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## Tourism Development Strategy Analysis at the Dieng Plateau in Banjarnegara Regency

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### Article Information

History of Article:  
Received: March 14<sup>th</sup>  
2024  
Accepted: April 22<sup>th</sup>  
2024  
Published: April 24<sup>th</sup>  
2024

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Keywords:  
Tourism, Dieng Plateau,  
SWOT Analysis,  
Tourism Planning,  
Tourism Promotion,  
Tourism Products

### Abstract

*This study aims to describe the strategy of tourism development at the Dieng Plateau In Banjarnegara Regency, using indicators strengths, weaknesses, opportunities and threats. This research was conducted in Banjarnegara Regency tourism offices and tourist attractions at the Dieng Plateau In Banjarnegara Regency. This research target is, manager of Dieng Plateau tourist attraction, the tourism agencies and tourists. This research method using descriptive qualitative research method. Technique data collecting by interview, observation and documentation. Data analysis using the SWOT analysis, while the focus of his research studies are using the indicators of tourism planning, tourism promotion and tourism products. The research shows that still need for evaluation and better coordination of government, private sector and communities, tourism facilities and infrastructure still needs to be improved, the campaign still needs to be done effectively on the target market for tourism, and the development and improvement of tourism products include attractions, accessibility and existing tourist facilities. While the barriers to tourism development at the Dieng Plateau In Banjarnegara Regency is funding limitations, because the Department of Tourism is not given the authority to process the proceeds from tourism itself.*

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**Abstrak**

History of Article:

Diterima: 14 Maret  
2024

Disetujui: 22 April  
2024

Dipublikasikan: 24  
April 2024

Kata Kunci:

Pariwisata, Dataran  
Tinggi Dieng, Analisis  
SWOT, Perencanaan  
Pariwisata, Promosi  
Wisata, Produk Wisata

Penelitian ini bertujuan untuk menggambarkan strategi pengembangan pariwisata di Dataran Tinggi Dieng Kabupaten Banjarnegara, dengan menggunakan indikator kekuatan, kelemahan, peluang dan ancaman. Penelitian ini dilakukan di Dinas pariwisata Kabupaten Banjarnegara dan objek wisata wisata yang ada di Dataran Tinggi Dieng Kabupaten Banjarnegara. Sasaran penelitian ini adalah, pengelola objek wisata Dataran Tinggi Dieng, pihak dinas pariwisata dan wisatawan. Metode penelitian ini menggunakan metode penelitian deskriptif kualitatif. Tehnik pengumpulan data dilakukan dengan wawancara mendalam, observasi dan dokumentasi. Analisis data menggunakan analisis SWOT, sedangkan fokus kajian penelitiannya adalah menggunakan indikator perencanaan pariwisata, promosi wisata dan produk wisata yang ada. Hasil penelitian menunjukkan masih perlu adanya evaluasi dan koordinasi yang lebih baik lagi dari pihak pemerintah, pihak swasta dan masyarakat, sarana dan prasarana wisata masih perlu ditingkatkan, promosi yang dilakukan masih perlu ditingkatkan agar efektif mengenai sasaran pasar pariwisata, serta pengembangan dan pembenahan produk wisata yang meliputi atraksi, aksesibilitas dan fasilitas wisata yang ada. Sedangkan hambatan dalam pengembangan pariwisata di Dataran Tinggi Dieng Kabupaten Banjarnegara adalah keterbatasan dana, karena pihak dari Dinas Pariwisata tidak di beri kewenangan untuk mengolah dana dari hasil pariwisata itu sendiri.

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## PENDAHULUAN

Tourism industry is often considered as the answer to economic problems facing Indonesia. Economic difficulties in the causes of non-oil exports declining and imports are rising, and the unequal economic development, will be considered resolved by the tourism industry. Because, the tourism industry can create new jobs which will certainly provide more economic opportunities, in addition can also be a means to maintain and improve the environment and promote regional economic development. Economic aspects of tourism is not only related to economic activity directly related to tourism activities, like business hotels, restaurants, and operation of tour packages. Many other economic-related tourism, such as transportation, telecommunications and retail.

Tourism industry as an activity that knows no boundaries, because the tour is one of human needs. There are many reasons that make people to travel to different places or tourist destinations. Therefore it is necessary to maturity plans and a clear strategy regarding all things related to the production of tourism, the tourism sector to compete with other regional tourism.

Tourism has a promising prospect as one of the industry could provide economic growth is very fast in terms of employment, income, standard of living and in other industrial sectors to enable the recipient area attractions. Tourism is also a complex sector, including industries in the broad sense such as the classic handicrafts industry and souvenirs.

Tourism sector has a vital role for local financial revenue. Therefore, Tourism and Culture is expected to continue to make efforts so that every year, tourism can contribute much to the local government original Income.

With the development of strategic plans and was expected to adopt a variety of human interests and the implementation of tourism development can be implemented to realize the desire and aspirations - goals Banjarnegara Regency government to make the tourism sector as one of the spearheads of tourism competitiveness.

## **METODE ANALISIS**

### **1. Desain Penelitian**

The Objectives of this research is tourism management at the Department of Tourism and Culture Banjarnegara Regency, tourist attraction manager Dieng Plateau and tourists. The method used in this research is Qualitative with secondary and primary data analysis. Data selection techniques in this research are depth interview, observation, and documentation.

### **2. Teknik Analisis Data**

#### **a. SWOT Analysis**

Analysis strategy used is a SWOT analysis. SWOT analysis is to identify the various factors systematically to formulate organizational strategies. Analysis is based on the logic that maximizes the strength (Strength), and opportunities (Opportunities), but at the same time can minimize the weaknesses (Weaknesses) and threats (Threats).

