



The Strength of Authenticity in Developing Rural Tourism (A Case Study of Tri Eka Buana Village)

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Abstract

Purpose: This study aims to determine the strategies used in the authenticity of Tri Eka Buana Village, Bali, Indonesia, as a tourist attraction.

Research methods: This research is a research mixed method with analytical techniques using the Internal Factor Analysis (IFAS), External Factor Analysis (EFAS), Internal-External Matrix (IE), SWOT, and Quantitative Strategic Planning Matrix (QSPM) Analysis.

Findings: Based on the results of the IFAS matrix analysis, the main strength is that it has beautiful natural and artificial potential such as Bukit Abah, Danu Seliwah Temple, Dukuh Sakti Waterfall, Umananing Malini dance and Balinese Arak that can attract tourists, while the main weakness is that access to tourist objects is inadequate, such as a narrow and irregular parking area. Based on the results of the EFAS matrix analysis, it is known that the main opportunity is the development of Tri Eka Buana Village by involving local communities so as to minimize unemployment, preserve cultural and natural traditions while the main threat faced is competition between other tourism objects that have developed. The results of the IE Matrix research place the village in the position *Growth* (Cell I).

Implication: SWOT analysis resulted in 8 alternative strategies of authenticity from the 8 strategies, 3 priority strategies were obtained and have been calculated through the QSPM Matrix with a total TAS of 194.13, 193.57, and 186.46, namely optimizing the potential promotion of Tri Eka Buana Village Karangasem Bali through the media. social media such as Instagram, Facebook, and websites.

Keywords: tourism village, tourist attraction, authenticity, strategy, SWOT analysis.

INTRODUCTION

The tourism industry's rapid development has made the tourism sector a leading sector in generating and increasing foreign exchange. According to WTTC, (2019), Indonesia ranks 9th in the world's tourism sector growth, number three in Asia, and number one in Southeast Asia. One of the destinations that Indonesia has is the island of Bali. The island of Bali is one of the small islands in Indonesian waters which has a major impact on Indonesian tourism (Pendit, 2002). This makes Bali the best tourist destination out of the 25 best destinations in the world according to Trip Advisor's 2018 version (Trimurti, C. P., & Utama, 2019). The attraction of the island of Bali has its own characteristics with other regions in Indonesia, including the natural beauty, culture, and a variety of

distinctive culinary delights (Suwantoro, 2002). Overall, Bali is a unique destination with its cultural tourism paradigm (Mudana et al, 2018; Mudana et al, 2021).

A superior and quality tourist attraction is a key factor that determines the motivation of tourists to travel, as well as a fundamental reason that is considered why someone chooses a destination (Ritchie & Crouch, 2010). Sadia (2012), Winia et al (2019), Darmayanti and Oka (2020); Oka et al (2021) stated that the development of tourist destinations is aimed at developing local potentials both from nature and socio-culture in order to be able to make an economic contribution to local communities. On the other hand, the limitations of local human resources are still an element of weakness in the development of tourist destinations as well as a challenge that must be anticipated in the development of sustainable tourism.

The development of tourist destinations/tourist attractions as the main driver of the tourism sector certainly requires the cooperation of all stakeholders consisting of the community and government, direct cooperation from the business community as well as from the private sector. The involvement of academics in rural tourism development is implemented from applied research conducted in villages in an effort to encourage tourism development (Darmayanti and Oka, 2020). Innovation is the key word in the involvement of academics, in the dissemination of information as well as the application of technology, entrepreneurship through beneficial collaborations and partnerships between academia, government, business, community and mass media. In the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, what is referred to as a tourist attraction is everything that has uniqueness, beauty and value in the form of diversity in natural, cultural and man-made wealth that becomes a means or destination for tourist visits (UU RI. No 10, 2009).

