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Sustainability Analysis and Development Strategy for "Embung Pedang" Village Tourism in Kepohkidul Village

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Abstract: Tourism development in East Java is considered appropriate because it will have an impact on the economic activities of village communities. Kepohkidul Village, Kedungadem District, Bojonegoro Regency has a tourist attraction, namely "Embung Pedang". This research aims to find a tourism strategy for Embong Pedang, Kepohkidul Village. The method used is Multidimensional Scaling (MDS) analysis. The research was conducted in Kepohkidul Village, Kedungadem District, Bojonegoro Regency from October to November 2023. The resulting index value shows that each dimension calculated sequentially has various statuses, namely the ecological dimension which is very sustainable, the economic, social and infrastructure dimensions which are still not sustainable, and the institutional dimensions are considered poor or unsustainable. The conclusion is sustainability index are not yet optimal in terms of dimensions, the sustainability of tourism needs to be improved especially in technology adoption to increase tourism in the village of "Embung Pedang".

Keywords: Multidimensional scaling; Sustainability; Strategy; Tourism

Introduction

The tourism sector is the dominant sector in influencing economic growth in several countries, including Indonesia. Tourism development will bring many advantages and benefits (Suliartini et al., 2023). Tourism can become a mainstay industry for areas that do not have natural resources such as oil and gas, forest products and manufacturing industries (Wijaya et al., 2014). Tourism development in East Java is considered appropriate because it will have an impact on the economic activities of village communities and this can certainly improve the welfare of communities around tourist attractions. The appropriate tourism village development model is a model where the implementation of tourism activities is carried out by involving the local community, by coaching and empowering the community around the tourist location (Pratiwi et al., 2016). Developments in the tourism sector have a multiplier effect on the movement of the economy. Even though it provides great benefits for the development of welfare, tourism development can also have negative impacts in the form of environmental damage (Ifah et al., 2022).

Bojonegoro Regency is a district in East Java Province which has developed quite well in recent years. Even though in 2016 Bojonegoro Regency still occupied the 8th position as the poorest region in East Java province, the Bojonegoro Regency Government's efforts to develop and improve infrastructure in various sectors are starting to show results. Various developments have been carried out by the Bojonegoro Regency Government to improve the quality of life of its people. One of the efforts carried out by the Bojonegoro Regency Government since 2016 is to develop tourism potential, especially tourist villages by prioritizing local village potential (Astanti, 2016). Kepohkidul Village, Kedungadem District, Bojonegoro Regency has a tourist attraction, namely "Embung Pedang" which is currently being budgeted for development through the Village Fund. The Kepohkidul village government hopes that Embug Pedang tourism can provide benefits to the local

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community because it can increase Kepohkidul's PADesa (Original Village Income) and increase the income of the local community. This village tourism offers several tourist attractions, namely, water tourism using duck boats and water bicycles, tree houses, children's toys, live music and also local MSMEs involving residents around the village. The condition of the "Embung Pedang" area which is covered with cool trees is an opportunity to develop various kinds of tourism activities. Tourism villages are a form of implementing community-based and sustainable village development. The development of tourist villages is a hope for equitable development, especially in Indonesia (Ramdhani et al., 2023).

From data from the management of Embung Pedang, tourism visitors to this village continue to increase from 2019, namely 419 visitors, in 2020 and in 2021 it increased to 967 visitors, both from around the village or outside the city. Then in 2022 per year it will increase to 986 visitors. Meanwhile, in 2023, visitors experience daily ups and downs, there are 50-60 visitors every day, and only every Sunday or holiday the number of visitors increases.

Tourism potential should be managed as optimally as possible so that tourism potential provides great benefits for the welfare of the community, and can be preserved through conservation steps or efforts carried out by the community itself so that tourism becomes a way or effort to manage regional potential. Apart from that, tourism sustainability in all aspects needs to be considered so that tourism sustainability is maintained. To make this happen, it is necessary to identify sustainability from ecological, economic, social, institutional and existing infrastructure aspects to determine aspects that require improvement and development (Parmawati, 2019). So that later in this research the right strategy can be formulated for the successful development of "Embong Pedang" village tourism.

