

## DEVELOPMENT OF TOURISM IN SUMBER URIP VILLAGE KECAMATAN SELUPU REJANG REJANG LEBONG REGENCY (Study Objects of Bukit Kaba Nature Park and Grojogan Sewu Hot Springs)

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**ABSTRACT:** The purpose of this study was to identify internal and external factors of the Bukit Kaba Nature Tourism Park and Grojogan Sewu Hot Springs in Sumber Urip Village, Kecamatan Selupu Rejang, Rejang Lebong Regency. Formulate alternative strategies that are appropriate for the development of Bukit Kaba Nature Tourism Objects and Grojogan Sewu Hot Springs in Sumber Urip Village, Kecamatan Selupu Rejang, Rejang Lebong Regency. This type of research is qualitative research, the sampling technique uses non-probability with the type of snowball. The primary data collection process was carried out through interviews related to tourism development strategies in Sumber Urip Village, Kecamatan Selupu Rejang, Rejang Lebong Regency. Technical analysis in this study was SWOT Analysis. The results of this study are the description of the results of the SWOT analysis and strategies that can be used to realize it as a tourist area in Sumber Urip Village, Kecamatan Selupu Rejang, Rejang Lebong Regency.

*Keywords: Strategy, Development, Tourism*

### 1. INTRODUCTION

Based on the performance report of the Ministry of Tourism in 2017 outlining the work that has been carried out by the Ministry of Tourism based on the Determination of Performance, Strategic Targets and 2017 Performance Indicators, which are contained in the Ministry of Tourism's Strategic Plan for 2015 - 2019, and the Ministry of Tourism's Strategic Targets in the 2015-2019 RPJM. , which is a reflection of the mandate of the vision and mission of the Government of Joko Widodo – Jusuf Kalla as stated in NAWACITA [2]. Judging from the condition of tourism on a national scale in 2017 shows that developments and contributions continue to increase and are increasingly significant to the national economy. Based on UNWTO data, the growth of foreign tourists to Indonesia in 2017 was recorded at 14.04 million visits, an increase of 16.77% compared to the previous year, this can give the Ministry of Tourism confidence to increase the target of foreign tourists visiting in 2018, 15 million to 17 million with a focus major in Digital Tourism, Homestay Village Tourism and Water [5].

Tourism is a variety of travel activities carried out by someone or a group of people by visiting certain places for recreational purposes, personal development or studying the uniqueness of tourist attractions that are visited in a temporary period, and supported by various facilities and services

provided by the community, entrepreneurs, the Government and Local Government [8]. In general, tourism is defined as the temporary movement of people to destinations far from their usual place or normal habitat, activities carried out during their stay at these destinations with facilities developed to provide for their needs or needs [9]. Tourism studies involve the motivation and experience of tourists on the one hand, the expectations and adjustments made by local residents in the area concerned, as well as the role played by intermediaries between moving, housing, feeding, and entertaining people as they go from their habitat to other places for business or pleasure [10].

Current development strategies are used in various fields, such as tourism, architecture, agriculture, and community development. As such, sustainability has become one of the most important strategic issues for many industries. For example, the tourism industry, which is one of the fastest growing industries in the world, is now trying to move towards sustainable and responsible practices. In addition, tourism, which is considered an indispensable industry for both economic and social development, may have a positive effect on employment, gross income, and production [6].

Increasing the number of tourists also seems to occur in Bukit Kaba Nature Tourism Park and Grojogan Sewu Hot Springs Sumber Urip Village Kecamatan Selupu Rejang, Rejang Lebong Regency. Rejang Lebong is one of the regencies in

Bengkulu Province that has an area of 1,515.76 square kilometers, with the topography of the Bukit Barisan mountain area within 85 km from the provincial capital. The location of Rejang Lebong Regency which borders directly with the Province of South Sumatra and is connected by the Rejang-Lubuk Linggau Road Selupuh, allows people from various regions to reach it and make the area an alternative tourist destination when visiting Bengkulu by displaying the natural beauty of the mountains [1]. Rejang Lebong climate atmosphere is cool, beautiful and the air has not been polluted, will be an attraction for people to come to Rejang Lebong to enjoy the tourist sites in a number of places in the region. Support provided by the local government to residents who plan and will develop this tourism potential is to provide licensing facilities, then build supporting facilities and infrastructure, especially on access roads to a number of tourist sites in the area.

