

SWOT Analysis of Rural Tourism Development: Case Study of Kampung Tajur, Purwakarta

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Abstract – The tourism industry is one of the high-income and at the same time, safe and clean industries for the economy of each country. Development of this industry indicates the political, economic, social, security, cultural and scientific stability of the world countries. Rural tourism is also accounted for a component for tourism industry which can play an effective role in regional development and as a result, national development and diversification of national economy by appropriate and systematic planning, identification of advantages and limitations of rural tourism. Research stages were (i) survey by coming directly to Kampung Tajur (field studies) and in-depth interview with the local community. (ii) SWOT Analysis. Therefore, the aim of this study is to investigate the situation of tourism village, presenting strategies and guidelines to develop tourism within Kampung Tajur, Pesanggrahan Village, Purwakarta using Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and TOWS for strategies. The empirical analysis in the study area shows that vulnerability threshold for rural areas can be extremely high due to openness to tourists and requires review and present appropriate policies in order to increase the strengths, minimize the weaknesses and threats, and also to apply relative advantages of opportunities.

Keywords -- Tourism, Rural Tourism, SWOT Analysis

I. INTRODUCTION

The demand and tendency for tourism are rapidly increasing around the world with different incentives to business, recreation and pilgrimage, rising incomes, increased leisure times, new life attitudes, and the need for international calls and etc. require making significantly develops in tourism (Eftekhari and Mahdavi, 2006). Rural tourism is the valuable source of employment and income and can be an important tool for socio-economic development in rural communities. Reinforcing rural tourism can have a significant role in satisfying problems that villages are faced with creating employment and income (Hafari, 2009) and can create the enormous jobs or can strengthen the existing businesses, as well as can provide many opportunities of an excellent growth in a variety of business issues for these regions (Fuller, 1990). The stable rural tourism can improve the life quality of the host community and provide a worthwhile experience for the visitor and maintain the quality of environment that the host and guest communities are dependent to it (Flagestad et al, 2001). Therefore, in Indonesia for developing rural areas aimed at improving the economic welfare of villager's poverty, employment, health, security and environmental sustainability

Having more than 17,000 small and large islands, Indonesia is known for its amazing natural beauty, which continues to attract tourists from throughout the world. Endowed with lovely mountains covered by lush forests, waterfalls, unique wildlife, and white sandy beaches with breathtaking crystal clear turquoise water, the beauty of Indonesia is beyond words. No wonder this archipelago country has become a dream holiday destination for tourists from all over the world, seeking to relax and unwind. In addition to having multi-ethnic communities and different cultures that are friendly and welcoming, Indonesia also possesses a wide range of marine and natural attractions for tourists to enjoy.

Indonesia has a lot of villages, the number of villages in Indonesia is about 73.067 (PP No. 6, 2008). Such rural area is potential to be developed into a tourism village, especially rural tourism. Rural tourism is an integrated part of the services field, and this industry has long been recognized as a valuable tool for economic development in rural destinations. However, the multiplying growth of rural tourism destinations has led to a stiff competition among the industry. Thus, the identification of tourists' perspective on the hard and soft services components toward the development of rural tourism is a key element in surviving into the rapid tourism competition. The pivotal role of community support as an integral part of tourism product in ensuring sustainable development of rural tourism destination would also be the key indicator for the development of rural tourism. Rural tourism development is able to support the efforts of rural poverty reduction by empowering local communities during the village's tourism development.

One of the villages in Indonesia is Pasanggrahan Village, Purwakarta district, West Java Province. The southern region of Purwakarta regency precisely in Wanayasa to Bojong offers nature tourism typical of mountains. Moreover, the area is right at the foot of Mount Burangrang. Nature tourism in the form of waterfalls, garden tours, lakes to the village tour so the option visited the area. It took more than a day to explore the beauty of the southern region of Purwakarta. Kampung Tajur is a tourist destination by staying in Sundanese traditional houses. Kampung Tajur was established Purwakarta Regent Dedi Mulyadi because of its location is very strategic for the development of nature tourism. In addition to presenting valuable educational tours of the countryside, there are other interesting things in the village area on the slopes of Mount Burangrang. Namely, there is one organization settlement with a well-established population (Tribun Jabar, 2017).

This paper studied in terms of obstacles in the village to provide improvement and putting them in the situation of competitive advantages by recognizing the existing barriers.