Method

A quantitative approach was used in this research. This research aims to find a sustainability strategy for Embong Pedang tourism, Kepohkidul Village. The method used is Multidimensional Scaling (MDS) analysis. The research was conducted in Kepohkidul Village, Kedungadem District, Bojonegoro Regency from October to November 2023. The data used were primary data and secondary data. Primary data was obtained using a questionnaire distributed to several respondents. The selection of respondents is adjusted to environmental conditions and the number of respondents to be taken, namely respondents who are considered able to represent and understand the problems being studied (Thamrin, 2009). The number of respondents taken based on the Slovin formula (Sevilla, 2007; Supriyanto et al., 2017) was 65 people consisting of managers, business actors, the community and visitors. Questionnaires were distributed to collect research data and used to assess the state of sustainability of healthy rice farming in Wlingi District. Sustainability status was evaluated in five dimensions: ecological, economic, social, institutional and infrastructure using software namely Application R (Madyaratry et al., 2020). The questionnaire had previously assessed data accuracy through Validity and Reliability tests (Afiyanti, 2008).

Table 1. Dimensions and Indicators of Sustainability of Tourism Management in Embung Pedang Village

Ecological Dimensions
The Existence and Quality of the Embug Pedang as a Tourist Attraction (X1.1)
Suitability of Land as a Tourist Area (X1.2)
Availability of Clean Water in Village Tourism Areas (X1.3)
Reservoir Width (X1.4)
Trash Can Availability (X1.5)
Economic Dimensions
Contribution of the Embung Pedang Village Tourism Area to PAD (X2.1)
Average Additional Community Income (X2.2)
Tourist Visit Rate (X2.3)
Labor Absorption (X2.4)
Community Welfare Level (X2.5)
Social Dimension
Gathering Intensity Between Managers (X3.1)
Education Level of Residents Around the Area (X3.2)
Community Support in Tourism Land Management (X3.3)
Balance of Rights and Obligations in Management (X3.4)
Potential Conflicts in Village Tourism Management (X3.5)
Institutional Dimensions
Availability of Management Regulations (X4.1)
Implementation, Supervision and Promotion of Natural Resources (X4.2)
Coordination Between Stakeholders (X4.3)
Regional Government Policy Support (X4.4)
Community Participation (X4.5)
Infrastructure Dimensions
Public Transportation to Tourist Locations (X5.1)
Public Facilities and Infrastructure (Toilets and Prayer Rooms) (X5.2)
Supporting Facilities and Infrastructure (Tent and Floating Equipment Rental) (X5.3)
Road Facilities and Infrastructure Support (X5.4)
Telecommunications and Information Infrastructure (X5.5)

Secondary data was obtained through observation and documentation. Table 2 shows the sustainability status of each dimension by category.

Then Monte Carlo analysis was carried out to calculate uncertainty and Leverage analysis to determine the most sensitive attributes (Nandini et al., 2017). The validity of the MDS model is obtained from

the difference in sustainability index values and Monte Carlo analysis. The model is considered valid if the difference is below 5% (Handayani et al., 2021).

Table 2. Sustainability Status Category (Kholil, 2014)

Index Value	Sustainability Category
0.00 – 25.00	Not sustainable
25.01 – 50.00	Not sustainable
50.01– 75.00	Quite sustainable
75.01 – 100.00	Very sustainable

Result and Discussion

There are several dimensions that need to be known for their sustainability status, namely the ecological (5 attributes), economic (5 attributes), social (5 attributes), institutional (5 attributes) and infrastructure (5 attributes) dimensions. In the kite diagram (Figure 1) it can be seen that all dimensions show sustainability with the sustainability index value for each dimension as follows: ecological dimension 74.93; economic dimension 49.60; social dimension 31.30; institutional dimension 22.26; and infrastructure dimensions 28.32. The resulting index value shows that each dimension analyzed sequentially has varying status, namely the ecological dimension which is very sustainable, the economic, social and infrastructure dimensions which are still less sustainable and the institutional dimension which is considered poor or unsustainable. Therefore, many improvements need to be made to increase the sustainability of the "Embung Pedang" village tourism. To improve the sustainability status of each dimension, it can be seen from the results of the Leverage analysis.

