

Planning and Development of Burai Tourism Village in Ogan Ilir Regency, South Sumatra

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Abstract: Burai Village in Ogan Ilir Regency, South Sumatra, holds significant natural, cultural, and traditional potential to be developed into a leading tourist destination. This study aims to identify planning and development strategies for Burai Village as a tourist destination using a descriptive exploratory approach. Data were collected through observation, interviews, and documentation, and analyzed using SWOT analysis, BCG matrix, and Ansoff matrix. The findings reveal that Burai Village possesses strengths such as unique cultural heritage, stunning natural landscapes, and traditional culinary attractions. However, it faces challenges including limited tourism attractions, inadequate facilities, and low community awareness of tourism. Development strategies include creating new attractions, improving village facilities, conducting human resource training, and implementing digital marketing promotions. These strategies are expected to enhance the village's tourism appeal, generate employment opportunities, and support local economic growth. The study provides a comprehensive guide for village tourism managers to optimize Burai Village's potential as a sustainable ecotourism destination.

Keywords: Digital promotion; Marketing strategy; SWOT analysis; Tourism development; Tourist village

1. Background

Burai Village is one of the villages in Ogan Ilir Regency with a population of 1976 people. Burai Village is a remote village with a distance of 11 km to the main road and geographically Burai Village is surrounded by rivers and swamps covering an area of 11,000 Ha which are rich in flora and fauna. Burai Village is a village that has a very beautiful natural landscape. Previously, Burai Village was a left-behind settlement. Supported by the simplicity of the people, culture, and customs of South Sumatra which are still thick, and the flow of the river that makes this village even more worthy of being called a natural tourist destination

Efforts to develop sustainable tourism in Burai Village in the form of ecotourism development include the following: a) Painting residents' houses, public facilities and village roads into colorful villages; b) Holding a district-level mini bidar competition event and tourism facilities; c) Forming a tourism awareness group (Pokdarwis), d) Developing water and fishing tourism; e) Developing Burai songket; f) Developing Burai's culinary specialties; g) Preserving the Beumme dance, which involves the young men and women of Burai village; h) Environmentally friendly fish farming through organic feed, making it a source of income and a tourism magnet.

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2. Theoretical Study

Tourism village is a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions (Nuryati, Wiendu, 1993. Concept, perspective and challenges, paper part of the international conference report on cultural tourism). Tourism is often associated with 3 important points, namely as an economic income for the community, as a place to foster social interaction and a way to maintain the sustainability of life (HM, MH et al, 2023). Tourism Village is defined as part or all of the village area that has potential, products and tourism activities that can be utilized for tourism development and managed by community groups in the village in a sustainable manner Suryawan (2015). The development of potential that occurs in the tourism sector must be carried out in a targeted, focused, and professional manner so that the development and utilization of tourism can have a significant impact (Sinaga, TBH, & Hasan, H, 2024). Human resource management plays a role in maintaining good relations between management and the village community in creating a competitive tourism village environment and good HR planning is needed for strategy development. (Hanif Hasan, SM, et al, 2024). The capacity of tourism destination services and resources available at tourist destinations play an important role in providing tourist comfort so that market targets can be met. (Hasan & Karo Karo, 2023). The basic concept of tourism products includes an understanding of what tourism products are, components, characteristics that distinguish tourism products from other products (Sutaguna, I. Nyoman Tri, et al., 2024)

Strategic planning method used to evaluate strengths, weaknesses, opportunities and threats that occur in a project or in a business venture, or to evaluate product lines themselves and competitors. To conduct the analysis, the business objectives are determined or the objects to be analyzed are identified. Strengths and weaknesses are grouped into internal factors, while opportunities and threats are identified as external factors.

According to Ranguti (2014), SWOT analysis is a systematic identification of strategic factors to formulate a strategy. and strategy is a comprehensive master plan that explains how to achieve all previously set goals.