Various tourist destinations with all their uniqueness are found in Bali, one of the villages in Bali that has natural and artificial potential that can be used as a tourist attraction that is still thick with culture, nature and also the hospitality of its people is Tri Eka Buana Village. This village is located in Sidemen District, Karangasem Regency, Bali. The village is famous as a place of first discovery of wine and nearly 90% of the people in the village of Tri Eka Buana became wine growers, this is the originality (authenticity) which is owned by the Village of Tri Eka Buana. Casteran (2013) mentions authenticity refers to authenticity, purity, and lies outside the commercial scope. Authenticity is divided into 3 indicators, namely objective authenticity, constructed authenticity and existential authenticity (Zhang et al., 2018).

The potential *authenticity* of Tri Eka Buana Village must be developed so that this attraction can improve the village's image. This image will directly determine the sustainability of tourist destinations. Every tourist destination always tries to develop a positive image and minimize negative images (Putra dan Pitana, 2010; Darmayanti, et.al, 2020). This means that the development of tourist villages must pay attention to the sustainability of the components of

sustainable tourism, such as: environmental, economic, social aspects, as well as the cultural order of the local community.

Tri Eka Buana Village has natural potential, namely Bukit Abah, Dukuh Sakti Waterfall, Puncak Luhur Temple, Bukit Abah, Tirta Danu Seliwah. The beauty of Bukit Abah can be enjoyed by doing trekking activities as far as 1.5 km from the peak height, you can see the tourist areas of Sanur and Nusa Dua which are located in South Bali. Dukuh Sakti Waterfall which has two springs, where each spring is used by residents for irrigation of rice fields and the other for daily needs, besides Dukuh Sakti Waterfall is also believed to cure non-medical diseases according to local people. Pura Puncuk Luhur Bukit Abah is a place of prayer for the people of Tri Eka Buana Village, once a year which coincides with Purnama Kedasa the local community will pray at this temple. In addition, Tri Eka Buana Village also has artificial potential, namely the Umananing Malini Dance, this dance is a dance that is characteristic of Tri Eka Buana Village and is also famous as a producer of traditional Balinese Arak (Sudhana, 2019).



Figure 1. Tourist attraction in Tri Eka Buana Village
(Source: Mahadewi, 2021)

In the midst of intense competition in the tourism industry with the potential of natural resources and artificial potential that is growing along with the times. Tri

Eka Buana Village must be able to create and develop its potential so that it is different from the others and has its own uniqueness, so that it can attract tourist visits to Tri Eka Buana Village. For this reason, this article examines the authenticity of Tri Eka Buana Village Karangasem Bali to be developed into a tourist attraction and analyzes relevant strategies to be applied in the development of this village in order to be able to compete competitively in the future.

RESEARCH METHODS

This research uses a mixed method or often referred to as a *mixed method*. The implementation of this mixed methods research combines quantitative and qualitative research methods (Sugiyono, 2017). Mixed research is a procedure for collecting, analyzing, and mixing quantitative and qualitative methods in a study or a series of studies to understand the research problem (Creswell, 2011). The analysis technique uses the *Internal Factor Analysis* (IFAS), *External Factor Analysis* (EFAS), Internal-External Matrix (IE), *SWOT Analysis* and *Analysis of Quantitative Strategic Planning Matrix* (QSPM).

FINDINGS

Internal dan External Analysis

Qualitative analysis begins with conducting interviews regarding internal and external factors in Tri Eka Buana Village, Karangasem Bali to six informants. Then, the results of the interview are used as a tool to measure the weights, assessments, and scores in the interview as a quantitative analysis. The results of the interviews in this study were inputted in the form of IFAS matrix or *Internal Factor Analysis Summary* (Table 1) and EFAS or *External Factor Analysis Summary matrix* (Table 2) with the same issue. In this opportunity, the informants decide the weights and ratings displayed on the two matrices and the results will be used to analyze the position of Tri Eka Buana Village in the IE or Internal-External matrix (Figure 2).

The IFAS score is obtained from the weighting of the internal indicators multiplied by the average rating on each internal indicator. Internal factors in the IFAS matrix are divided into two categories, namely strengths and weaknesses. Details of the IFAS matrix with a total score of 3,215 can be seen in Table 1.

