The sustainable development goals in boon pring tourism village turen malang with swot methods

F I Maulana¹, and F C Pratama²

¹Computer Science Department, School of Computer Science, Bina Nusantara University, Jakarta, Indonesia 11480
²Entrepreneurship Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta, Indonesia 11480

E-mail: fairuz.maulana@binus.edu; febby.pratama@binus.edu

Abstract. Improving the welfare of villagers is a noble goal to be achieved together with various parties. The Village's opportunity to develop Village following the potential offered by prioritizing community participation has been regulated in Law Number 6 of 2014. Sanankerto Village in Turen Malang is one of the Tourism Villages known as the Boon Pring Ecotourism Village. Boon Pring is a bamboo area covering 36.8 ha and has more than 60 types of bamboo and natural springs. For the development and strengthening of the village economy, a Village-Owned Enterprise (BUMDES) was formed. This development and strengthening are also supported by the existence of the Tourism Awareness Group (POKDARWIS). Increasing fan-inclusive and sustainable economic growth, including rural economic growth, is the Sustainable Development Goals (SDGs). Starting from POKDARWIS information, the management of Sanankerto Tourism Village is not good, so research was carried out. The development of Sanankerto Tourism Village has been slow, starting from the preparation, implementation, monitoring, and assessment of tourism village development strategies. This research aims to uncover and understand the management model of Sanankerto Tourism Village so that it becomes a strength, weakness, and opportunity to develop a tourism village development strategy.

1. Introduction
In the District of Turen, Malang Regency, in the East Java province Sanankerto Tourism Village is located. The village is also named Boon Pring Ecotourism Village. The Boon Pring's nickname is Javanese and is significant. “Boon,” means “garden, and “Pring” means “bamboo”. The hope for the existence of richness, prosperity, good fortune, and peace like the life of a bamboo garden of 36.8 hectares, by its name, brings charm, shade, and coolness. In addition to Boon Pring, Sanankerto Tourism Village is also a natural spring. It is situated right in the middle of the Boon Pring bamboo forest.

Based on the preliminary interviews with Sanankerto Tourism Village's youth leaders, members of the Touristic Awareness Group (Pokdarwis), the Community was told that the conservation of bamboo and natural springs was a mission of the community. In Boon Pring, there are over 60 bamboo varieties [1]. In Sanankerto Village residents, also care about nature's water sources in the center of the bamboo forest in addition to bamboo trees. The spring gave life to residents through irrigation of land over an area of about 124 hectares. The cause of the spring is very unusual. In other words, during the dry season, there was never a drought. Boon Pring and natural sources are very strategic in the village of Sanankerto to make it a source of original income from the village by being a tourist destination.
According to the Villages Act No. 6 of 2014, the village was permitted to expand villages in compliance with its ability by prioritizing the population’s participation [2]. The development of a “Badan Usaha Milik Desa” (BUMDes) is a form of the village's economic growth. By managing and optimizing society's resources and properties as a strategic move for the advancement of sustainable growth, BUMDes serves as a community economic agency. Law No. 6 of 2014 further describes that BUMDes is a corporation that controls the bulk of the villages' whole resources, by a direct intervention of independent village properties, to promote the villages’ well-being. A major agenda for 2030 for sustainable growth are Sustainable Development Goals (SDGs). All the Member States of the United Nations (UN) adopted this agenda in 2015. The SDGs are the great dream set in a plan for people and the world for peace and stability both now and for the future [3].

The SDGs are based on four pillars: the social growth pillar; the economic development pillar; the environmental development pillar; and the legal and administrative pillar [4]. SDGs are now being introduced. This report would explore more about the practice of urban growth goals focused on the foundations of economic progress. Sustainable jobs and job prospects, creativity and inclusive industry and collaborations help promote quality economic growth.

