

*Submitted 22<sup>nd</sup> February 2022*  
*Accepted 28<sup>th</sup> June 2022*

## **MAPPING THE POSITION OF THE TOURISM VILLAGES IN PURWOREJO REGENCY BASED ON LOCAL POTENTIAL UNIQUE**

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### ***ABSTRACT***

*This study aims to determine the position of excellence of each tourism village so that it can determine the right marketing strategy to satisfy and improve the tourist experience. The study was conducted using a quantitative test approach (positivism) through multivariate multidimensional scaling statistical tests with SPSS package. The population in this study were domestic tourists and the public who visited the six tourism villages of Purworejo Regency. Sampling used purposive sampling as many as 112 respondents. The attributes in the questionnaire adapted from Vassiliadis include attractiveness, accessibility, facilities, community empowerment, marketing-promotion and institutional-resources. The final stage of the research has formed a map of each tourism village so as to create village competitiveness in facing the era of creative economic growth through sustainable tourism after the Covid-19 pandemic in Purworejo Regency*

**Keywords:** *tourism villages, multidimensional scaling, satisfaction, potential unique*

### **INTRODUCTION**

In 2021 the Covid-19 pandemic is still afflicting the Indonesian nation. The United Nations World Tourism Organization (UNWTO) called 2020 the worst year in tourism history. The UNWTO expert panel survey explained the diverse prospects in 2021. The majority of respondents estimated that the prospects for 2021 were better than 2020. However, the majority of experts did not see the situation would return to what it was before the pandemic until 2024

(KumparanTravel, 2022).

The Indonesian Tourism Industry Association plans to declare “Indonesian Tourism is Moving”. Activities that will be carried out include driving domestic tourism, especially the concept of the tourism village so that it does not only depend on foreign tourists who have been segmented on well-known tourist destinations. The development of community-based domestic tourism through tourism villages will move the economy of the wider community in all corners of Indonesia (Mangeswuri, 2021).

In the Purworejo Regency area for almost the last two years, the spread of the Covid-19 virus has occurred massively. The majority of sub-districts in the Purworejo Regency area have a red color category as a marker of pandemic vulnerability. The still massive spread of Covid-19 has caused the Purworejo Regency Culture and Tourism Office to close the tourist village area.

The activity of closing or opening a tourist village area with an additional obligation to limit the number of visitors to a maximum of 50 percent is a further blow to the decline in income for the manager and the tourism village community. People are increasingly reluctant to visit tourism village locations because they are worried that they will catch the virus if there is a crowd.

The world of tourism has a breaking power that can influence changes in mindsets, perspectives and spur people's creativity in various aspects of life. Indonesia has thousands of villages with their own uniqueness that has the potential to be developed into exotic tourism villages (Nurjanah, 2018).

The tourism industry is currently increasingly crucial to be developed. Almost all countries in the world are aware of tourism as a sector with great potential to achieve prosperity and to improve people's lives. Tourism is the key to increasing income, creating jobs and giving birth to supporting businesses, both micro-scale and home-scale businesses.

Even without the glitter of publications, before the Covid-19 pandemic emerged, several tourism villages in Purworejo Regency were growing rapidly. Their existence has the potential to be optimized to spur regional tourism growth. These tourism villages sell different characteristics, not only selling traditions and cultural authenticity. On average they have local exoticism. Many of them have successfully developed into tourism villages because they sell natural beauty in the form of caves, waterfalls, mountain views, beaches or a combination of various natural attractions. However, there are also certain peculiarities due to the similarity of the professions of the residents, such as a puppet producer tourism village, superior livestock, the Dolalak, Jatilan art tourism village, and the typical food of Purworejo which leads to the formation of a cultural community in the tourism village. There are some of the tourism potentials in the Purworejo regency area that have not been exploited optimally.

Communities in tourist villages are able to run businesses ranging from inviting investment, managing together, conducting market research and serving customers. One thing that needs to be added is the ability to innovate (Syahadi, Suyono, & Sumaryanto., 2020). Their efforts can stop when tourists no longer find anything

new. The way that can save their business is innovation such as adding new facilities and increasing service quality. The framework for this research was inspired by a paper (Ritchie, Crouch., & Geoffry, 2010) (Borg & Groenen, 2005) which explains the era of globalization and advances in information technology that has swept the world, bringing changes in the tourism business so that it demands destination managers to change to be effective against competition. Rapid changes in economic growth have brought changes in consumer demand for the tourism sector where they are described as "new type of tourist" or often called experiential tourists who want something novelty, strangeness, authenticity so that they can create a unique experience.

Increasingly fierce competition requires tourism village managers to think like business people. Tourism village as a business unit must be managed professionally including product development, attracting, satisfying tourists and building loyalty (Poturak & Goksu, 2012). These four elements are important elements for marketers of tourism products as a strategy to face competition.