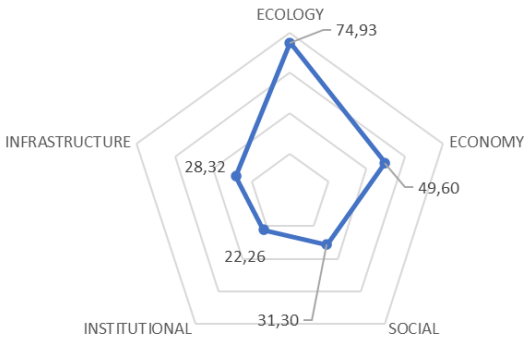

Figure 1. Index and Sustainability Status of "Embung Pedang" Village Tourism in Kepohkidul Village (Source:Data analysis results, 2023)

Viewing the error rate in MDS analysis can be done by comparing the difference between MDS and Monte Carlo values (Table 3). The difference between the two shows that the "Embung Pedang" tourism sustainability index value at the 95% confidence level has a small error value in the analysis process (Pratama et al., 2018). The difference between MDS and Monte Carlo, which is less than 1, shows that the calculation of the MDS value reflects actual value with a high level of precision (Maharani et al., 2017).

Table 3. Differences in Sustainability Index Values from MDS and Monte Carlo Analysis

Dimensions	Sustainability Index Value		Difference
	MDS	Monte Carlo	
Ecology	74.93	74.93	0
Economy	49.60	49.60	0
Social	31.30	31.30	0
Institutional	22.26	22.10	0.16
Infrastructure	28.32	28.32	0

Source: Data analysis results, 2023.

Ecological Dimension Sustainability Index

The results of the MDS analysis show that the ecological dimension has a very sustainable status with a sustainability index value of 74.93. The distribution of research data on this dimension can be seen in Figure 2. The ecological dimension received the highest sustainability index value in the assessment of the sustainability status of the "Embung Pedang" Village Tourism in Kepohkidul Village. The value of the ecological sustainability index is influenced by 5 attributes as the basis for assessing sustainability. These attributes are (X1) Tourist Attraction, (X2) Suitability of land as a tourist area, (X3) Availability of clean water in tourist areas, (X4) Suitability of land area as a tourist area, (X5) Availability of trash cans. Based on Figure 3, it can be seen that the sensitive attribute that most influences tourism sustainability is the suitability of land area as a tourist area, so that if you want to maintain sustainable status, special attention needs to be paid to this attribute.

The "Embung Pedang" village tourist attraction is basically a water storage reservoir with an area of 100 x 100m. Initially, this reservoir was used for agricultural irrigation and was developed as a tourist attraction, so when compared with tourism in general, the area of the "Embung Pedang" tourist area is very limited. The size of the tourist area is closely related to the ecological carrying capacity. Large tourist areas certainly increase visitor capacity (Hayati, 2013). Ecological potential is the number of visitors per activity that can be tolerated by nature, while the area required for each activity is adjusted to the type of activity (Shaleh et al., 2022). The types of activities or tourist attractions in the Pedang Dam tourism are pedal boats, odong-odong, fishing equipment rentals, tree houses, various snacks and various children's games. Currently, land area is a factor that can be a weakness in ecological attributes, because in the future, the number of visitors will increase. Concerns arise if the area of tourist land no longer meets

the ecological carrying capacity that nature can tolerate. To achieve ecological carrying capacity, there must be a balance between the number of tourists and the population there (Herlambang et al., 2016). Environmental carrying capacity or what is known as Carrying capacity is stated in the Spatial Planning Law (UUPR) Number 26 of 2007. In this Law it is stated that Carrying Capacity is the maximum population number that can be supported by a habitat in a sustainable period of time without causing damage or decline. permanent productivity of the ecosystem where the population is located (Ruwayari et al., 2020).