Table 1. Internal Factor Analysis Summary (IFAS) on Authenticity

No	Strength	Weight	Rating	Score
1	Entrance ticket to tourist attraction which is relatively cheap	0,11	3,50	0,385
2	Tourist attraction safe	0,11	3,83	0,421
3	Limited budget for the cost of facilities and infrastructure	0,12	3,67	0,440
Total		0,34		1,247
No	Weaknesses	Weight	Rating	Score
1	Has beautiful and beautiful natural attractions	0,11	3,00	0,330
2	Community hospitality around	0,11	3,00	0,330

3	Has a unique and interesting tourist attraction	0,11	3,17	0,349
4	Access to tourist objects is inadequate	0,11	2,83	0,311
5	Promotion has not been maximized	0,11	3,17	0,349
6	Lack of supporting facilities	0,10	3,00	0,300
Total		0,65		1,969
Total Internal Weight & Score		1,00		3,215

After analyzing the internal factors of the current situation, it is continued by analyzing the external factors faced by Tri Eka Buana Village, Karangasem Bali which are divided into opportunities and threats, which can be seen in the EFAS matrix. The total score on the EFAS matrix is obtained from the weighting of external factors multiplied by the average rating on each external factor. Details of the EFAS matrix with a total score of 3,113 can be seen in Table 2.

Table 2. External Factor Analysis Summary (EFAS) Authenticity

No	Opportunity	Weight	Rating	Score
1	Preserving cultural and natural traditions	0,09	3,33	0,300
2	Development of supporting infrastructure for Tri Eka Buana Village	0,10	3,83	0,383
3	Disasters or natural disturbances	0,09	3,67	0,330
4	Improvement of products and tourist attractions by utilizing existing potentials	0,09	3,33	0,300
5	Construction of <i>homestays</i> near tourist attractions	0,09	2,67	0,240
6	Tourism sector that is growing and in demand	0,08	3,17	0,254
7	Opening employment opportunities which can be minimized the existence of unemployment	0,09	3,17	0,285
8	Competition between other attractions	0,09	3,17	0,285
9	Awareness of tourists to maintain tourist attraction	0,09	3,17	0,285
Total		0,81		2,663
No	Threat	Weight	Rating	Score
1	Lack of support from the government in promotion and infrastructure	0,09	2,50	0,225
2	There is no cooperation with the private sector for the development of Tri Eka Buana Village	0,09	2,50	0,225
Total		0,18		0,45
Total External Weight & Score		1,00		3,113

After analyzing the internal and external factors, proceed with transferring the scores into the Internal-External matrix. In the previous calculation, the IFAS score was 3,215 and the EFAS score was 3,113. This score scan is used to analyze the position of authenticity of Tri Eka Buana Village as shown in Figure 2.

3,22

		High 3,0-4,00	Average 2,0-2,99	Weak 1,0-1,99
Total Skor Faktor Strategi Eksternal	High 3,0-4,00	I GROWTH Concentration through vertical	II GROWTH Concentration through horizontal integration	III GROWTH RETRENCHMENT Turn Around
	Medium 2,0-2,99	IV STABILITY Be careful	V GROWTH Konsentrasi Concentration through horizontal integration STABILITY No change in profit strategy	VI RETRENCHMENT Captive Company o Divestement
	Low 1,0-1,99	VII GROWTH Diversification Concentric	VIII GROWTH Diversification Conglomerate	IX LIKUIDASI Bankruptcy or liquidation
		Total Score Factor Internal Strategy		

3,11

Figure 2. Matriks IE (Internal-Eksternal) on Authenticity
Source: Processed Data, 2021

Figure 2 shows that the position of authenticity in Tri Eka Buana Village, Karangasem Bali is in cell I in the internal-external matrix. Cell I shows that the development of authenticity carried out in Tri Eka Buana Village Karangasem Bali is at the stage of Growth Strategy with concentration through vertical. The results of the IE matrix will be used as consideration in formulating alternative strategies for developing authenticity technical in the SWOT matrix analysis.