The development of economic growth and increasing the ability of information technology brings changes to a tourist destination as a place or geographical unit in which there are multidimensional forces (Ritchie, et al., 2010) consisting of economic, socio-cultural, technological, political and environmental components. These four elements can be used as a tourist attraction. The novelty of this research is analyse the tourism villages in Purworejo Regency which have the uniqueness of local potential with various offered landscapes such as plateau, mountain, tourism villages in remote area and tourism villages in beach area which have their own uniqueness.

Increasing organizational competitiveness must be able to be developed through different tourist destinations from various products that have competitive advantages. This activity leads to the positioning of creative tourist destinations. The essence of positioning tourist destinations is marketing strategy activities through a combination of product and service mix in the tourism sector. From the description of the background of the problem, it is necessary to map the competitive position of tourism villages in Purworejo Regency. So the main research formulation is *"How the uniqueness position of local potential on each village in Purworejo Regency which is displayed in Multidimensional Scalling map ?*

## METHODOLOGY

### Research Design

This research is a quantitative research using multivariate multidimensional scaling analysis method (Hair & Anderson, 2018).

### Research Location and Time

The research was conducted in Purworejo Regency in 6 tourism village areas that have unique characteristics of local potential including the tourism

villages of Donorejo, Kaligono, Pandanrejo, Kemiri with its Kaliurip Waterfall, Bener with its Lumbung Waterfall, and Jatimalang with its Dewa Ruci Beach. The village selection was based on data from the Ministry of Tourism, Creative Economy, the Tourism Office of Central Java Province and the website of the Tourism and Culture Office of Purworejo Regency related to leading tourism villages. Research activities were carried out for two months in the field and one month of tabulation activities, final report analysis and outputs.

### **The scope of research**

The scope of the research includes a survey of domestic tourists and the community by providing offline and online questionnaires (google-form) so that it is known the competitive position of each of the six tourism villages based on six model dimensions including attractiveness, accessibility, facilities, community empowerment, marketing-promotion. and institutional-resources (Vassiliadis & Fotiadis, 2018).

Questionnaires were distributed to 112 tourist and community respondents to find out how they perceive the tourist attractions in each village. (Hair & Anderson, 2018) explained that for a sufficient number of samples according to the multivariate test, a minimum of 10 times the number of indicators is required. The data obtained were then analyzed using a multi-variable multidimensional scaling technique to determine the position of one object relative to another object based on the assessment of each dimension.

### **Determination of Data Source**

Sources of research data in the form of primary data were obtained through the distribution of questionnaires. Meanwhile, secondary data was obtained from literature-based sources searching for research journals from the internet, magazines, text books and other articles related to the research topic.

### **Data analysis**

Checking the data, tabulating data, testing the validity and reliability of the model instrument were carried out at an early stage. Further analysis was carried out through the multivariate multidimensional scaling (MDS) test using SPSS 21 (Borg & Groenen, 2005) (Hair & Anderson, 2018).

## **RESULTS AND DISCUSSION**

### **RESULT**

#### **Quantitative Data Description**

After the data were collected, an initial analysis was carried out in the form of a data description to get an idea of gender, domicile, occupation, frequency of

respondents doing annual tours.

### **Respondent's Gender**

The gender of the respondents was obtained by female respondents. From primary data, it means that women have a high interest in traveling, shopping related to existing through selfie photos and social media.

### **Domicili**

From the domicile of respondents, the obtained data was that people who live in Purworejo are more interested in visiting tourist villages in the local/regional area than other areas outside Purworejo Regency. This can be interpreted as they want cost efficiency by making tourist trips that require more economical funds. From the data it can also mean that people outside Purworejo do not yet have complete and interesting information related to tourism villages in Purworejo Regency.

### **Occupation**

Respondents' occupations were dominated by students, followed by laborers, then entrepreneurs, then civil servants/soldiers/policemen, and farmers. It can be interpreted that people who have more income will spend activities on the leisure business followed by students who usually prefer traveling tours related to efforts to exist on social media.

### **Frequency of Tourist Activities**

From the primary data, it was obtained that the respondents had traveled more than 5 times a year. This can be interpreted that doing tourism is a necessity for respondents and can be used as an opportunity that the tourism village business has prospects in the future.

## **The Multidimensional Scaling Instrument on the Position of the Tourist Attractiveness dimension**

Dimensions of attractiveness include natural tourist attractions, beaches, hiking, mountain tracking, agro-tourism selfies, landscapes, attractions of inclined pottery practice, *lurik* and *batik* making, visitors learning to make *batik*, traditional arts festivals, homestays, tourists can stay overnight, live in with the villagers, camping, outbound and shopping for traditional food, *batik*, the highest score belongs to Pandanrejo, followed by Donorejo, Jatimalang and Kaligono villages. Whereas, the majority of respondents considered Kaliurip and Bener villages unattractive.