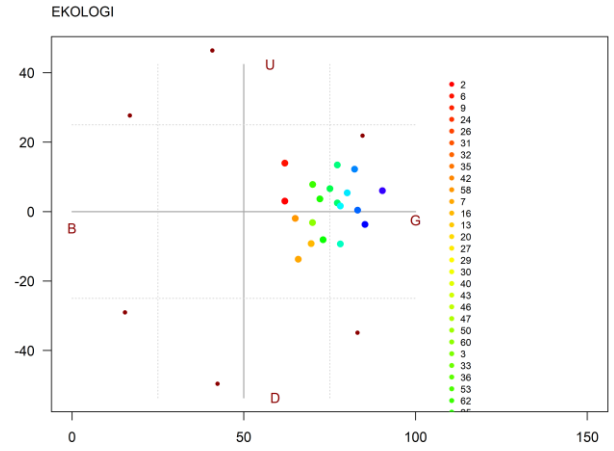

Figure 2. Distribution of attribute data on ecological dimensions

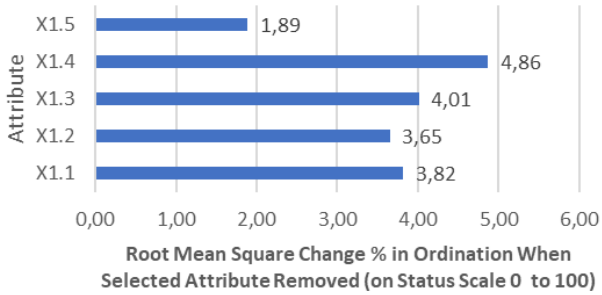

Figure 3. Sensitive attributes that influence the sustainability of the ecological dimensions of "Embung Pedang" Village Tourism in Kepohkidul Village

Economic Dimension Sustainability Index

The results of the MDS analysis show that the economic dimension has a sustainability index value of 49.60. This index value shows that the economic dimension is still a less sustainable dimension so its sustainability needs to be improved. The distribution of research data on the economic dimension can be seen in Figure 4. The value of the ecological sustainability index is influenced by 5 attributes as the basis for assessing sustainability. These attributes are (1) Contribution to PAD, (2) Contribution of tourist areas to community income, (3) Level of tourist visits, (4) Potential for employment, (5) Level of community welfare. Figure 5 is the result of leverage from the economic dimension. In this figure it can be seen that the attributes of the level of tourist visits and contribution to Original Regional Income (PAD) are sensitive attributes that can be used to improve the economy in the tourist area.

Basically, these 2 indicators are closely related to one another, because increasing tourist visits will increase the contribution of "Embung Pedang" to PAD (Dewi et al., 2021). This relationship is supported by research conducted by Sabrina et al. (2018) and Siddiqa (2023) that the number of tourists simultaneously has a significant effect on Regional Original Income. By increasing the number of tourist visits, it is hoped that PAD can be increased through the receipt of tourist attraction levies managed by the regional government. The greater the number of tourist visits and the higher the tourist attraction fees received, the higher the PAD obtained (Siddiqa, 2023).

Tourism is a travel activity or part of this activity carried out voluntarily and on a temporary basis to enjoy tourist objects and attractions. Meanwhile, tourists are people who carry out tourism activities (Aquarita et al., 2016). In this case, the "Embung Pedang" tourist attraction has a number of tourists that does not always increase, but also at certain times experiences a decrease. The fluctuating number of visits certainly has an impact on the economy of the surrounding community (Asmari et al., 2021). An increase in the number of visitors is indeed good if it is accompanied by the community's ability to prevent uncontrolled environmental damage (Hamidi et al., 2023). To increase tourist visits, what can be done is to carry out promotions that include knowledge about environmental conservation and preservation through training and exercises (Eba et al., 2023).

Community income can also increase with the increase in the number of tourist visits. For this reason, this tour offers several ODTW (Tourist Attractions and Attractions) such as tree houses, duck boats, water bikes, children's toys, live music. If ODTW is deemed insufficient to attract visitors' attention, it can be added to ODTW related to historical heritage, arts and culture or other activities such as camping, fishing, selfie spots, etc. To improve the economy, unique culinary and souvenir sellers can be added so that visitors must visit to be able to enjoy these culinary delights (Nurhayati, 2018). Facilities can also be added by ensuring there is a place to sit and rest, a prayer room, a toilet. The availability of public transportation that makes it easier for visitors to go to tourist locations is also an added value (Tahir et al., 2023).

