

Analysis of the Kemata Air Senjoyo Tourism Area Development Strategy for Tourist Interest

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Abstract : *The ecotourism potential in Senjoyo Village, Salatiga, lies in its beautiful natural landscapes and enjoyable water activities, supported by adequate infrastructure and facilities. Accessibility to Senjoyo Salatiga is convenient, with a friendly local community. The ecotourism management strategy in Senjoyo Salatiga focuses on maximizing promotion, improving road access, enhancing and supplementing ecotourism activity facilities, fostering the local community as ecotourism guides, and implementing training on tourism awareness and the importance of preserving the ecotourism site in Senjoyo Salatiga.*

Keywords: *Development; Strategy; Senjoyo Waterfall; Tourist areas; Visitor interests.*

INTRODUCTION

The Senjoyo Spring is one of the locations in Salatiga, Central Java, worth seeing. Senjoyo was formerly considered an extremely airy, calm, and clean environment. The flow is no longer as strong as once, but the water is still plentiful. Most people of Tegalwaton, the largest hamlet in Semarang Regency's Landmark subdistrict, are poor farmers. One issue facing the Tegalwaton village community is low income, which they have not yet been able to overcome up to this point, leaving them without enough money to meet their necessities. This garment can be seen in the well-known Tegalwaton Village subdistrict in the Semarang district. The region has all the makings of a highly desirable natural tourism destination. Senjoyo Spring location accessibility is improving, particularly with constructing the Semarang-Solo toll road (Palupiningtyas & Yulianto, 2018). Naturally, the potential for tourism around this expressway will benefit. Senjoyo's geographical location is automatically five kilometers east of Salatiga city. It will grow to be a popular tourist destination in Tingkir. The phrases penembahan Senopati Senopati or Sobrah Jaya, the name of Joko Tinggir, are the source of the names Senjoyo and Sanjaya. A little folktale concerning Senjoyo and Jok Tikkir. The neighborhood uses spring water for both industrial and drinking needs. Numerous iron pipes have been installed from the military facility, PDAM Salatiga City Government, and PDAM Semarang Regency. Aside from that, PT Damatex, a textile firm, also uses water for industrial uses (Palupiningtyas & Yulianto, 2018).

This location is distinctive in that people use it for relaxation, visiting springs and scenic spots, camping, performing the kumkum ritual, and enjoying clothes on specific days. The foundation of the kungkumini ritual practice is the conviction of the origin of the Senjoyo spring. The Joko Tingkir's meditations at this location produce the spring. This sets the Senjoyo area apart from the other spring locations in the Regency of Semarang. The tourist industry is one of the sectors that play a critical strategic function in bolstering national economic development in the current globalization period. In addition to being a dependable source of foreign exchange earnings, this industry is built to be able to absorb workers and promote the growth of investments. The government is working hard to create plans and other policies that encourage the development of this industry in order to develop it (Herzamzam, 2021). Examining, cataloging, creating, and maintaining the current tourist attractions as the primary draw for visitors is one of these policies.

In order to achieve goals, growth, and economic income through services to tourists as well as environmental protection and the preservation of tourist attractions, tourism destination management involves successfully returning or organizing various resources. To do this, tourism management must adhere to certain principles, which emphasize values that must be taken into account about consumers, culture and cultural heritage, economics, ecology, finance, and human resources.

According to the above description, the research aims to examine the development strategies that Senjoyo Springs has to implement to boost visitor numbers.

LITERATURE REVIEW

Tourism Regional Development Strategy

A well-thought-out and focused approach is necessary for the development of tourism destinations in order to guarantee long-term expansion and optimize advantages for nearby towns. In order to create effective marketing strategies and enhance tourism attractions, Dogan Gursoy and Juergen Gnoth stress the significance of having a thorough grasp of the motivations and behaviors of tourists (Lin et al., 2022). They advocate for a strategy that focuses on generating a gratifying and appropriate tourist experience while also considering economic factors. According to them, the ability of a destination to provide visitors with a satisfying experience and foster positive relationships with them depends not only on its aesthetic appeal but also on its thorough understanding of their preferences and expectations. This strategy makes the location more appealing and can boost overall satisfaction and visitation rates (Palupiningtyas & Mistriani, 2020).

Geoffrey Wall focuses particular attention on the intricate connection between tourism and regional economic growth. According to him, the growth of the tourism industry affects not just income levels but also things like regional employment, chances for small businesses, and economic infrastructure. Wall also emphasized how crucial it is for the public, business, and societal sectors to work closely together when creating policies for the development of tourism(Wall, 1997). Comprehending and actively engaging with diverse stakeholders is deemed essential for attaining sustainability and optimizing the advantages of the tourist sector for regional economic advancement. By doing this, Wall adopts a comprehensive strategy that unites all parties in a cooperative endeavor to accomplish sustainable economic growth via tourism (Palupiningtyas & Pahriral, 2023).