The economic development in the tourist village of Sanankerto demonstrates its contribution towards the SDGs. The rising public health and the continuing reduction in poverty are direct proof of what Sanankerto Tourism Village does. But it ended abruptly due to the Covid-19 pandemic. This lock was imposed based on local authorities’ rules and was necessary to break the delivery chain of Covid-19. The Sanankerto Village has stopped running for three months of a lockout and has denied visitors to BumDes Boonpring Andeman. The discussions with research informants, Mr. Subur, Mr. Arifin, and Mr. Pangestu, showed that the economic consequences were felt where the village head complained about the fear and eroded residents' mindset before returning to the emotional state of the village.

When it was reopened after a lockdown was placed, the resurrection of Sanankerto Tourism Village is a research-relevant feature. This study aims to map the village's potential as an alternative to superior products in Sanankerto Tourism Village. This study used a descriptive qualitative approach [5], namely using a SWOT analysis in assessing the management and mapping of the potential of the Sanankerto Tourism Village. Previous studies into the stabilization of the economy of the town after the Covid-19 pandemic never took place. This investigation will detail the tactics of tourism actors in Sanankerto Tourism Village to fight with Covid-19.

Referring to the research background above, this study's problem formulations are as follows: How is the management model for Sanankerto Tourism Village. Then, how is the right alternative strategy in developing Sanankerto Tourism Village. The urgency and obstacles faced are the residents' readiness to accept the changing conditions of the environment and the Tourism Awareness Group (Pokdarwis) to manage and develop the Sanankerto Tourism Village. Poor administration and inaccurate analysis make the growth, development, and development of Sanankerto Tourism Village slow. This study aims to reveal the management model of Sanankerto Tourism Village so that further SWOT analysis can be carried out as a basis for strategic action-taking. This research also maps the village's potential to be an alternative strategy in developing Sanankerto Tourism Village through superior Bumdes products.

2. Method
This research was conducted in Sanankerto Tourism Village, Turen District, Malang Regency, in East Java Province. The study was started for one year from January until December.

2.1. Research Design
This research method uses the Fishbone diagram technique to describe the relationship between consequences and causes before conducting interviews to obtain convergence of opinions regarding the factors that affect the development of BoonPring Andeman Ecotourism Village. The research design is depicted in the following fishbone diagram:
This research was started from Preliminary Study and Research Design with literature study, informant determination, an informant's suitability with the research being carried out. Followed by Main Research through field visits, observations, and interviews. Then do data processing from the results that have been obtained. All data that has been processed, then written in the form of a research report until published scientifically.

2.2. Research Informants
Informants are the primary source of knowledge in this study. Informants are key informants and informants who are helpful. Head of the Sanankerto Tourism Village and stakeholders are the primary informants. In this report, the following information from informants:

| Name                          | Consideration/ Condition                                      |
|-------------------------------|---------------------------------------------------------------|
| H. Muhammad Subur, SE         | Village Head & Head of Sanankerto Tourism Village             |
| Khafid Muzadi                 | Secretary of Sanankerto Tourism Village                       |
| Drs. H. Samsul Arifin, M.Si   | President Director of BumDes Boon Pring Andeman               |
| Indra Wahyudi                 | Chairman of the Sanankerto Tourism Awareness Group            |
| Iqbal Fajarudin Pangestu       | Marketing of Sanankerto Tourism Village                       |

2.3. Research Instrument
The data collection process has been performed using multiple sources, such as findings, in-depth interviews, analysis of records and audiovisual information. Multiple-source data collection is a qualitative research feature with a case study design [6]. The primary means of gathering data from in-depth research with semi-strukturat techniques is through research.

2.4. Data Validity
The data analysis technique uses the Yin method which consists of five stages which are described as follows:
Figure 2. Yin method - data analysis technique

The first step in the Yin process is the collection of data from the research environment. Data collection is carried out via direct observation of the Tourism Village Sanankerto, semistructured in-depth interviews, and observations of the Profile of the Village Sanankerto and the Chairperson Sanankerto Tourism Village presentation paper. The results of the interview were then transcribed and filtered to obtain key information. The process of data reduction was performed on several occasions until the key information was valid.