In the Bukit Kaba Nature Tourism park is very attractive to tourists who come from Bengkulu Province, South Sumatera Province, even from across Indonesia, especially when a long holiday or leave together, the Bukit Kaba Nature Tourism Park is very crowded. In 2019 the number of visitors coming to Bukit Kaba Nature Park from January to March reached around 6,357 people, with January breakdown of around 2,097 people, February 1,967 people and in March as many as 2,293 people. While in the same period the previous year, it could not be used as a comparison because in January and February 2018 the Bukit Kaba Nature Tourism Park was closed completely due to an ecosystem recovery program and it only opened in March with a total of 2,358 visitors [2]. Because Sumber Urip Village has an active volcano, Bukit Kaba, there is a hot spring whose water flow is caused by active Merapi volcano, Bukit Kaba, because Sumber Urip Village is a slope, the sloping topography reflects various water erosion processes, thus limiting the depth of the soil solum.

## 2. METHOD

The research used is a quality study. This study aims to describe the situation and field conditions in a systematic, actual and accurate manner regarding objects Research [7]. The time and data collection was carried out in Sumber Urip Village, Kecamatan Selupu Rejang, Rejang Lebong Regency. The sampling technique is using non-probability with the type of snowball [3]. The primary data collection process was carried out through interviews related to Tourism Development in Sumber Urip Village, Kecamatan Selupu Rejang, Rejang Lebong Regency (Tourism Object Study of Bukit Kaba Nature Park and Grojogan Sewu Hot Springs), what are the strengths, weaknesses and

opportunities and threats of objects this research. Interviews were conducted with the Selupuh Rejang District Head, Bumdes (Village-Owned Enterprises), Pokdarwis (travel awareness group).

## 3. RESULTS AND DISCUSSION

### *Bukit Kaba Nature Park*

In order to develop a natural tourism area in one of the Sumber Urip villages, Selupuh Rejang District, the facts related to Selupuh Rejang District are obtained. The facts related to the attractions of Bukit Kaba Nature Park can be described as follows: (1) Quality of Sumer Human Resources who are already aware of the importance of tourism progress in the Bukit Kaba Nature Tourism Park, (2) The community already has sufficiently advanced knowledge about the process of tourism management. The participation and awareness of all villagers in developing tourism potential in Sumber Urip Village has been very good and cooperation with the village community and local government continues year after year, as evidenced by the investment contribution for the management of the Bukit Kaba Nature Tourism from Village Owned Enterprises with an amount of approximately Rp. 150,000,000. / per year taken from village fund financing. With this investment in the year kaba hill attractions can benefit up to Rp 500 million, and will be reduced taxes for the state, and the remaining net will go into village cash, which is used to help Sumber Urip social welfare for the family and togetherness of the local community. As well as in the daily management of the hill the youth of the local community involved in it, and each person is given a wage of Rp. 1,000,000 / person in a month, and in this attraction there is an entrance fee for each visitor Rp. 13,000, and souvenirs in the form of t-shirts and hats are provided, (3) Tours that come to visit Bukit Kaba Nature come from various regions and even tourists from outside the province, (4) The advantage of this tourist attraction is to reach the top of the mountain and meet the crater is not too high so it is easily accessible by all groups, and a favorite destination for the surrounding area and tourist arrivals from outside the province, (5) Access to the attractions of the Bukit Kaba Nature Tourism object has not been completely good, because the road to the hill is still a lot of holes, and because this road is a road to tourist access is still considered narrow and not broad, (6) Tours that come to visit the nature of this hill come from various regions and even tourists from outside the province.