Table 3. Matrik SWOT

IFAS EFAS	Strengths (S)	Weaknesses (W)
	SO Strategy SO1 – Following the current tourist trend which is busy among tourists, the development of community-based tourism villages is very suitable, considering that Tri Eka Buana Village has beautiful and natural natural scenery	WT Strategy WO1 – The central government should pay more attention to and provide support in the tourism village development program in Tri Eka Buana Village, Karangasem Bali

<i>Opportunities (O)</i>	and cultural traditions that are still strong	
	SO2 – With the existence of Pokdarwis in Tri Eka Buana Village, it will be easier to develop existing potential and cooperate with the central government	WO2 – More optimize the promotion of the potential of Tri Village Eka Buana Karangasem Bali through social media such as Instagram, Facebook, and websites that can make it easier for tourists to know Tri Eka Buana village
<i>Threats (T)</i>	ST Strategy ST1 – Improving Pokdarwis performance and local government support to develop the existing potential to attract more tourists to visit Tri Eka Buana Village, Karangasem Bali	WT Strategy WT1 – Pokdarwis create a mature work program so that later the potential to be developed has a characteristic or uniqueness compared to other tourist attractions
	ST2 – Unspoiled tourism potential that can be used as natural tourist objects such as Bukit Abah, Dukuh Sakti Waterfall, Puncak Luhur Temple Bukit Abah, Tirta Danu Seliwah, Umananing Malini Dance and Balinese Arak Making as a tourist attraction in Tri Eka Buana Village	WT2 – Improve access to tourist attractions and expand parking areas at tourist attractions

Based on table 3, these strategies can be explained with the following details.

1. *Strategy Strength-Opportunities (SO)*
 SO1 – Following the current tourist trend which is currently busy with tourists, the development of community-based tourism villages is very suitable, considering that Tri Eka Buana Village has beautiful and natural natural scenery and cultural traditions that are still strong.
 SO2 – With the existence of Pokdarwis in Tri Eka Buana Village, it will be easier to develop the existing potential and cooperate with the central government.
2. *Strategy Strength-Threats (ST)*
 ST1 – Improving the performance of pokdarwis and local government support to develop existing potential to attract more tourists to visit Tri Eka Buana Village, Karangasem Bali.
 ST2 – Unspoiled tourism potential that can be used as natural tourism objects such as Bukit Abah, Dukuh Sakti Waterfall, Puncak Luhur Temple Bukit Abah, Tirta Danu Seliwah, Umananing Malini Dance and Balinese Arak Making as a tourist attraction in Tri Eka Buana Village.
3. *Strategy Weaknesses-Opportunities (WO)*
 WO1 – The central government should pay more attention and provide support for rural development programs in the tourist village of Karangasem Bali Tri Eka Buana.

WO2 – Optimizing the promotion of the potential of Tri Eka Buana Village, Karangasem Bali through social media such as Instagram, Facebook, and *websites* that can make it easier for tourists to find out about Tri Eka Buana Village.

4. Strategy *Weaknesses-Threats* (WT)

WT1 – Pokdarwis make mature work program so that later the potential to be developed has a characteristic or unique compared to other tourist spots.

WT2 – Improve access to tourist attractions and expand parking areas at tourist attractions.

Analysis QSPM (Quantitative Strategic Planning Matrix)

The final stage of this analysis determines the assessment of the alternative strategies that are formulated using a SWOT analysis matrix before becoming a QSPM analysis. The purpose of this alternative strategy assessment is to find out strategy authenticity the most effective that can be applied by Tri Eka Buana Village Karangasem Bali by using QSPM (analysis of Quantitative Strategic Planning Matrix). This QSPM assessment uses an average rating strategy and an alternative average that produces a total attractive score (TAS). The calculation formula is as follows (Setyorini et al., 2016).

$$TAS = R \times AS$$

Where: TAS : Total Attractiveness Score

R : Average Rating

AS : Average Attractive Score.

Output of the QSPM (*Quantitative Strategic Planning Matrix*) is the strategy of authenticity formulated for Tri Eka Buana Village which can be seen in Table 4.