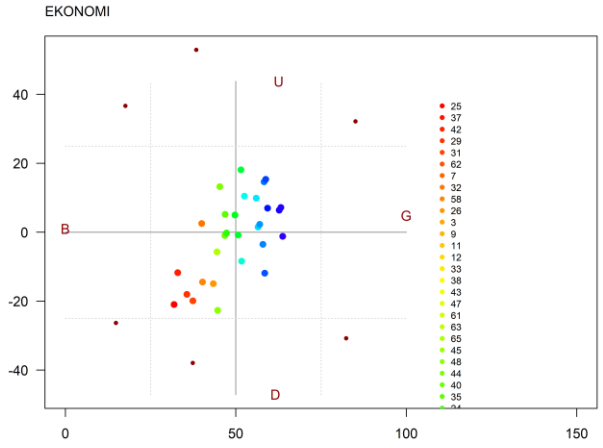

Figure 4. Distribution of attribute data on economic

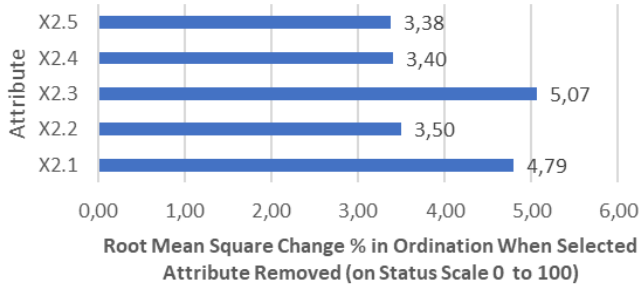

Figure 5. Sensitive attributes that influence the sustainability of the economic dimension of "Embung Pedang" Village Tourism in Kepohkidul Village

Social Dimension Sustainability Index

The results of the MDS analysis show that the social dimension has a less sustainable status with a sustainability index value of 31.30. This sustainability status, which is still very poor, needs to be improved, so to improve it, knowledge is needed regarding sensitive attributes in improving sustainability status through Leverage analysis. The distribution of research data on the social dimension can be seen in Figure 6. The value of the social sustainability index is influenced by 5 attributes as the basis for assessing sustainability. These attributes are (1) Intensity of gathering between managers, (2) Level of community education, (3) Support from local communities for village tourism, (4) Balance of rights and obligations between managers, (5) Frequency of conflict incidents in tourist areas. Based on the results of the Leverage test in Figure 7, it is very clear that the frequency of conflict incidents in tourist areas and the intensity of gatherings between managers are sensitive factors that need to be considered to improve the sustainability status of tourist villages. The frequency of conflicts that occur in the "Embung Pedang" tourist area needs to be prevented so that the sustainability of this dimension can be increased. Conflicts in the tourism sector can occur because they are influenced by several things, namely lack of community involvement, the benefits of tourism are still not felt, and the perceived costs are still too high (Hien et al., 2022). To resolve problems like this, tourism managers, including policy makers, should hold discussions to resolve the problems that occur. Village institutions must work together with the Regional Government in resolving conflicts so that a solution can be found quickly. Parties in conflict can hold discussions to get an agreement and a way out (Jaya et al., 2018).