The second and the third steps are to display the data in the process, systematically link all the information, and make a connection between results of key information and explain the policies employed by Sanankerto Village Tourism Managers in the fight against Covid-19 and to become a fantastic Tourist Village. At this stage, the method triangulation and member checks were carried out on all informants. The fourth stage includes the explanations of evidence to explain the manipulation to conclude the general analysis based on key knowledge that has repercussions in the fifth stage. The impartial nature of the researcher is required.

3. Result
Based on the results of interviews with all field observation informants, as well as document studies, key information was obtained as follows:

3.1. Tangible Asset
The Sanankerto Tourism Village has real assets of 36.7 hectares of bamboo forest, a spring that is never decreased, and a water reservoir that can irrigate about 124 hectares of agricultural land. The use of springs to become baths that draw visitors is a way of manipulating natural resources. Sanankerto Tourism Village's next natural resource is immense farmland. Part of the farmland is used for the cultivation of organic rice to add value to the commodity. Sanankerto Tourism Village Tangible Assets are very precious and unusual because not every location is a rich natural asset.
3.2. Intangible Asset
Sanankerto Tourism Village has a vast culture, which does not contain material properties but has a tremendous meaning. It also offers its own appeal for visitors, with the help of daily events such as grebeg sesucen and grabeg 1001 tumpeng. A negotiation value is the thick culture of the Sanankerto Tourist Village, and the village leader says that it is a potential that can define tourist towns. This cultural benefit is wonderful memories for those who visit the tourist village of Sanankerto.
From table SPACE-Weakness 1 to Weakness 6. All informants were given a questionnaire with a rating scale of 1 to 5 Likert scale so that the truth data is obtained in the table above. Average price, points, and total ranking required. In the SPACE-Weakness table, 10 points were obtained, and a total rating of 40.6.

From table SPACE-Opportunity 1 to Opportunity 6. All informants were given a questionnaire with a rating scale of 1 to 5 Likert scale so that the truth data is obtained in the table above. Average price, points, and total ranking required. In the SPACE-Opportunity table, 10 points were obtained, and a total rating of 48.8.

From table SPACE-Threat 1 to Threat 6. All informants were given a questionnaire with a rating scale of 1 to 5 Likert scale so that the truth data is obtained in the table above. Average price, points, and total ranking required. In the SPACE-Threat table, 10 points were obtained, and a total rating of 44. Furthermore, internal measurements are carried out as an internal factor analysis strategy (X axis coordinates) and external measurements as a strategy for external factor analysis (Y axis coordinates).
Internal and external measurements can use the following formula: Axis coordinate values $X = \frac{49.2}{40.6} = 4.3$ rounded to 4 and axis coordinate values $Y = \frac{48.8}{44} = 2.4$ rounded to 2.

![Figure 7. SWOT Matrix of Final Score](image)

Based on the results of the above calculations, it can be seen that currently, Sanankerto Tourism Village is in Quadrant I, namely using strength to take advantage of opportunities. Quadrant I shows recommendations for implementing an aggressive strategy [8].

4. Conclusions
Sanankerto Boon Pring Tourism Village's management and development refer to an assessment of internal conditions as a basis for considering strategic actions. From the SWOT analysis results, data has been obtained that Sanankerto Tourism Village is in quadrant I between opportunity and strength. The existing recommendation is to implement an aggressive strategy by exploiting abundant natural wealth and can be managed properly for mutual welfare. The natural wealth of the vast bamboo forest is also supported by the related capabilities in the Penta helix strategy in the form of opportunities for the National Bamboo Museum's development plan. Sanankerto Tourism Village has become a pilot Tourism Village in the Ministry of Tourism and Creative Economy because of the leadership's ability to manage a Tourism Village well and have the capability and integrity supported by the implementation of community empowerment-based Tourism Village development. Abundant natural wealth, good management of the Tourism Village by activists, the implementation of the strategy of the Penta Helix, empowering people with strong and cultured characters are added values that are important notes to be maintained and developed to create prosperity.