There are several objectives of the study:

- a) Investigating the situation of tourism village
- b) Presenting strategies and guidelines to develop kampung tajur by using SWOT and TOWS

II. LITERATURE REVIEW

A. State of The Art

For this, the study has dealt with presenting strategies and guidelines to develop tourism within Ghassan District of Shemiranat city, Tehran, Iran, using a survey, field studies, and Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. The empirical analysis in the study area shows that vulnerability threshold for rural areas can be extremely high due to openness to tourists and requires review and present appropriate policies in order to remove the limitations and to apply relative advantages. (Seryasat, 2013).

Therefore, the aim of this study is to investigate the situation of tourism and its role in the development of Borjlou tourist village in Ardabil. The research method is a combinational one (survey-descriptive and analytical). The statistical population of the present research consists of two groups that by using Cochran sampling method, 86 tourists and 34 authorities were selected as sample, that using SWOT analysis, the strategies and procedures for

developing tourism in this region were studied. The results of experimental analyses indicate that the studied area has high variability of potentials and tourist attractions. Therefore, revising the existing policies to address the limitations and to use the relative advantages is inevitable. (Khayyati et al, 2014).

Research sites in Kampung Tajur Kahuripan Bojong District of Purwakarta. Research method using descriptive-qualitative approach, by observing and exploring the potential of Kampung Tajur Kahuripan and communities to provide input in the planning and designing tourist village. These results have two important formulas, namely: (1) Planning tourist village (planning) which includes: master plan and site plan which involves a series of provision of facilities for tourists, development potential, zoning functions, as well as reforestation; (2) The design of the tourist village (design) which include: the design of the building occupants and visitors typology based on Sundanese Traditional of Architecture. The concept of planning and design of Village Tourism of Tajur Kahuripan with Sundanese Traditional of Architectural approaches, ranging from the form to the material. Social and cultural life of the community is an important factor in attraction for tourists. Kampung Tajur Kahuripan meets the criteria for proposed a tourist area with traditional Sundanese architecture concept. (Ahdiat et al, 2017).

B. Tourism

“Tourism” is a French word rooted in “Tour”. Tour means rotational motion, travel, trip and circulation (Baghahi et al, 2006). In the competitions held by World Travel & Tourism Council (WTTC) to obtain a general definition of tourism, following definition was selected among candidates: “tourism is a set of displacements of humans and activities. These changes are themselves resulted from the realization of demands which make humans displace and are in everybody in the form of potentials with different intensities and weaknesses (Ghafari et al, 2003).

The tourism industry is one of the high-income and at the same time, safe and clean industries for the economy of each country. Development of this industry indicates the political, economic, social, security, cultural and scientific stability of the world countries. In other words, tourism industry having unique privileges provides several purposes in a national atmosphere of a country simultaneously; while each of the other industries lonely provides a part of intended purposes; therefore, considering and pay attention to it is important and has a special position in national and international relations. (Khayyati et al, 2014). Tourism can make important social and cultural changes in host villages, social progress and development via income distribution, employment and poverty decline and finally create public health and welfare (Ghaderi, 2007).

C. Rural Tourism

Establishing rural tourism as an alternative means of economic development. It is not a long time that the term „rural tourism“ has been propagated in the world, but since it has caused economic growth and has created various activities, employment and has increased the income for villagers, has been emphasized by the international community in the regional and local development policies (Langroodi et al, 2011).

Rural tourism can be defined as total activities and services are undertaken by governments, people and farmers for recreation, tourist attraction and relaxation and also by tourists within rural areas. Also, tourism flow is defined for tourists who reside in a village or around rural areas for leisure and obtain information to know living conditions and environment of the local village (Javan, 2005)

Tourism potentials in rural areas depend on geographical capitals, the quality of natural perspectives and historical and cultural works and relics more than anything else. Rural tourism can be a strategy for the multilateral development of the government in the economic, social and environmental affairs (Mahdavi et al, 2008).

III. METHODOLOGY

A. Research Design

This study has been done in a combined method by survey-descriptive, in-depth interview and analytical. To analyze data on rural tourism development at Kampung Tajur, SWOT (Strengths, Weaknesses, Opportunities, and Threats) analytical method has been used, and also TOWS analysis based on 4 strategies, i.e. WO, ST, SO and WT.

B. Data Collection

Data were collected using two techniques, which are: (a) primary data collection through field observations and interviewing the local community, (b) secondary data collection through literature studies and institutional survey. Data collections were made for the involvement of the community in tourism activities, the benefits of tourism village development to the residential neighborhood, and the opportunity for citizens to obtain fixed income. The collected data were then analyzed using descriptive qualitative and quantitative method. The study was conducted from November to December 2017. The research team visited Kampung Tajur, Bojong District of Purwakarta. The team visited Kampung Tajur several times for having a data, in order to ensure that the local community would get an interview.