The categorization of tourism development components is quite varied. Inskeep groups tourism development components into: (1) attractions and activities, (2) accommodation, (3) other tourism facilities and services, (4) transportation facilities and services, (5) other infrastructure, and (6) institutional elements Inskeep (1991). Meanwhile, Cooper popularized the concept of 3A's, namely Attractions, Amenities, Accessibilities Cooper (1998) which was then added with another A component, namely Ancillary later. The use of the terminology A in this tourism product component is quite popular, this can be seen from the use of similar terms 5A's raised by Truong, namely attractions, access, accommodation, amenities, awareness Truong & King (2009), Buhalis who popularized 6A's attractions, amenities,

accessibility, activities, available packages, and ancillary services (Buhalis, 2000), and Morrison with 10A's Morrison (2013).

BCG Matrix is a matrix designed by Boston Consulting group in 1970s. It is a Matrix which helps in decision making and investment. It divides the market based on its relative growth rate and market share and produces 4 quadrant components namely Cash cow, Stars, Question marks and Dogs. Products can be categorized in any of the quadrants and strategies for these products are decided accordingly. David (2011)

This analysis actually helps us in deciding which entities in the business portfolio are truly profitable, which are useless, which ones should be concentrated on and which ones provide competitive advantage over others.

Ansoff Matrix or also known as Product and market growth matrix is a marketing planning tool that usually helps a business in determining product and market growth. This is usually determined by focusing on whether the product is a new or existing product, and whether it is a new or existing market (ansoffmatrix.com, 2015).

The Ansoff Matrix was created by Igor Ansoff and first published in his article "Strategies for Diversification" in the Harvard Business Review in 1957. The Igor Ansoff Matrix offers strategic choices to achieve goals Morrison, (2009).

3. Research Methods

This type of research is qualitative research. While the approach in this research is an exploratory descriptive approach. The Exploratory Descriptive Method is a method to describe the state or status of the phenomenon of the research object, besides that it also wants to know things related to the state of something in the research object. Sinulingga (2014)

3.1 Data collection technique

In this study, the data collection techniques used by the researcher were: observation, interviews, and documentation.

Observation: Observations carried out by researchers are frank observations, namely observations in which researchers collect data by stating frankly to data sources that they are conducting research (Sugiyono, 2009).

Interview: Interview is a data collection method that uses guidelines in the form of questions that are asked directly to the object to obtain a direct response (Nasution, 2003)

Documentation: Documentation is a method for preserving images, data, documents as evidence in conducting research (Sugiyono, 2009)

3.2 Data Analysis Techniques

Data Analysis Techniques in this study use the descriptive qualitative explorative analysis method, the Exploratory Descriptive Method is a method to describe the condition or status

4. Results And Discussion

Table 1. Matrix SWOT

<div style="text-align: center;"> <p>IFAS</p> <p>EFAS</p> </div>	<p>STRENGTHS</p> <ul style="list-style-type: none"> • 99% of the village population still adheres to village traditions • Culture & Arts Still preserved until At the moment. • There are various types of traditional cuisine • Countryside Atmosphere the authentic one • Accessibility to the Village Enough 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • There are still few tourist attractions • Buildings and atmosphere village does not reflect the tourist atmosphere • The community is not yet involved directly involved in tourism activities and not yet aware of tourism • Pokdarwis Institution is not yet optimal
	<p>good and easy to reach</p>	
<p>OPPORTUNITIES</p>	<ul style="list-style-type: none"> • Creating a Javanese atmosphere that is reflected in the architecture of Javanese houses and supporting facilities . culturally nuanced . • Designing Cultural arts performances , workshops crafts, traditi onal culinary center as a tourist attraction 	<ul style="list-style-type: none"> • Increasing the number of nature and culture-based tourist attractions as the main attraction • Building a museum containing cultural and historical collections • Forming Tourism Awareness Group as an implementation of the seven charms

THREATS <ul style="list-style-type: none"> • Environmental damage. • Vandalism. • influence of modernization. • Government Regulations/Policies that do not support 	<ul style="list-style-type: none"> • Making an Appeal/ Regulation which are attached to tourist spots for which tourists must comply with in order to maintain the environmental sustainability of Burai Tourism Village • Conduct training for the community to improve quality product tour art And craft 	<ul style="list-style-type: none"> • Do cooperation / partner with government and stakeholders tourism related to the development of Burai Tourism Village. • Involving the community in tourism activities to increase income Public
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4.1 Analysis 6A