### **Accessibility Dimension**

Accessibility dimensions include road access, road quality, infrastructure, sign boards to tourism villages, public transportation to reach tourism village locations, modes of transportation, colt, city buses, taxis, horse carts, trishaws, taxibikes as well as easy parking locations, access to toilets, the highest score belongs to Jatimalang, Pandanrejo, Donorejo and Kaligono. As for accessibility, it

is difficult to reach Kaliurip and Bener.

### **Facility Dimension**

The dimensions of the facilities include residential accommodation, homestays, wifi, gift centers, restaurants, professional tour guides in several tourism villages, the highest score was obtained by Pandanrejo, followed by Jatimalang and Donorejo. Respondents considered that there were minimal facilities at the tourist sites of Kaligono, Kaliurip and Bener.

### **Community Empowerment Dimension**

The dimensions of community empowerment include management carried out by villagers, youth organizations, homestays by residents, provision of traditional food stalls, souvenirs, village handicrafts, traditional community life patterns, people who are directly involved as tourism actors, mentors, instructors, tour guides with the highest value. obtained by Pandanrejo followed by Donorejo Kaligono and Jatimalang. Pandanrejo for respondents is a strong village for community empowerment. In 2021, it won the Indonesian Tourism Village Award (ADWI). Bener is considered that there is still a lack of community empowerment.

### **Marketing and Promotion Dimension**

The marketing and promotion dimensions include activities through websites, travel brochures, social media, fb, youtube, instagram, event organizers, events, news in newspapers, national television, travel agency cooperation, tour agents, schools, universities, promotion from mouth to mouth. Donorejo village gets the highest score followed by Pandanrejo, Kaligono, Jatimalang, Kaliurip and Bener. For respondents, especially teenagers, the younger generation, this media is considered very popular.

### **Resource and Institutional Dimension**

This dimension includes the process of forming tourism villages, BUMDes (village-owned enterprises) tourism, participation of village officials, village residents, youth organizations, collaboration with other villages, related agencies, NGOs, universities, the quality improvement of human resources, skill training for respondents, the highest score is obtained by Donorejo followed by Pandanrejo, Kaligono and Jatimalang. The lowest score is obtained by Kaliurip and Bener.

### **Validity Test**

The validity that is considered in this research activity is the validity of the item. Item validity tests the items of a measuring instrument. item validity produces a correlation score between items with a relevant criterion (total score) in an aspect. The total score is obtained from the sum of all item scores. If the score of the correlation of these items produces a significant score, it means that these items are

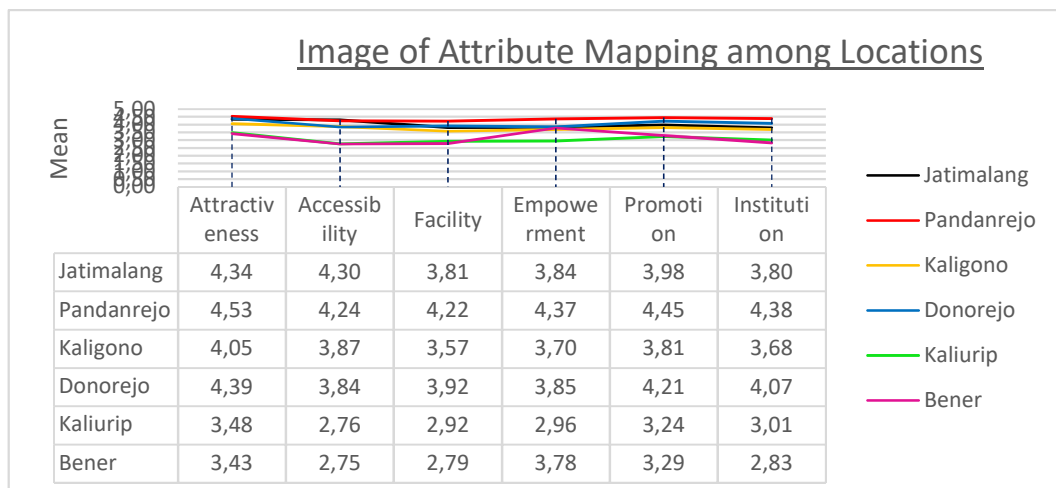
able to be a measure of the concept to be measured (Hair & Anderson, 2018). In this study, 60 respondents' answers were pre-tested on the pre-survey activity with all items valid.

### Reliability Test

The item reliability test is used to determine the extent to which measurements can give the same or consistent results if repeated measurements are made on the same subject. This test was carried out factor by factor, as many as the factors in the questionnaire (Hair & Anderson, 2018). From the research results, the reliability test results of all items exceed Cronbach's alpha score of 0.600. From the data elaboration, it can be concluded that all statements in the questionnaire are reliable, so they can be used in the next analysis stage.