IV. RESULTS AND DISCUSSION

A. Result

The performance of Indonesia's tourism sector, using the common indicators, has been fluctuating over time. Formerly, tourism performance was mainly indicated by the number of arrivals and domestic trips, and also by the number of hotels and other facilities being built, number of travel agents, increasing accessibility indicated by flight frequency and capacity, rail transport as well as bus and other means of tourist transportation frequencies and capacities.

1. Brief History of Kampung Tajur, Purwakarta

Kahuripan Tajur village is a hamlet in Pesanggrahan, District Purwakarta Bojong. The distance is about 35 Km from Purwakarta City and about 75 KM from Bandung with an altitude of approximately 650 meters from sea level (pal). Inhabited about 634 families with average air temperature ranges from 17 s / d 20 C ° surrounded by trees, hills, rice fields, natural scenery of Mount Burangrang and agriculture (Langroodi et al, 2011). To reach Kampung Tajur takes about 2.5 hours from Jakarta, using Cipularang toll access, then exit at Jatiluhur Toll Gate. Follow the road (approximately 21 km) to T-junction Sawit Darang and

then turn left, keep along that street until seeing the gate and signboard Madrasah Aliyah. Then go into the street. At the end of the road will see the village (about as far as 11 Km). Large buses can only reach this place. The last one, go to the village road about 3 KM to reach Kampung Tajur.

2. Tourism Potential in Kampung Tajur Kahuripan

Kampung Tajur offers the concept of tourism based on ecotourism and local wisdom. Where nature, environment, and culture become the main object of this tour. Ecotourism activities in Kampung Tajur are very possible to be developed with the concept of community development and empowerment (ecotourism based on community development). Tourism attractions that are served in a variety of activities with the atmosphere touch the natural activities of rural areas and has distinctive characteristics, especially the architecture of the stage house are arranged in such a way, so that serves as a means of tourism in the form of accommodation for visitors. This village is also an educational tourism place in the open and the nursery students who have rural nuances have distinctive characteristics. The architectural potential of Kampung Tajur Kahuripan is a stage-stage typology with natural materials and distinctive roofs, such as the roof of jolopong, julang ngapak, and sulah nyanda. (Ahdiat et al, 2017).

3. SWOT Analysis

SWOT strategic planning model, in fact, is a method for decision-making and selecting a strategy and order in various affairs, but in scientific discussions, it is one of the decisionmaking models that have been designed to determine the short-term or long-term strategy and to make the important and key decisions about various problems and issues. This model can be designed for an organization or cooperation or for a certain geographical region or an issue and problem that, in fact, we have typically engaged it, and practically its main task is to determine a strategy to improve efficiency or situation. This model is composed of two matrices of internal and external factors. Internal factors are related to weaknesses (W) and strengths (S) of a set or a region or subject, and external factors are related to opportunities (O) and threats (T) of a region or system (Khayyati et al, 2014).

This study focuses on the current state of the Kampung Tajur. Some conditions views of people living in Kampung tajur, natural potentials owned, agricultural conditions and access to Kampung Tajur.

Table1 schematically illustrates the framework of the SWOT model and "TOWS Matrix" Factors we can evaluate them. For this purpose, by forming SWOT matrix, 4 sets of strategic options are created. In other words, the weaknesses, strengths, opportunities and threats (mentioned in the second row of boxes) in development of the region are linked together in four general conditions of SO, WO, ST and WT, and a set of possible strategies is selected among them (David, 2007).

TABLE 1. DETERMINATION OF STRATEGIES IN SWOT/TOWS ANALYSIS

Matrix SWOT/ TOWS	Strengths S	Weaknesses W
Opportunities O	Strategies SO: Use the strengths to take advantage of opportunities	Strategies WO Overcome weaknesses by taking advantage of opportunities
Threats T	Strategies ST Use strengths to avoid threats	Strategies WT Minimize weaknesses and avoid threats

Internal Factors

Available strengths and weaknesses in this section are presented below on table 2:

TABLE 2 INTERNAL FACTORS

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> 1) Prosperity in agriculture and citrus fruit gardening of Bali, Banana, Palm tree, Mangosteen. 2) Friendly and helpful people 3) The presence of local community meetings 4) Religious ceremonies such as the mawlid of the Prophet 5) Sundanese traditions and culture still strongly attached to the community of Tajur village. The environment is still beautiful with Sundanese typical Sundanese house showing a strong cultural side., quiet environment, without any noise, especially for citizens for fun and relaxation, and then air temperature ranges from 17 s / d 20 C 6) As an educational tour in the outdoors and coaching students in a rural setting has specific characteristics 7) Homestay in a traditional house. At least 120 houses in Kampung Tajur, there are 42 homes commonly used as a homestay. Where each house has two rooms that can be used by visitors. Where each house has two rooms that visitors can use. Each room is on average 2x3 meters in size, so it can be occupied one to two people. Visitors are free to choose which one to occupied homes, as long as the house was not occupied by other visitors. the owner of the house to serve a simple rustic meal but can make our meal tasty. 8) Kampung Tajur nature tourism becomes one of the favorite destinations. There are a tour packages of natural tourism such as: planting and pounding rice, corn, catching fish, plowing the fields (foreign guests call it surfing mud) 9) Local knowledge is still maintained. One is the tradition Tetunggulan. Tetunggulan is a traditional activity of pounding rice in a place that can produce sounds. Tetunggulan activity is usually played by old mothers 	<ol style="list-style-type: none"> 1) Go to the village road about 3 KM to reach Kampung Tajur, and there is no direct transportation from Purwakarta station to Kampung Tajur, so it takes a rental vehicle or motorcycle 2) Lack of skilled and trained forces in the village 3) Lack of local government's support in the management of tourist destinations in order to become a sustainable tourism 4) Lack of trust between local government and its local community. Tourism management that has not been centralized and still managed each because there is no trust between local government and its local community 5) Weakness of tourism management 6) The potential of nature that has not been maximized so that still a few tourist attractions that are served so that makes the tourists who present only have a limited choice and the need for a more interesting program 7) Lack of tourism infrastructures (such as roads and sewage); 8) Inadequate equipment and recreational, sport facilities 9) The absence of artistic dance characteristic of kampung Tajur as a tourist attraction, such as welcome dance in welcoming the tourist

As it has been shown in table 2, there were 9 strengths versus 9 internal weaknesses, have been identified and studied. The development of tourism in this Kampung Tajur can be identified.

External Factors

Based on researches on condition of areas, External Factors which were Opportunity and Threa are summarized in Table 3

TABLE 3. EXTERNAL FACTORS

OPPORTUNITY	THREAT
1) Impact of homestay, souvenir and tour packages can improve the local economy	1) Damage to scenic area
2) Funding from local government to build Kampung Tajur as a tourist village	2) Vulnerability of environment through scattering waste and leaking sewage
3) Increasing the government attention to planning	3) The increase in noise pollution
4) Incentives for private investment	4) The loss of traditional culture and local customs by tourists;
5) Improving living standards	5) Increase social crimes by tourists
6) Increasing the regional employment	
7) Avoiding migration of young people and economic activists to other areas	
8) Local potential that can be developed into souvenir business today, among others, the handicrafts of the people as well as palm sugar, kawung sugar, borondong, dodol, ranginang and coconut shell crafts.	

As it has been shown in table 3, that 7 external opportunities versus 6 external threats have been identified and studied. To create opportunities and anticipate the limitations and constraints faced in developing tourism in Kampung Tajur.

4. TOWS Analysis

Providing strategies for tourism development of Kampung Tajur are presented below based on 4 strategies, i.e. WO, ST, SO and WT.

Offensive/competitive strategies (SO)

Inoffensive strategies that focus on internal strengths and external opportunities, following strategies are proposed to utilize available priorities in order to develop rural tourism in Kampung Tajur.

- More development in nature and agriculture tourism because of relative advantages for developing rural tourism;
- Utilization and preparation of private sector support for investments in tourism sector in the villages of the district
- Identify and take advantage of attractions, products, souvenir, homestay and other relative tourism advantages in the area in order to compete with other recreational areas;

Diversification strategies (ST)

In diversification strategies that focus on the internal strengths and external threats, the following strategies are presented to provide some requirements of Kampung Tajur in order to meet the threats:

- Diversifying tourism facilities and services in order to meet tourists' satisfaction, and increasing the number of tourists through the creation of a pleasant and convenient environment to avoid social crimes
- Developing the attraction of tourism by enhancing local culture, traditional dances and natural scenery with advertisement programs to more introduce natural tourism and also organizing seminars.
- Determining the optimal population density in visiting this area in order to protect and prevent environmental degradation and vulnerability of environment.