Tourism expert C. Michael Hall emphasizes how critical it is to adjust to social, economic, and environmental changes in the context of tourism development. He asserts that tourism sites must be able to adjust to the constantly shifting dynamics in their environment in order to remain viable (Hall & Page, 2014). Furthermore, Hall emphasized the critical role that information and communication technology plays in boosting the competitiveness and sustainability of travel destinations. Through the creation of novel tourism products, more environmentally friendly tourism, and more effective resource management, technology integration can help solve sustainability problems. Hall supports tourism development strategies that are competitive in the digital era and sensitive to shifting global settings, emphasizing technology adaptation and utilization to enhance the long-term sustainability of tourist destinations (Palupiningtyas & Aprilliyani, 2023).

It is crucial to remember that every tourist destination has a distinct context, and development strategies must be tailored to the needs and goals of the local community and the area's distinctive features. Creating compelling and sustainable tourist development policies and strategies can be firmly based on integrating diverse viewpoints and specialized techniques.

Tourist Interest

The degree of interest or desire that people or groups have to travel to a place or engage in particular tourist activities is referred to as tourist interest. A place's uniqueness, its cultural, natural, and historical features, as well as the available tourist activities, can all have an impact on this interest. Influential factors that shape tourist interest include referrals from friends and family, tourism campaigns, and favorable past experiences. These passions could stem from a desire to travel, experience different cultures, or partake in particular hobbies. In order to properly attract attention and satisfy visitor expectations, destination development and

marketing strategies must be designed with a thorough grasp of the interests of the target audience(Alyusi, 2019).

William C. Gartner and Steven Pike emphasize essential points. Their primary focus is on developing a destination image, enhancing visitor happiness, and implementing marketing techniques geared toward a thorough understanding of the interests of tourists(Gartner, 1994). By emphasizing this point, they suggest that a destination's capacity to meet and exceed visitors' expectations and preferences is as crucial to its success as good marketing. To increase tourist satisfaction and a location's appeal in the global tourism market, marketing methods that focus on comprehending the psychology and motivations of tourists and creating a favourable destination image are essential (Palupiningtyas & Yulianto, 2018).

James H. Gilmore and Joseph Pine II emphasize the importance of experience in making travel places appealing. According to this theory, popular tourist locations should offer visitors more than just goods and services they should also give them unforgettable experiences (Gartner, 1994). Pine and Gilmore claim that the experience engages visitors on all levels through interactive, emotional, and sensory components. The ability to offer unique experiences can help destinations become more appealing, attract more tourists, and contribute much value. In order to satisfy visitors and enhance the destination's favourable reputation within the travel industry, experience marketing theory emphasizes the significance of planning and executing tourism experiences(Palupiningtyas & Yulianto, 2021).

J.R. Dann made contributions to both Pearce's and Dann's theories, which highlighted the significance of psychological elements in determining travellers' interest in a place. A hypothesis developed by M.E. Pearce examines how perception, knowledge, attitudes, and prior experiences are important determinants of travellers' choices. This theory sheds important light on the mechanisms guiding visitor interest by concentrating on how information obtained by tourists might affect their impressions of a site. Therefore, a thorough comprehension of these psychological aspects can assist researchers and practitioners in the tourism industry in creating marketing plans that are more successful and satisfy travellers' requirements and expectations.

Leading marketing expert, Philip Kotler's theory on tourism marketing, emphasizes the value of having a thorough grasp of the requirements and interests of visitors. Kotler is credited with developing the idea that marketing plans for the travel and tourism sector had to be centred on providing travellers with substantial value. According to Kotler, this process of creating value entails comprehending the psychological and practical driving forces behind tourism. As a marketing specialist, Kotler highlights how crucial it is to recognize and comprehend the

requirements and preferences of travellers in order to create marketing methods that work. As a result, Kotler's Tourism Marketing Theory offers a solid framework that enables tourism professionals to create a more targeted and adaptable strategy to market conditions and customer needs.

RESEARCH METHOD(S)

SWOT analysis was used to examine the Kemata Air Senjoyo Tourism Area Development Strategy for Tourist Interest. Three steps of data analysis were done to determine the strategy. Using the External Factor Evaluation (EFE) and Internal Factor Evaluation (IFE) matrices, the external and internal environments are analyzed in order to begin the data input process. SWOT and internal-external (IE) analyses are part of the second step, matching. The External Factor Evaluation (EFE) and Internal Factor Evaluation (IFE) matrices are the sources of IE and SWOT data analysis. Long-term planning based on management that considers opportunities and threats in addition to strengths and weaknesses is done through the application of SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). This analysis looks at internal strengths and weaknesses as well as opportunities and threats from external sources in order to determine the existing state of affairs and establish a business strategy.

