

Development of Kampong Kopi Camp as an Eco-Tourism Destination Based on Circular Economy

Original Article

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Abstract

This study aims to analyze internal and external factors in the development of Kampung Kopi Camp and analyze strategies in the development of Kampung Kopi Camp in Batungasel Village, Pupuan Subdistrict, Tabanan Regency, the withdrawal of samples from the population was carried out deliberately (purposive sampling). The method used in this study is to use the SWOT analysis method and the results showed that the internal factors of tourism development strategies in Kampung Kopi Camp in Batungasel Village, Pupuan District, Tabanan Regency, from the main strength factors, namely strategic location and place and the main weakness in tourism development strategies in Kampung Kopi Camp, namely less than optimal promotion. While the external factors of tourism development strategies in Kampung Kopi Camp in Batungasel Village, Pupuan District, Tabanan Regency from the opportunity factor, namely government policies to support tourism development and threat factors in Kampung Kopi Camp tourism, namely quite a lot of competitor factors. The main strategy in developing tourism in Kampung Kopi Camp in Batungasel Village, Pupuan District, Tabanan Regency is to cooperate with the tourism office to develop tourism in the future.

Keywords: Eco-Tourism Destination, Development, Strategy, SWOT Analysis.

1. Introduction

Tourism development is carried out in order to increase the economic growth of the community, and is a planned and structured effort. The direction, policies, strategies and programmes of tourism development must be made in harmony and synergy with the direction of national tourism development policies, so as not to deviate from the objectives of tourism development (Rahadian, 2016). Tourism development should follow the principles of sustainability, which integrates ecological, social and economic sustainability (Utama, 2006). This strategic approach to sustainable tourism is recommended to be small-scale, local management, and provide benefits to many communities (Arida, 2014). Ecotourism in addition to providing benefits to local communities also contributes directly to conservation activities. Integrated management is needed from the planning, implementation, monitoring and evaluation stages that are able to integrate all stakeholder interests (Sujono & Layli, 2020).

Tourism development is one part of economic development in order to increase economic growth in a country (Pratama & Jember, 2020). Thus, it can create employment opportunities for a wider community which in turn can increase the overall income of the



community which in turn can increase the prosperity of the community (Pertiwi & Islami, 2022). In the development of tourism in a region, it is necessary to pay attention to the potential of the region concerned. The more potential there is in an area, the more feasible the area is developed into a tourist destination (Kristianto & Nadapdap, 2021). From the social aspect, the people in the area concerned have a great social character in the form of hospitality and easily accept anyone who enters their area (Anom et al., 2017). This social potential will make it easier to form social interactions that are more familiar and can build more harmonious human relations, in addition to having a variety of unique traditions that can be packaged into tourism products to be promoted (Sutiarso, 2018). From the cultural aspect, the area concerned has various works of art and historical relics that have high artistic value which can also be packaged into tourism products (Purwanti, 2021).

Tourism is an overall activity related to tourism and is multidimensional and multidisciplinary in nature that arises as a form of everyone's needs and interactions between tourists and local communities, fellow tourists, the Central Government, Regional Governments, and entrepreneurs (Law No. 10 of 2009 concerning Tourism). Tourism is a direct activity of the community, so it has an impact on the local community (Sastrayuda, 2010).

Kampung Kopi Camp was established since the pandemic which has natural beauty. One of the Batungsel villages in Pupuan Tabanan District is famous for its coffee plantations and the best coffee producers in Bali, now Batungsel village with the idea of Komang Dodo has created a new tourist object by making camping and glamping which has a very beautiful view and is an attraction in itself for tourists visiting Tabanan. In addition, kampong kopi camp also makes several tour programmes to see the waterfall by driving a jeep or ATV vehicle. There are also tourists who come from various foreign countries, for now Kampung Kopi Camp is visited by many local tourists by enjoying the natural beauty that exists. The problems are as follows: (1) Short stay time (2) Unstable tourist visits (3) Minimal foreign guests. The above may be due to factors (1) limited promotion, (2) limited facilities, (3) poor road access.

2. Methods

This research was conducted for 1 (one) month from May-June 2023. The research area was determined purposively, namely in Batungasel Village, Pupuan District, Tabanan Regency, Bali Province. Batungasel Village, Pupuan Subdistrict is one of the attractions of Kampung Kopi Camp in Tabanan Regency, with a tourist attraction that needs to be developed and improved in its processing so that in the future it will become a tour that is visited by many foreign tourists. Batungasel Village, Pupuan District has one of the natural resources, such as Coffee, Strawberry and others. However, the residents of Batungasel Village prefer to develop the tourism sector to become a tourist attraction as a source of daily life. This research was conducted by first making observations to Batungasel Village, Pupuan District, Tabanan Regency and then discussing the work programme that will be implemented in developing tourism in Kampung Kopi Camp.