Table 4. SWOT Matrix

Ranking	Strategy Code	Strategy	TAS
1	ST2	Tourism potential such as Bukit Abah, Dukuh Sakti Waterfall, Puncak Luhur Temple Bukit Abah, Tirta Danu Seliwah, Umananing Malini Dance and Balinese Wine Making as tourist attractions in Tri Eka Buana Village.	194,13
2	WO2	Optimizing the promotion of the potential of Tri Eka Buana Village, Karangasem Bali through social media such as Instagram, Facebook, and websites that can make it easier for tourists to find out about Tri Eka Buana Village.	193,57
3	SO1	Following the current tourist trend which is currently busy with tourists, the development of a community-based tourism village is very suitable, considering that Tri Eka Buana Village has beautiful and natural natural scenery and cultural traditions that are still strong.	186,46
4	ST1	Improving the performance of pokdarwis and local government support to develop the existing	183,90

		potential to attract more tourists to visit Tri Eka Buana Village, Karangasem Bali.	
5	WO1	The central government should pay more attention to and provide support in the tourism village development program in Tri Eka Buana Village, Karangasem Bali.	183,71
6	SO2	With the existence of Pokdarwis in Tri Eka Buana Village, it will be easier to develop the existing potential and cooperate with the central government.	183,62
7	WT1	Pokdarwis makes a mature work program so that later the potential to be developed has a characteristic or uniqueness compared to other tourist attractions.	181,05
8	WT2	Improve access to tourist attractions and expand parking areas at tourist attractions	179,39

Table 4 shows the results of the QSPM selected to determine the strategy of authenticity most effectively that can be applied by Tri Eka Buana Village, Karangasem Bali. Based on the results of the QSPM, the management has assessed and selected three alternative strategies as priorities that can be applied by Tri Eka Buana Village for the strategy of authenticity. The first strategy comes from the ST2 strategy of unspoiled tourism potential such as Bukit Abah, Dukuh Sakti Waterfall, Puncak Luhur Temple Bukit Abah, Tirta Danu Seliwah, Umananing Malini Dance and Balinese Arak Making as a tourist attraction in Tri Eka Buana Village. i.e. 194.13. The second strategy derived from the WO2 strategy further optimizes the promotion of the potential of Tri Eka Buana Village, Karangasem Bali through social media such as Instagram, *Facebook*, and *websites* that can make it easier for tourists to know Tri Eka Buana village with a TAS value of 193.57. Then proceed with the SO1 strategy following the current tourist trend which is busy among tourists, so the development of a community-based tourism village is very suitable, considering that Tri Eka Buana Village has beautiful and natural natural scenery and cultural traditions that are still thick with the TAS value of 186, 46.

CONCLUSION

The strength of the authenticity of Tri Eka Buana Village Karangasem as a tourist attraction is that it has beautiful natural and artificial potential such as Bukit Abah, Dukuh Sakti Waterfall, Puncak Luhur Temple Bukit Abah, Tirta Danu Seliwah, Umananing Dance Malini and Balinese Arak Making, which can attract tourists to visit Tri Eka Buana Village and the hospitality of the surrounding community towards visiting tourists. The weakness is that access to tourist objects is not adequate, such as a narrow and irregular parking area, supporting facilities at tourist attractions are not maximized. The opportunity is with the development of Tri Eka Buana Village by involving local communities, thereby minimizing unemployment, preserving the cultural and natural traditions of Tri Eka Buana Village so that it is better known by local and foreign tourists. The threat is competition between other tourist objects that have developed rapidly, there is no cooperation with the private sector for the development of Tri Eka Buana Village in promoting their products.

The development strategy of authenticity implemented by Tri Eka Buana Village is optimizing promotions through social media such as Instagram, Facebook, and websites that can make it easier for tourists to know Tri Eka Buana Village, following the current tourist trend which is busy among tourists, so the development of community-based tourism villages very suitable, considering that in Tri Eka Buana Village it has beautiful and natural natural scenery and cultural traditions that are still thick.

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