The main village in Tengan District, Semarang Regency, is Senjoyo Tegalwaton, a popular tourist destination. This is where the research was done. This site was picked explicitly since it is one of Aceh Singkil Regency's most popular ecotourism destinations and has excellent growth potential for boosting visitor numbers to Senjoyo Salatiga. Using the incidental sampling method, which allows for the use of any person the researcher meets by chance and who shares the same features, samples of tourists were collected (Porter, 2012). Because they were thought to be able to comprehend the questionnaire questions, respondents who were tourists and at least 17 years old were chosen. In this study, a total of one hundred respondents were tourists.

FINDINGS AND DUSCUSSION

Senjoyo Tegalwaton Tourism Development Potential

1. Panorama

Water Resources One of Tegalwaton Village's tourism potentials is tourism. The site can draw a lot of tourists due to its picturesque surroundings and refreshing atmosphere. The generated water serves as a vital resource for the neighbouring neighbourhood. Salatiga City has utilized Umbul

Senjoyo, one of the biggest springs, for both bathing and raw water supply. The spring in Jubug Hamlet is associated with a well-known mythology called the mythology of Jaka Tingkir, according to which the Senjoyo baths are surrounded by a hill with the Jaka Tingkir petilasan (Wahyuyusifa & Suranto, 2021).

2. Facilities and Infrastructure

Everything that works together to make the tourist process easier is called infrastructure and amenities for tourism. (Ghani, 2017). Tourist attractions can develop if adequate facilities and infrastructure support them (Istiqomah, 2020). Currently, Tegalwaton Village's tourist attractions include a pier, a musholla (house of worship), trash cans, picnic areas and public restrooms, lodging, a health facility, and a culinary centre.

3. Accessibility

The accessibility of tourist destinations will impact how many more people visit them. (Sumarabawa et al., 2015). In the tourism industry, accessibility, or how simple it is to get to tourist destinations, is critical. The range of transportation options that contribute to and encourage the development of tourist attractions is known as accessibility (Sumarabawa et al., 2015). People must pay to park their cars at Umbul Senjoyo to take in the stunning natural setting. This is one of the draws since Umbul Senjoyo is recognized for being inexpensive to go to and for its breathtaking natural beauty. Senjoyo Salatiga's address is Tegalwaton Village, District Landmark, Kab. Semarang, Province of Central Java. It is roughly 6.7 kilometers from Pancasila Square to Sendang Senjoyo Springs. The drive time needed to complete the trip is about fifteen minutes. Accessing and navigating the major road that leads to Umbul Senjoyo is relatively easy.

4. Refreshing Water Source

Senjoyo Salatiga provides a range of engaging activities on weekends and holidays to occupy your leisure time. You can take advantage of the spring at this Salatiga nature tourism site by dipping in the pool. You will experience Senjoyo Springs' pleasant qualities when you decide to make it your next vacation spot. Sendang Senjoyo Salatiga is a great place to unwind during hectic everyday activities (Rahmawati, 2007). You will experience Senjoyo Springs' pleasant qualities when you decide to make it your next vacation spot. If you want to unwind after a long day of work, Sendang Senjoyo Salatiga is a great option (Pranata.S.Pd.,M.M, 2023).

5. Sikap Masyarakat

The community plays a significant part in assisting in the growth of Senjoyo Salatiga since the locals are hospitable and willing to welcome visitors. The development of Senjoyo Salatiga as a marine tourism attraction has the community's full support. Aside from that, the hypothesis proposed by The community plays a significant part in assisting in the growth of Senjoyo Salatiga since the locals are hospitable and willing to welcome visitors. In fact, the development of Senjoyo Salatiga as a marine tourism attraction has the community's full support. Aside from that, the hypothesis proposed

by (Novianita, 2006) These amenities for enjoyment can include things like cleanliness, accommodations, and the friendliness of the neighbourhood. In managing ecotourism, community involvement is critical (Bambang Supriadi & Roedjinandari, 2017) It claimed that the idea of ecotourism resulted from a management approach that stopped being focused on a single person and instead included local people in its operations (Pranata & Sinaga, 2023).

Tegalwaton Strategy in developing Senjoyo Tegalwaton tourism

Table 1. Internal Factor Analysis of Senjoyo Tegalwaton Tourism (IFAS)

No	Internal factors	Weight	Ratings	Weight x Rating
Strength Indicator				
1.	Research and conservation potential	0.15	3	0.45
2.	Comfort for visitors who come	0.15	3.5	0.525
3.	Transportation from the sea to the island is routinely carried out	0.15	3.5	0.525
4.	Community and marine tourism attractions	0.15	4	0.6
5.	Adequate accommodation	0.15	3.5	0.525
	Subtotal			2.625
Weakness Indicator				
1.	Lack of information and promotion of ecotourism	0.16	3	0.48
2.	Weak human resources and law	0.19	2.5	0.475
3.	Inadequate clean water facilities	0.16	2.5	0.4
4.	Weak creativity of tourism businesses, local communities.	0.16	2.5	0.4
	Subtotal			0.7
	IFAS			4.38