3. Results and Discussion

In this study, the respondents included employees and visitors at Kampung Kopi Camp in Batungasel Village, Pupuan District, Tabanan Regency as many as 15 respondents, with the characteristics of respondents analysed in this study including age, education, and occupation.

Table 1. Age Characteristics of Respondents

| No | Age (years) | Number (people) | Percentage (%) |
|-------|-------------|-----------------|----------------|
| 1 | 20-23 | 5 | 44,7 |
| 2 | 30-40 | 4 | 33,4 |
| 3 | 17-19 | 3 | 5,5 |
| 4 | 43-51 | 3 | 17,3 |
| Total | | 15 | 100 |

Source: Primary data analysis, 2023

Based on the table above, the number of respondents who visited Kampung Kopi Camp was between 20-23 years old. Many young people and parents visit Kampung Kopi Camp because of the cool and quiet atmosphere. This research was conducted to develop tourism in Batungasel Village, Pupuan District, Tabanan Regency. There were 15 visitors to Kampung Kopi Camp with an average visitor age of 20-23 with a percentage of 44.7%. Many young people and parents visit Kampung Kopi Camp which has a quiet and cool atmosphere.

Table 2. Internal Factor Analysys Summary (IFAS) matrix of strengths and weaknesses

| No | Internal factors | Total | Weight | Rating | Score |
|----|--|-------|--------|--------|-------|
| 1 | Strategic location and venue | 24 | 0,136 | 4,0 | 0,54 |
| 2 | Has a large area | 22 | 0,125 | 3,66 | 0,45 |
| 3 | Cool and fresh air | 23 | 0,130 | 3,83 | 0,49 |
| 4 | Good management and environmentally friendly | 23 | 0,130 | 3,83 | 0,49 |
| 5 | Has an affordable price | 21 | 0,119 | 3,5 | 0,41 |
| | Total power | 113 | 0,64 | 18,82 | 2,38 |
| No | Weakness factors | | | | |
| | Long distance from the city | 13 | 0,073 | 2,6 | 0,18 |
| | Narrow road to the location | 14 | 0,079 | 2,8 | 0,22 |
| | Limited lodging facilities | 13 | 0,073 | 2,6 | 0,18 |
| | Limited promotion | 12 | 0,068 | 2,4 | 0,16 |
| | Limited rehabilitation | 11 | 0,062 | 2,2 | 0,13 |
| | Total weaknesses | 63 | 0,35 | 12,6 | 0,87 |
| | Total IFAS | 176 | 1,00 | 31,42 | 3,25 |

Source. Primary data, 2023

Based on the research results above, it can be seen that the main strength is the strategic location with a score of 0.54, while the lowest strength is having an affordable price with a score of 0.41, while the main weakness factor in Kampung Kopi Camp tourism is the narrow road to the location of 0.22, while the lowest weakness is limited promotion with a score of 0.13.

Based on the research results, it can be seen that the total score value of the strength factor is 2.38, while the total score value of the weakness is 0.87, so that the total score of internal factors is 3.25. This shows that Kampung Kopi Camp tourism in Desa Batungasel, Pupuan District, Tabanan Regency is in an average condition of 3.25, by utilising its strengths, so that it can overcome existing weaknesses.

Table 3. External Factor Analysis Summary (EFAS) Matrix Opportunities and Threats

| No | Opportunities | Total | Weight | Rating | Score |
|------------------|--|------------|-------------|-------------|-------------|
| 1 | Easily accessible locations and venues | 18 | 0,13 | 3,6 | 0,46 |
| 2 | Close relationship with consumers | 19 | 0,13 | 3,8 | 0,49 |
| 3 | Increased consumer appeal | 20 | 0,14 | 4,0 | 0,56 |
| 4 | Increased technological development | 17 | 0,12 | 3,4 | 0,40 |
| 5 | Pay attention to the demand for business development | 17 | 0,12 | 3,4 | 0,40 |
| | Total opportunity | 91 | 0,64 | 18,2 | 2,33 |
| No | Threats | Total | Weight | Rating | Score |
| | Unfavourable weather factors | 10 | 0,072 | 2,00 | 0,14 |
| | Price increase at the inn | 9 | 0,065 | 1,8 | 0,11 |
| | The existence of other tourism developments | 8 | 0,057 | 1,6 | 0,09 |
| | Promotion by competitors | 11 | 0,079 | 2,2 | 0,17 |
| | declining facilities | 9 | 0,065 | 1,8 | 0,11 |
| | Total Threats | 47 | 0,33 | 9,4 | 0,64 |
| | Total EFAS | 138 | 1,00 | 27,6 | 2,97 |
| Total I-E | | | | | 2,97 |