- a. Attractions , Availability of attraction tour actual can be said to be minimal. At least the most significant elements in the tourism system that are the main motivation for tourists in traveling can be said to be non- existent. However, despite the lack of natural, cultural, and artificial tourist attractions, the Tourism Village still has a number of potentials that have the opportunity to become tourist attractions if they are designed, managed, and operated properly and professionally.
- b. Accessibilities , Accessibility conditions in the Tourism Village can be said to be in good condition. The main connecting road sections are classified as good. While access from city
- c. Activities , Currently it must be admitted that the existence of tourism activities in the Tourism Village is still minimal. There have been no tourists who visit / do activities with the motivation of traveling , so logically tourism activities will emerge. Moreover, if accompanied by integrated tourism package marketing.
- d. Amenities , Tourist facilities are generally dominated by the type of facilities intended for the surrounding community. The phenomenon of the lack of accommodation / homestay facilities also provides opportunities for Bumdes/Pokdarwis to provide simple accommodation facilities.
- e. Available Packages , Currently there are no tourism packages available that support tourism in the Tourism Village. However, it does not mean that there is no potential in this component. Along with the development of tourist attractions and tourism activities, various tour packages will also develop .
- f. Ancillary Services , Additional services are components of tourism products that have high value .

4.2 Analysis BCG

The BCG Matrix is a matrix designed by the Boston Consulting group in the 1970s. In the Tourism Sector, this matrix is used to determine what efforts are made so that Tourism Villages can assess the growth of tourism products and markets so that they can maintain their potential.

Table 2. Analysis BCG**Tabel Hasil Analisis Matriks BCG**

Produk Wisata (Supply)	Tinggi	I Stars	III Question Marks
	Rendah	II Cash Cows	IV Dogs
		Tinggi	Rendah
		Pasar Wisata (Demand)	

- a. Starting Position: Dogs
 - Condition: Burai Tourism Village is currently in the "Dogs" position due to low growth of tourism products and tourism markets. The available tourism products are not optimal and are not attractive enough to attract a significant market.
 - Impact: This shows that existing tourist attractions have not made a major contribution to increasing tourist visits or the local economy.
- b. Development Strategy for Moving to Stars

To move the position of Burai Tourism Village from "Dogs" to "Stars," a focused and integrated strategy is needed. The strategy includes:

 - 1) Tourism Product Development
 - Creating New Attractions: Create authentic and unique tourist attractions, such as cultural arts performances, traditional craft workshops, or environmental-based educational tours.
 - Improving the Quality of Attractions: Improve the quality of existing attractions, such as improving supporting facilities at river tourism locations, culinary specialties, and traditional crafts.
 - 2) Infrastructure Improvement
 - Build supporting infrastructure such as more adequate public transportation, road facilities to tourist locations, and parking areas.
 - Provide attractive tourist facilities, such as accommodation (homestay), culinary centers, and souvenir centers.
 - 3) Human Resources (HR) Training
 - Engage local communities through training on tourism management, guest services, and digital marketing.
 - Form a tourism awareness group (Pokdarwis) that is able to manage and develop village potential professionally.
 - 4) Integrated Digital Promotion
 - Promote using social media, websites, and tourism platforms to reach local and international markets.

- Offer attractive tour packages, such as nature, culture and education tour packages.
- 5) Partnership with Stakeholders
- Establish cooperation with government, private sector, and tourism communities to support attraction development and promotion.
 - Involve travel agencies to promote Burai Village as a tourist destination.
- c. Final Destination: Stars
- 1) Expected Conditions:
- Burai Tourism Village has high growth in tourism products and markets.
 - Developing tourist attractions attract more tourists, increase village incomes and create new jobs.
- 2) Stars Characteristics: Burai Tourism Village is a leading destination that supports sustainable ecotourism with professional management and active participation of the local community.