### Overall Mapping Image of the Six Dimensions

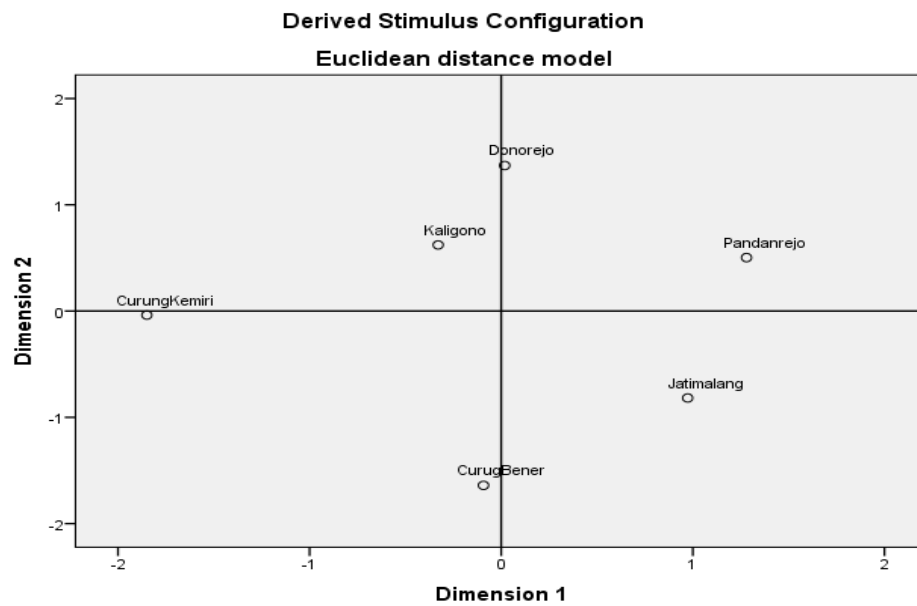
From the six dimensions of the uniqueness of local potential, an overall ranking of the positions of each tourism village can be summarized where the distribution is described in table 1 and figure 1.



**Figure 1.** Mapping image of six tourism villages

### Multidimensional scaling Map

From this test, six combined variables of competitiveness of tourism villages including attractiveness, accessibility, facilities, community empowerment, marketing and promotion dimensions and institutional resources by Multidimensional Scaling test statistics processed through the SPSS 23 program obtained the position of each village. Pandanrejo and Donorejo have the top positions for physical and non-physical aspects, close to Kaligono and Jatimalang. This position is in accordance with the characteristics of tourism competitiveness which is presented in the form of citizen innovation. The position of Curug Bener and Curug Kemiri is close because the tourism competitiveness presented is a waterfall landscape. The quantitative distribution of MDS is presented in Figure 2.



**Figure 2.** Perception of tourism villages community

## DISCUSSION

From the multidimensional scaling map, the findings of this research are in line with the research of (Sudiarta, Suardana, & Ariana, 2014) and (Purwaningsih, Ameliafidhoh, Susanty, Pramono, & Agusti, 2021). The tourism villages MDS model is relevant to be applied to various tourism village destinations in several places in Indonesia. Differences in culture, customs, conditions of physical and non-physical infrastructure, location access, the uniqueness of the local potential of each village, especially in community innovation to build novelty attractions can be research gaps to be researched in the future

## CONCLUSION

From the discussion, the following conclusions are obtained:

The distribution of respondents shows demographic conditions according to the profile of the majority of tourists and community in Purworejo Regency. From the dimension of excellence and uniqueness of local potential, the score for each tourism village is obtained. Each village has a score distribution of the highest and lowest position. Pandanrejo and Donorejo have the highest positions. Meanwhile, Bener and Kemiri have the lowest position in terms of physical and non-physical aspects. There are weak points in each tourism village in the minds of respondents' perceptions that can be used as input as a follow-up to improving the competitiveness position.



### **Recommendations that can be given include:**

Each tourism village must cover weak points to improve competitiveness. It needs to observe and follow suggestions and complaints that arise from the response of tourists and the community in each tourist village. A survey is conducted on an ongoing basis as a result of changing tastes and preferences of the community regarding the uniqueness of the local potential of the village towards the concept of sustainable tourism through the application of health protocols in the tourism village environment. As a result of the national disaster, the Covid-19 pandemic, which severely hit the sales amount of tourism village services. It is necessary to conduct training to strengthen the Tourism Village community in mitigating disasters.

### **ACKNOWLEDGMENT**

The researchers would like to thank the Bappedalitbang Kabupaten Purworejo Republic of Indonesia for the 2021 Exellent Research Scheme

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