Source. Primary data, 2023

Based on the results of the research above, it can be seen that the main opportunity for Kampung Kopi Camp tourism is the increasing attractiveness with a score of 0.56, while the lowest opportunity is the demand for business development, which is 0.40, while the threat factor can be seen that the total score value on Kampung Kopi Camp tourism is the weather factor that does not support 0.14, while the lowest threat is the development of other tours with a score of 0.09.

Based on the table above, it can be seen that the total score value on Kampung Kopi Camp tourism with an opportunity score of 2.33, while the total value of the threat factor is 0.64, so that the total external score is 2.97. This shows that tourism in Kampung Kopi Camp is in an average condition of 2.97, namely Kampung Kopi Camp tourism must take advantage of existing opportunities to overcome the threats faced.

Assessment of internal and external factors in Kampung Kopi Camp tourism can be obtained with a total score which is the sum of the results of multiplying the weight and rating. Kampung Kopi Camp Tourism obtained a total internal factor score of 3.25 and an external factor score of 2.97. The next stage is based on the total score obtained on the camp coffee village tour in the table of internal and external strategic factors.

3.1. IFAS and EFAS Matrix

After obtaining the IFAS score of strengths and weaknesses owned and the EFAS matrix of opportunities and threats, the internal and external matrix is seen in Figure 1:

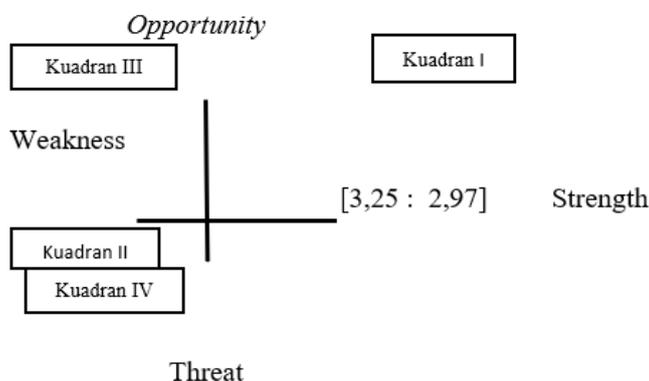


Figure 1. IFAS and EFAS Matrix

The figure above shows that the position of Kampung Kopi Camp tourism in Batungsel Village is at the coordinates (3.25, 2.97) in quadrant I which shows that Kampung Kopi Camp tourism has strengths and opportunities so that it can take advantage of existing opportunities by using its strengths. development strategy in accordance with the position of Kampung Kopi Camp tourism is an aggressive strategy that supports tourism development.

4. Conclusion

Based on the results of the discussion in this study, several conclusions can be drawn regarding the development of Kampung Kopi Camp in Batungsel Village, Pupuan District, Tabanan Regency. Internal factors, which include strengths and weaknesses, play a significant role. The main strength lies in the strategic location and attractive setting, scoring 0.54, which makes Kampung Kopi Camp highly appealing to tourists. The lowest strength, however, is its affordable pricing, with a score of 0.41, which nonetheless presents an opportunity to attract more visitors. On the other hand, the primary weakness is the narrow access road to the location, scoring 0.22, which hampers tourism development and requires future government or local community support to improve. Another notable weakness is the limited rehabilitation of facilities, scoring 0.13, which underscores the need for enhancements to boost tourist interest.

External factors, encompassing opportunities and threats, also contribute to the development of Kampung Kopi Camp. The primary opportunity lies in the consumer attraction, scoring 0.56, as the cool and fresh atmosphere significantly draws tourists to the area. However, the lowest opportunity, with a score of 0.40, is linked to addressing market demand for further business development. The analysis places Kampung Kopi Camp tourism at the coordinates (3.25, 2.97) in quadrant I, indicating strengths and opportunities that can be leveraged to foster growth. The recommended strategy, positioned in quadrant I, emphasizes a growth-oriented and aggressive S-O (Strengths-Opportunities) approach. By utilizing its strengths, such as the strategic location and high consumer appeal, Kampung Kopi Camp can capitalize on existing opportunities to develop its tourism potential further.

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