Based on searching and gathering information from informants data, facts and observations were obtained. The information obtained is grouped using SWOT analysis. Strengths, weaknesses,

opportunities and threats identified in the Bukit Kaba Nature Tourism Park are identified. The information is mapped using analysis. SWOT analysis results of the Bukit Kaba Nature tourism, Based on the results of the SWOT analysis obtained several strategic issues as follows:

#### 1) S-O Strategy

This strategy originated from the Strengths and Opportunities. The S-O strategy was created using force to take advantage of the opportunities that exist. The strategy that must be applied in such conditions is to support an aggressive growth policy. The S-O strategy taken is to maintain the condition of the people who are already aware of tourism and stable political conditions for the advancement of the natural attractions of Bukit Kaba to realize a global tourist destination.

#### 2) S-T Strategy

Strategies derived from Strength and Threats are strategies that are created by using the strength of the internal environment to overcome threats that come from the external environment. Despite the threats, the organization still has internal strength. The strategy that must be used is to use power to take advantage of long-term opportunities. The S-T strategy taken is to use good information media to provide information to the public about the boundaries of protected and conservation forests.

#### 3) W-O Strategy

This strategy, which originated from Weakness and Opportunities, is a strategy created by minimizing weaknesses to take advantage of opportunities. The W-O strategy taken is to improve the quality and quantity of Human Resources by utilizing stable political conditions in the community in processing investment from BUMDes.

#### 4) W-T Strategy

The strategy derived from Weakness and Threats is a strategy created by minimizing weaknesses and avoiding threats. Weaknesses that originate from the internal environment are then minimized and used to avoid threats from the external environment. The strategy taken is to improve facilities and infrastructure through the role of the regional government for the development and defense of the progress of tourism objects.

#### *Grojogan Sewu Hot Water*

Bukit Kaba Nature Tourism Park is not the only leading tourist destination in Sumber Urip Village. There is still Grojogan Sewu Hot Spring which is a hot spring which is also full of tourists on weekends. Tourists who come to Grojogan Sewu hot spring

Every month there are approximately 500 tourists. Usually tourists come from Bengkulu, Palembang, Jambi, to Jakarta, and other cities. The main advantage that makes Grojogan Sewu hot spring tourist attraction popular with tourists is because the resulting hot water is a direct spring that flows from Bukit Kaba. Then, in the hot water stream there is a safe sulfur content so it is good for relaxation and skin rejuvenation. The facts related to the attractions of Bukit Kaba Nature Park can be described as follows: (1) Quality of Sumer Human Resources who are already aware of the importance of the progress of tourism objects Grojogan Sewu Hot Springs, (2) In the management of Grojogan Sewu hot spring attractions, this has not been optimal and developed, because there is still no clarity about its management and there have been conflicts, because those who have the right land in this heat source want to take advantage of working with managers and profit sharing, so if this hot spring tourist attraction does not really contribute to the economy of the community is urip because the management is still private, even though this tourist attraction is one of the objects sought by tourists, plus even more so when the weekend, especially people who are adults and want to ease the mind by soaking in hot water and for relaxation, (3) Tourism that comes to visit the Grojogan Sewu hot spring comes from various regions and even tourists from outside the province, (4) The advantages of this attraction are the availability of hot water that flows directly from the pristine Mount Kaba, and typical sulfur vapor that is safe for the body, and the availability of hot water showers that fall directly into the pool, (5) Access to the attractions of the Kaba Hill natural tourism object is not good, because there are still dirt roads instead of asphalt, so that during the rainy season, the roads tend to be muddy.

Based on searching and gathering information from informants data, facts and observations were obtained. The information obtained is grouped using SWOT analysis. Strengths, weaknesses, opportunities and threats identified in the Grojogan Sewu hot spring tourism object were identified. Based on the results of the SWOT analysis obtained several strategic issues as follows:

#### 1) S-O Strategy

Increase HR capacity, utilize the existing budget retribution for the development and management of Grojogan Sewu Hot Springs tourism object. Building together between Sumber Urip Village community and local government to develop hot spring tourism object.

#### 2) S-T Strategy

Make good use of BUMDes to develop attractions to increase tourist attraction.

- 3) W-O Strategy  
Improved access road to hot spring tourist destinations by utilizing the existing budget.
- 4) W-T Strategy  
Improving facilities and infrastructure through the role of local governments for the development and defense of the progress of tourism objects.

#### 4. CONCLUSIONS

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