To improve the status of Tourism Village from Dogs to Stars, it is necessary to have focused and appropriate planning and development efforts. The low growth of tourism products and the growth of the tourism market must be a primary concern so that it can be resolved immediately. efforts to develop Tourism Villages are by developing tourist attractions, building means And infrastructure tour, training HR, development accommodation, establishment of tourism institutions, involving the community, and conducting integrated tourism promotion through digital media. The Development Strategy from Dogs to Stars is:

- a. Creating authentic tourist attractions that are in demand by tourists,
- b. Improve the quality of tourist attractions,
- c. Increase the availability of public transportation to and from Burai Tourism Village,
- d. Building supporting facilities and infrastructure,
- e. Forming and training human resources so that quality service increase,
- f. Build accommodation support,
- g. Collaborate with travel agencies to accommodate tourism activities,
- h. Involving the community in managing and carrying out tourism activities,
- i. Implement an integrated promotional strategy, especially through digital marketing.

4.3 Analysis Ansoff Matrix

Table 3. Results Analysis Matrix Ansoff

	Product Long	Product New
Market Long	Market Penetration	Product Development
Market New	Market Development	Diversification

For the development of Tourism Village, the marketing strategy that will be taken is the Diversification strategy, namely creating New Attraction Objects with new products and

offered to new markets. The determination of the strategy is based on observations made and analysis that has been carried out, including: SWOT Analysis, Tourism Potential Analysis, 6A Analysis, and BCG Analysis .

In developing marketing in Tourism Villages, Multi Concentrated Strategy Marketing Strategy . Selection This is based on targeting analysis. In the targeting analysis, it is known that the target for the Tourism Village is two targets, namely local tourists and domestic tourists. Marketing development is concentrated on more than one target with segments and characteristics of each different market.

4.4 Strategy Marketing Tourism Village

Steps that can be taken by Tourism Village managers in market village tourism in the era sharing economy and the digital era today. Here are the steps from tourism village marketing:

- a. Identifying Product
- b. Formulate USP
- c. Set Target Market
- d. Formulate Positioning
- e. Build Identity (brand)
- f. Building a Product
- g. Setting Prices
- h. Do Communication Marketing / Promotion

5. Conclusion And Suggestions

5.1 Conclusion

Burai Tourism Village in Ogan Ilir Regency, South Sumatra, has great potential to be developed as a tourism destination based on nature, culture, and local traditions. Studies show that although this village has strengths such as unique culture, typical cuisine, and beautiful natural landscapes, there are weaknesses such as limited tourist attractions, inadequate facilities, and low public awareness of tourism. The proposed development strategies include:

- a. Enhancement of authentic tourist attractions.
- b. Development of infrastructure and supporting facilities.
- c. Human resource training to improve service quality.
- d. Implementation of digital marketing strategies.
- e. Collaboration with the government and related parties to support tourism management.

Through the SWOT approach, BCG matrix, and Ansoff Matrix, it can be concluded that the development of Burai Tourism Village can be carried out with a diversification strategy and increasing the capacity of tourism products to increase its attractiveness for local and domestic tourists.

5.2 Suggestion

Burai Tourism Village has the potential to be developed into a Cultural Tourism Village because 99% of the residents, supported by a beautiful rural atmosphere and surrounded by rice fields, have the potential to be developed into Tourism and Agrotourism.

From the SWOT Analysis, 6A Analysis and BCG Analysis and Ansoff Matrix Analysis that were carried out, there are still many shortcomings where Tourism Products and Tourism Markets are still low, while based on market development analysis, it is necessary to carry out a Product Development Strategy by developing new products in Tourism Attraction Objects and then offering them to the old market using the Multi Concentrated marketing Strategy (concentrating on several targets). Here are the development suggestions:

- a. Optimization of Tourism Awareness Groups (Pokdarwis): Increase the role and training of Pokdarwis to maximize the potential of community-based tourism.
- b. Digitalization of Tourism Promotion: Use digital media to introduce Burai Village widely, especially through social media, websites, and collaboration with tourism platforms.
- c. Strategic Partnerships: Collaborate with government, educational institutions, and the private sector to accelerate facility development, promotion, and attraction development.
- d. Environmental and Cultural Preservation: Ensure that every step of development is carried out while maintaining environmental sustainability and local cultural values.
- e. Accommodation and Tourism Activity Development: Provide decent accommodation facilities such as homestays, as well as educational tourism activities such as traditional arts and crafts workshops to extend the duration of tourist visits.
- f. This strategy is expected to realize Burai Tourism Village as a sustainable ecotourism destination that can provide a positive economic impact on the local community.

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