Acknowledgments
This research is the output of the 2020 BINUS Internal Grants Research which was carried out in the BoonPring Sanankerto Malang Ecotourism Village.

References
[1] "Ekowisata Boonpring Andeman," [Online]. Available: https://www.boonpringsanankerto.com/2018/11/juara-1-lomba-bundes-se-jawa-timur.html. [Accessed 1 February 2020].
[2] "Undang-undang (UU) No. 6 Tahun 2014," [Online]. Available: https://peraturan.bpk.go.id/Home/Details/38582/uu-no-6-tahun-2014. [Accessed 1 February 2020].
[3] "SDG Bappenas," [Online]. Available: http://sdgs.bappenas.go.id/tujuan-4/. [Accessed 1 February 2020].
[4] "Empat Pilar SDGs," 23 7 2020. [Online]. Available: http://sdgsindonesia.or.id/. [Accessed 1
February 2020].

[5] H. B. Bungin, Metodologi Penelitian Kuantitatif, Kediri: Kencana Prenamedia Group, 2014.

[6] J. W. Creswell, Penelitian Kualitatif & Desain Riset, Yogyakarta: Pustaka Belajar, 2015.

[7] F. R. David, Strategic Management: Concepts and Cases, South Carolina: Prentice Hall, 2011.

[8] A. Ghorbani, V. Raufirad, P. Rafiaani and H. Azadi, "Ecotourism sustainable development strategies using SWOT and QSPM model: A case study of Kaji Namakzar Wetland, South Khorasan Province, Iran," *Tourism Management Perspectives*, vol. 16, pp. 290-297, 2015.

[9] Bergman, Z., Bergman, M. M., Fernandes, K., Grossrieder, D., & Schneider, L. (2018). The contribution of UNESCO chairs toward achieving the UN sustainable development goals. *Sustainability (Switzerland)*, 10(12). https://doi.org/10.3390/su10124471

[10] Filho, W. L., Brandli, L. L., Salvia, A. L., Rayman-Bacchus, L., & Platje, J. (2020). COVID-19 and the UN sustainable development goals: Threat to solidarity or an opportunity? *Sustainability (Switzerland)*, 12(13), 1–14. https://doi.org/10.3390/su12135343

[11] Florini, A., & Pauli, M. (2018). Collaborative governance for the Sustainable Development Goals. *Asia and the Pacific Policy Studies*, 5(3), 583–598. https://doi.org/10.1002/app5.252

[12] Lee, S. (2020). Role of social and solidarity economy in localizing the sustainable development goals. *International Journal of Sustainable Development and World Ecology*, 27(1), 65–71. https://doi.org/10.1080/13504509.2019.1670274

[13] Nilsson, M., Chisholm, E., Griggs, D., Howden-Chapman, P., McCollum, D., Messerli, P., Neumann, B., Stævance, A. S., Visbeck, M., & Stafford-Smith, M. (2018). Mapping interactions between the sustainable development goals: lessons learned and ways forward. *Sustainability Science*, 13(6), 1489–1503. https://doi.org/10.1007/s11625-018-0604-z

[14] Opoku, A. (2019). Biodiversity and the built environment: Implications for the Sustainable Development Goals (SDGs). *Resources, Conservation and Recycling*, 141(October 2018), 1–7. https://doi.org/10.1016/j.resconrec.2018.10.011

[15] Sullivan, K., Thomas, S., & Rosano, M. (2018). Using industrial ecology and strategic management concepts to pursue the Sustainable Development Goals. *Journal of Cleaner Production*, 174, 237–246. https://doi.org/10.1016/j.jclepro.2017.10.201