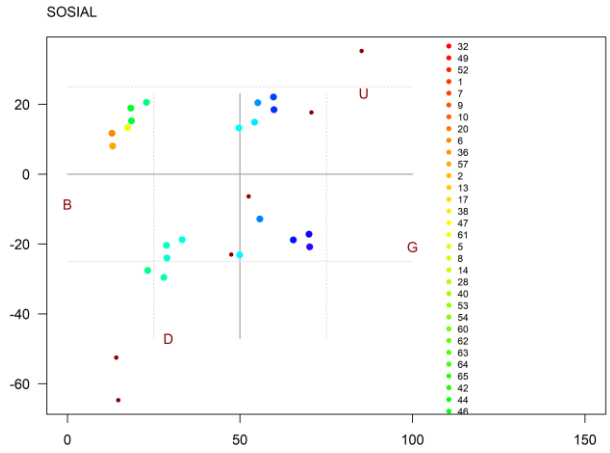

Figure 6. Distribution of attribute data on social dimensions

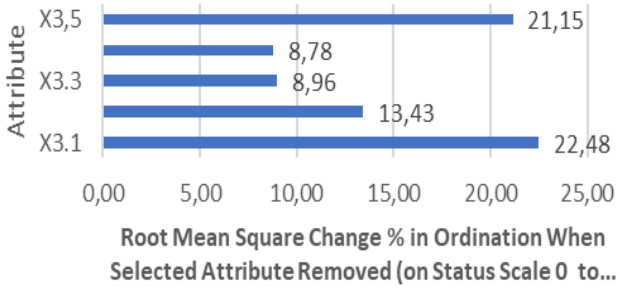

Figure 7. Sensitive attributes that influence the sustainability of the social dimension of "Embung Pedang" Village Tourism in Kepohkidul Village

Institutional Dimension Sustainability Index

The results of the MDS analysis show that the institutional dimension has an unsustainable status with a sustainability index value of 22.26. The distribution of research data on the institutional dimension can be seen in Figure 8. The value of the institutional sustainability index is influenced by 5 attributes as the basis for assessing sustainability. These attributes are (1) Regulations related to tourism management, (2) Implementation, supervision and promotion of natural resources, (3) Coordination between stakeholders, (4) Support for local government policies, (5) Community

participation. Based on Figure 9 below, it can be seen that there are 2 attributes that are most sensitive in influencing the sustainability of the institutional dimension of "Embung Pedang" village tourism, namely support for local government policies and coordination between stakeholders. Weaknesses in these 2 sensitive attributes, if improvements are made, will be able to increase sustainability in this dimension. Stakeholders in the tourism sector must strengthen cooperative relationships such as coordination, networking, good collaboration between stakeholders, so as to avoid conflicts of interest and make it easier to determine who should be involved in existing development and who needs improvement so that development becomes better. easy to implement in the tourism sector (Mahadiansar et al., 2021). Integrated tourism areas need policies that make it easier and ensure that actors in the tourism sector are able to synergize and coordinate. An integrated tourism area is an implementation based on two interests, namely developing culture and management of natural tourism, creative innovation arts and regional culinary specialties as an important part in developing the strength of local culture which has unique value as a basis for promoting comparative advantages in terms of culture and tourism (Kusbandrijo et al., 2018). In this case, stakeholders must play a role in the process of developing tourist destinations by prioritizing strengths in innovation and creativity (Hamidi et al., 2023).

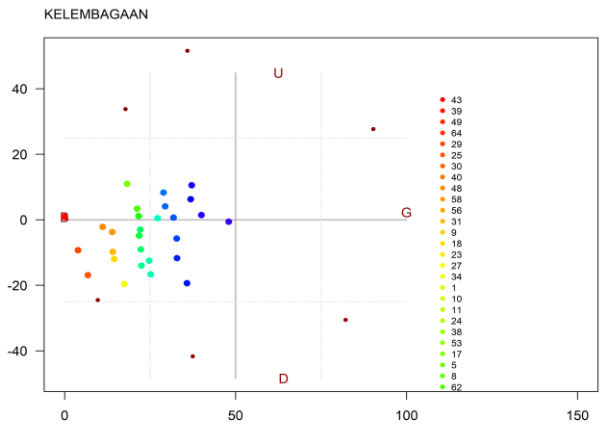

Figure 8. Distribution of attribute data on institutional dimensions

The government can support local tourism by establishing formal institutions that serve as facilitators between various stakeholders in developing the tourism sector (Wulandari et al., 2021). The government must also pay attention to existing tourism potential so that it can be developed in a better direction, improving access, infrastructure, public facilities and promoting it on a large scale to attract investors (Kawatak et al., 2020).