Source: Results of Primary Data Analysis (2023)

As seen from the IFAS matrix in the preceding table, the strength indicator has a total value of 2,625. With a score of 0.525, the categories of comfort for guests, regular transit from the sea to the island, and suitable lodging have the highest strength indications. Society needs to make use of these positive role strong elements. With a score of 0.48, the IFAS matrix above also reveals that the largest shortcoming is the need for knowledge and promotion of ecotourism. Senjoyo Salatiga's ecotourism activities must quickly overcome weaknesses that threaten the industry by leveraging its opportunities and strengths (Pranata, 2022).

Table 2. Analysis of External Factors for Senjoyo Tegalwaton Tourism (EFAS)

No	External Factors	Weight	Ratings	Weight x Rating
Indikator Peluang				
1.	The location is strategic	0.21	4	0.84
2.	Improving the welfare of local communities	0.18	3	0.54
3.	Increase in domestic and foreign tourists	0.21	4	0.84
4.	Collaboration with the private sector for the development of Senjoyo Salatiga	0.18	3	0.54
5.	Promotion through tourism magazines and the internet	0.18	3.5	0.63
	Subtotal			3.39
Threat Indicator				

1.	Potential environmental changes	0.15	2.5	0.375
2.	Damaging visitor activities such as throwing rubbish into the sea	0.15	2	0.3
3.	Tourist competition	0.15	2	0.3
4.	Flood threat	0.15	2	0.3
	Subtotal	0.6		1.275
	EFAS			4.665

Sumber : Hasil Analisis Data Primer (2023)

The EFAS matrix in the table above shows that the total EFAS score is 4.665. The Opportunity Indicator that has the biggest role is strategic location and an increase in domestic and foreign tourists with a score of 0.84. This opportunity factor which has a positive role must be utilized by the people of Senjoyo Tegalwaton. From the EFAS matrix above, it can also be seen that the biggest threat is the potential for environmental change with a score of 0.375. Threat factors that have a negative role in ecotourism activities in Senjoyo Salatiga must be immediately overcome with the strengths and opportunities that the community has in order to develop ecotourism in Senjoyo Tegalwaton. Tourist attractions have weaknesses and threats, but they can exploit opportunities and strengths to make them thrive and survive (Khairuddin et al., 2019). The SWOT above analysis demonstrates that maximizing Senjoyo Tegalwaton's potential requires a strategy that considers both internal and external strengths and weaknesses as well as opportunities and threats.

ST Strategy

Using current strengths to create many methods that grow Senjoyo Salatiga tourism, the following is how risks are faced:

1. Installing flood alarms will increase visitor safety.
2. Strengthen the oversight and implementation of environmental laws
3. Follow the directions and traffic signs in Senjoyo Salatiga, taking note of the bigger and more readable signage for the tourist attraction on the side of the main road.
4. Pay attention to Larea-Rea Island's benefits, which include white, elevated sand that emerges when the sea water recedes, clean water, and gentle waves.

WO Strategy

Strategi yang bisa dilakukan berdasarkan hasil analisis kelemahan dan peluang yang dimiliki Senjoyo Salatiga, sebagai berikut:

1. Create banners, pamphlets, and information boards for areas that can be reached and marketed in print and social media for external promotion.
2. Improve the quality of the workforce, especially the skills needed for ecotourism activities
3. Create various marine tourism activities and promote them through existing media

4. Build facilities and infrastructure that support ecotourism activities in Senjoyo Salatiga.

WT Strategy

Based on the findings of an examination of Senjoyo Salatiga's vulnerabilities and threats, the following strategies could be put into practice:

1. Training the community to become tour guides and providing insight into tourism, while emphasizing the value of preserving tourist sites for the benefit of nearby residents
2. Training is necessary to enable locals to work in the tourism industry, boost their area's competitiveness versus other tourist destinations, and draw in outside labor.
3. Create a ton of detailed floor plans or location maps for tourists to make their visit easier. Additionally, create environmental campaign posters to make sure that travelers

CONCLUSION AND RECOMMENDATION

Senjoyo Salatiga Village has much promise for ecotourism because of its scenic surroundings, exciting water sports, well-equipped facilities, convenient access to Senjoyo Salatiga, and welcoming locals. The plan for handling ecotourism in Senjoyo Salatiga Village includes promoting Senjoyo Salatiga tourism as much as possible, making improvements to the road leading there, fixing and finishing the infrastructure and facilities needed for ecotourism activities, training the locals to become ecotourism guides, and providing education about tourism awareness and the value of preserving Senjoyo Salatiga's ecotourism spots.

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