the future (Larasdiputra et al., 2022). By Badung Regent Regulation Number 47 of 2010, about Determination of Tourism Village Areas in Badung Regency, dated September 15, 2010 (Hutnaleontina & Setiawina, 2023).

The purpose of this study is to: (1) assess Pelaga Village's potential as an alternative tourism site; (2) To find out the support of the Pelaga Village community for the Village's alternative tourism development plan; (3) To learn about several approaches to promoting tourism in Pelaga Village. This research was conducted in Pelaga Village, Petang District, Badung Regency. The location for this research was determined because Pelaga Village is unique and different from other tourist attractions in Bali. Pelaga Village has its attraction for tourists, both domestic and foreign tourists. The results of this research show that alternative tourism in Pelaga Village has various tourism potentials that are worthy of development and has fulfilled four (4) important components in the tourism industry known as the four A's, namely Accessibility, adequate access to the tourist destination area of Pelaga Village, Attraction. (tourist attractions), amenities (tourism facilities and services), and ancillary (institutions and human resources supporting tourism).

According to the findings of this study, it can be said that looking at the potential aspect, the development of the Pelaga Village area is supported by supporting facilities such as roads, public parking, public toilets, and water from the mountains, which although not yet adequate in terms of standards as a tourist attraction (Keylavanda & Demolingo, 2022). The utilization of natural potential in Pelaga Village is not yet optimal, this is due to the lack of community capacity in managing existing natural resources. Economically, the development of Pelaga Village can be felt by the community in general, both in terms of employment and community income. Future development of alternative tourism in Pelaga Village can be carried out by implementing several SWOT strategies such as SO, ST, WO, and WT strategies. Several recommendations for the Badung Regency regional government can be made based on the findings of this study government, tourism actors, and the Pelaga Village community in developing the Pelaga Village tourist destination area. In the future, there is a need for a Pelaga Village tourism management institution, there is a need to explore the untapped potential that can later be utilized optimally, and there is a need for collaboration with external parties. Tourism actors should be more innovative in creating tourist attractions offered to tourists. The community should always maintain the beauty, cleanliness, and sanitation of the environment by maintaining the natural beauty of the Pelaga Village tourist destination area, and also maintaining productive agricultural land so that it does not change function and ownership for the tourism industry. and the Pelaga Village community in developing the Pelaga Village tourist destination area. In the future, there is a need for a Pelaga Village tourism management institution, there is a need to explore the untapped potential that can later be utilized optimally, and there is a need for collaboration with external parties. Tourism actors should be more innovative in creating tourist attractions offered to tourists. The community should always maintain the beauty, cleanliness, and sanitation of the environment by maintaining the natural beauty of the Pelaga Village tourist destination area, and also maintaining productive agricultural land so that it does not change function and ownership for the tourism industry. and the Pelaga Village community in developing the Pelaga Village tourist destination area. In the future, there is a need for a Pelaga Village tourism management institution, there is a need to explore the untapped potential that can later be utilized optimally, and there is a need for collaboration with external parties. Tourism actors should be more innovative in creating tourist attractions offered to tourists. The community should always maintain the beauty, cleanliness, and sanitation of the environment by maintaining the natural beauty of the Pelaga Village tourist destination area, and also maintaining productive agricultural land so that it does not change function and ownership for

the tourism industry. It is necessary to explore untapped potentials which can later be utilized optimally, there is a need for cooperation with external parties. Tourism actors should be more innovative in creating tourist attractions offered to tourists. The community should always maintain the beauty, cleanliness, and sanitation of the environment by maintaining the natural beauty of the Pelaga Village tourist destination area, and also maintaining productive agricultural land so that it does not change function and ownership for the tourism industry. It is necessary to explore untapped potentials which can later be utilized optimally, there is a need for cooperation with external parties. Tourism actors should be more innovative in creating tourist attractions offered to tourists. The community should always maintain the beauty, cleanliness, and sanitation of the environment by maintaining the natural beauty of the Pelaga Village tourist destination area, and also maintaining productive agricultural land so that it does not change function and ownership for the tourism industry.

5. Conclusion

The strength of infrastructure and adequate road access are the most influential internal environmental the Pelaga Village, Petang District, and Badung Regency's growth of agriculture-based tourism. A significant internal problem in the growth of agriculture-based tourism in Pelaga Village, Petang District, Badung Regency, is the fact that there aren't many individuals working in the tourism industry. The external environmental element with the greatest impact on the growth of agriculture-based tourism in Pelaga Village, Petang District, Badung Regency is the rise in visitors to Bali.

Focused on the SWOT matrix study, several potential strategies were identified, including the SO strategy—a plan for promoting tourism that is focused on agriculture and preserving a variety of tourist sites. The ST strategy can be implemented in two ways: by creating laws for tourism-related regions and by educating the Pelaga Village community. Constructing tourist destinations is a possible WO strategy. The WT approach that can be used is to train the residents of Pelaga Village in tourism-related information and skills.

The internal factor that inhibits this is that indicators of continuity of crop yields are still inadequate to be able to increase the development of agrotourism in Pelaga Village, Petang District. This is due to the problem of land lacking soil nutrients due to continuous planting patterns with the same plants, which has an impact on decreasing soil fertility. However, on the other hand, the quality of agricultural products, especially asparagus products, is already of superior quality (it has even received the best recognition at the ASEAN level). Climate indicators and suitability of agro plant types as external factors that hinder the development of agrotourism in Pelaga Village, Petang District. Farmers are reluctant to plant new varieties because they have to study and experiment with new plants.

Internal and external efforts that can be made include continuing to develop relationships or business networks, as well as the availability of varied types of agro, which are the most important indicators for developing agrotourism in Pelaga Village, Petang District, Badung Regency. Having extensive relationships or networks with travel agencies, hotels and restaurants will really help promote and accommodate plantation products. Type availability

Varied agro tourism will encourage tourists' interest in visiting agro tourism objects in Pelaga Village, Petang District. They can enjoy various types of agro so they have a wider market share and have longer visiting times. This will attract customers' interest in visiting and consuming agrotourism products, as well as increasing the length of time they visit agrotourism objects. Indicators of the role of local and regional governments as external factors have an important role in the development of agrotourism in Pelaga Village, Petang District. Local and regional governments are able to provide various facilities and infrastructure, as well as create regulators to develop local agrotourism. The local government created a regulator that requires hotels and restaurants to use local fruit.

The strategic position of agrotourism in Pelaga Village, Petang District is in the Hold and Maintain position. The intensive strategy that is appropriate to apply for the development of agrotourism in Pelaga Village, Petang, Badung is (1) Market penetration strategy, namely the strategy of seeking a wider market share for existing agrotourism through more active marketing efforts. (2) Product development strategy, namely a strategy that seeks to increase income by improving existing products or new product development. The stakeholders in this case are tourism actors, tourists expect the availability of quality sanitation according to tourist needs, better arrangement of rest areas, and integrated efforts to maintain cleanliness and environmental sustainability.

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