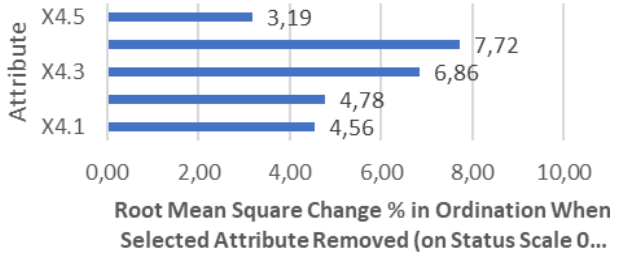

Figure 9. Sensitive attributes that influence the sustainability of the institutional dimensions of "Embung Pedang" Village Tourism in Kepohkidul Village

Infrastructure Dimension Sustainability Index

The results of the MDS analysis show that the infrastructure dimension has a less sustainable status with a sustainability index value of 28.32. The distribution of research data on the institutional dimension can be seen in Figure 10. The value of the infrastructure sustainability index is influenced by 5 attributes as the basis for assessing sustainability. These attributes are (1) Access to public transportation, (2) Availability of infrastructure such as toilets and prayer rooms, (3) Quality of facilities and infrastructure, (4) Quality of roads at tourist locations, (5) Availability of WiFi. After carrying out the Leverage test, it can be seen in Figure 11 that the most sensitive attribute in the infrastructure dimension is access to public transportation. Access to the "Embung Pedang" tourist attraction is indeed very easy, but there is no special transportation for people who want to visit. Tourists can visit using private transportation. In tourism development, transportation is a factor that receives little attention (Coppola et al., 2020). This is a form of opportunity which, if utilized and realized, will increase tourist visits to "Embung Pedang" (Aisah et al., 2021). Improvements in public transport access will allow for improvements in this dimension of sustainability. Tourist destination information boards can provide clear information to tourists so that access to tourist attractions becomes easier (Jupri et al., 2021).

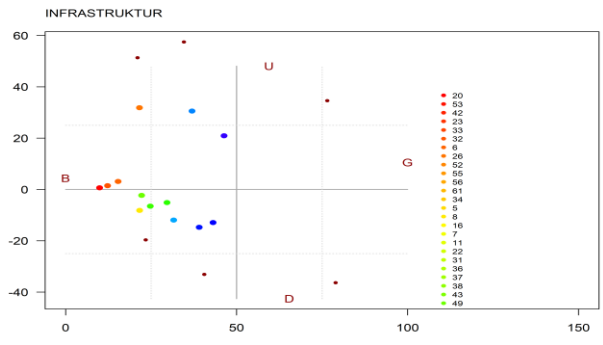

Figure 10. Distribution of attribute data on infrastructure dimensions

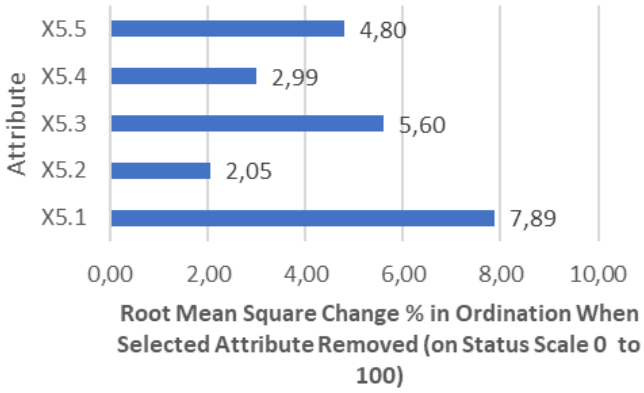

Figure 11. Sensitive attributes that influence the sustainability of the "Embung Pedang" Village Tourism infrastructure dimensions in Kepohkidul Village

From the 5 dimensions above, there are several sensitive attributes that have been collected based on their dimensions, namely:

Conclusion

The sustainability status of the "Embung Pedang" Village Tourism in Kepohkidul Village which was measured had various results in each dimension. The ecological dimension is very sustainable, the economic, social and infrastructure dimensions are still less sustainable and the institutional dimension is considered poor or unsustainable so that to maximize and improve its sustainability status it is necessary to increase the role of attributes which are levers in Leverage analysis.

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Author Contributions
Conceptualization, N. N and P. R; methodology, P. R and K. M.; software, N. N.; validation, P. R and K. M.; formal analysis, N. N.; investigation, N. N; resources, N. N; data curation, N. N and P. R; writing—original draft preparation, N. N; writing—review and editing, N. N.; visualization, N. N; supervision, P. R and K. M; project administration, N. N.; funding acquisition, N. N.

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Conflicts of Interest
The authors declare no conflict of interest.

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