Overview strategies (WO)

In the revising strategies emphasizing on the internal weaknesses, we try to take advantage of external opportunities to address weaknesses facing on Kampung Tajur. Following proposes are provided:

- In addition to public and private investment in the area, improvement of environmental infrastructures and facilities;
- Train local community to become skilled workers in managing Kampung Tajur as a tourist village that can provide funding opportunities from local government, improving the standard of living and regional employment
- Regulate special rules and regulations for optimal utilization of attractions and tourism products (homestay, souvenir, tour package), prevention of destruction and pollution and loss of these resources in the area

Defensive strategies (WT)

In this strategy, in addition to emphasis on removing the vulnerability of the studied area, the following strategies are provided:

- Encourage people to participate in the development of infrastructures, various equipment and facilities for tourism and local government's support in the management of tourist destinations in order to become a sustainable tourism
- Conduct training for local communities with SAPTA PESONA theme and homestay management for tourists and also educate and inform the public about interactions with tourists within the area;

B. Discussion

This research focuses only on SWOT analysis of Kampung Tajur as rural tourism. Based on the previous two studies listed in Chapter II that the results of qualitative aspects for each one of internal and external factors, that most rural areas, vulnerability level was high in cultural and environmental scopes for tourism development. Advantages of rural areas are limited generally. Redistribution and reallocation of the resources within studied areas are

required considering limited opportunities and high weaknesses. (Ghafari et al, 2003). (Ghaderi, 2007).

Based on previous research, where the research was also in Kampung Tajur, then there were some important notes, namely: (a) To make tourism as a leading sector, it needs a clear political goodwill. Regulatory umbrella or other legal products were required to mobilize other related sectors: infrastructure, agriculture, livestock, forestry, as tourism as an entry point, was unlikely to succeed without the support of other sectors/fields; (b) To coordinate with relevant agency offices in an effort to overcome obstacles and to the accessibility of attractions; (c) Develop and strengthen partnerships in the development of community-based tourism by involving local governments and tourism sectors; (d) Improving tourism training, so that people can play an active role in the tourism economy; (e) Changing perceptions, that tourism was large-scale, luxurious and concentrated into positive perceptions, such as tourism can be small, simple but beautiful and clean and beneficial; (E) Promoting integrated with tourism businesses; (F) Exploring new theme for each tourist destination areas; (g) Improving the quality and volume of souvenir products that reflect regional characteristics to support regional promotion (Langroodi et al, 2011).

Based on previous research, where the object of the research was equally at Kampung Tajur, then, in accordance with elements of the SWOT Analysis (strengths, weaknesses, opportunities and threats) were centered on (1) maintaining the sustainability of Sundanese traditions, homestay, local knowledge (tradition Tetunggulan), welfare in agriculture and plantation as the strength of Kampung Tajur. (2) Increasing skilled and trained manpower resources in the village, Improving the quality of the environment and tourism infrastructure in Kampung Tajur by calling attention from local government as an effort to minimize the weakness of Kampung Tajur.

V. CONCLUSION

Considering field studies, the analysis of in-depth and theories of SWOT analysis for strengths, then the conclusion of this research are prosperity in agriculture, friendly of the local community, attracting culture, educational tour and homestay in the traditional house is one of the signals of human and of effective guidelines for rural tourism development. Among the weaknesses, Lack of skilled and trained forces in the village, Lack of local government's support in the management of tourist destinations in order to become a sustainable tourism, lack of trust between local government and its local community, Lack of tourism infrastructures (such as roads and sewage). These weaknesses can reduce the attraction of tourism. Among the external opportunities, the component of increasing employment is a priority and the created opportunities for this area can be used to create more employment. The other component is local potential that can be developed into souvenir business, homestay, and tour packages can improve the local economy

Based on the SWOT analysis, one of the Weakness is lack of skill, so training is needed to improve the skills of the local community, then another research focus on training benefits. Much more research can be recommended such as focusing on local government's support in the management of tourist destinations in order to become a sustainable tourism. Focus on how to improve trust between local government and its local community. Among the threat, vulnerability of environment through scattering waste and leaking sewage, the increase in noise pollution. Then it is necessary, diversification strategies that focus on the internal strengths and external threats, the following strategies determining the optimal population

density in visiting this area in order to protect and prevent environmental degradation and vulnerability of environment

Overall, according to what was mentioned we can say if the tourism is going to reach sustainability and play a positive role in development of the studied area, improvement of local participation, rural tourism schemes, however, are heavily dependent on healthy environmental conditions. Offering unique experience setting tourism schemes through events organised in rural areas like a tour packages of natural tourism such as: planting and pounding rice, corn, catching fish, plowing the fields (foreign guests call it surfing mud).

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