#### **b. Data Collection Methods**

In the early stages of data collection using interviews, observation and documentation. The researchers compared the results of observations and checked the documents that have been owned by the researcher. The next stage is to take advantage of the grouping of these data which has been divided into external and internal in the model - a model of quantitative strategy formulation. Some models can be used at once in order to obtain a more analysis complete and accurate. The final stage is a deduction. The conclusion drawn is a picture of reality. If researchers have not established the conclusion that there were deficiencies in data collection, the researcher should collect more data to deepen the analysis.

## **HASIL DAN PEMBAHASAN**

### **1. SWOT Analysis with a Focus of Study Planning**

#### **a. Strength**

- 1) There is support from the executive and legislative in the development of tourism sector in the district.
- 2) Each section in the of Tourism Office makes plans.
- 3) There is potential for tourism and culture at Dieng Plateau tourism object.

#### **b. Weakness**

- 1) Quality of human resources are still low in the tourism industry.
- 2) Tourism office was not given the right to treat the proceeds from tourism

- 3) Cultivation of potential for tourism and culture at Dieng plateau tourism object has not optimum.
- c. Opportunity**
  - 1) Region autonomy provides the freedom to manage the overall tourism.
  - 2) Surrounding communities support tourism development activities.
  - 3) The need for recreation of the society members is high.
- d. Threats**
  - 1) There is public perception that tourism development can disrupt the natural balance.
  - 2) Unstable security may disrupt planning that has been already applied.
  - 3) The existence of natural disasters that may come at any time.
- e. SO Strategies**
  - 1) Optimizing the existing support for region autonomy development by providing a good planning.
  - 2) Utilizing the existing natural potency for increasing the regional income, improving the society members earning, and opening new job opportunities.
- f. WO Strategies**
  - 1) Besides joining training, the Tourism employees need to broaden their insight on modern tourism industry through media such as TV, magazines, book, and internet.
  - 2) Utilizing the region autonomy and community support, to maximize the development of tourism.
- g. ST Strategies**
  - 1) Provide counseling / socialization, to the manager and the general public, using the rules / laws which exist, so the negative excesses of tourism development can be minimized.
  - 2) Finalizing a strategic plan, by creating an effective and efficient planning by looking at all the potential that exists.
- h. WT Strategies**
  - 1) Addressing security crisis, with how the create a conducive situation and frequent monitoring / patrolling in the vicinity of tourist Dieng by the manager and the police
  - 2) Optimizing the performance of the employees or so that the plan can be implemented as is expected.
- 2. SWOT Analysis by Focus on Tourism Promotion**
  - a. Strength**
    - 1) The scene is beautiful, the weather is clean, and having very low pollution.
    - 2) The attitude of society in general is open, cooperative and hospitality to tourists.
    - 3) The number of package tour organizers is sufficient.
  - b. Weakness**
    - 1) Promotion is inadequate due to lack of budget provided by local government
    - 2) The facility access to Banjarnegara Regency is not complete because there is no airport services.
  - c. Opportunity**
    - 1) Tourism is one of the potential sectors for improving the original income of Banjarnegara Regency.
    - 2) Tourism is as a tool to introduce Banjarnegara Regency to investors who want to invest their capital.
    - 3) The existence of telecommunication and information technology advancement in this area.

- d. Threats**
  - 1) The existence of similar attractions in the other areas, such as a tourism object at the Baturaden In Banyumas, so the interest visitor to dieng Plateau.
  - 2) Promotions are conducted by parties other local attractions more intense and interesting.
- e. SO Strategies**
  - 1) Maintaining cool and beautiful image of Dieng Plateau as supporting promotion of this tourism resort.
  - 2) Offers tour packages that are more creative by accentuating the charm of traditional and indigenous cultural communities Dieng
- f. WO Strategies**
  - 1) Create promotional programs that effectively and efficiently, using the internet facilities are likely to be accessed many peoples
  - 2) Joining the regular promotions on special events, by involving all existing potencies.
- g. ST Strategies**
  - 1) Utilizing the natural environmental conditions Dieng that has own characteristics to attract tourists.
  - 2) Promoting nature tourism packages along with a more varied cultural attractions, to invite more tourist visiting Dieng Plateau.
- h. WT Strategies**
  - 1) Organizing special events on side within holiday season
  - 2) Doing aggressive campaigns before the holiday sessions coming.
- 3. SWOT Analysis with the Tourism Product Review Focus**
  - a. Strength**
    - 1) Having tourism attractions in the forms of natural and cultural tourism.
    - 2) Having beautiful and interesting tourism object.
  - b. Weakness**
    - 1) Incomplete tourism facilities provided.
    - 2) Souvenir shops and travel agency have not optimumly supported the tourism sector.
  - c. Opportunity**
    - 1) There is good cooperation between the Tourism Office, society, and Public Parties
    - 2) Increasing tourism demand among the global community
  - d. Threats**
    - 1) The attractiveness of art and culture of other regions
    - 2) Change in community social structure of communities around the tourist area at the Dieng Plateau
    - 3) Change in the structure natural of environment in the tourist area of dieng Plateau
  - e. SO Strategies**
    - 1) To increase cooperation with relevant agencies in order to use the existing potencies for the shared interest.
    - 2) To offers a various and interesting tourism packages.
  - f. WO Strategies**
    - 1) To cooperate with other relevant agencies to improve the quality of tourism products provided.
    - 2) To increase cooperation with various parties with the addition of facilities for visitors so that the member of tourist visits may increase.
  - g. ST Strategies**

- 1) Integrated development with any existing tourism potentials to increase tourist visits
- 2) The compete with other regencies, Banjarnegara Regency provides a complete information about art and culture of its own through various media.

**h. WT Strategies**

- 1) Maximizing the facilities and time available to serve every tourism visit so that the effective tourism visit will be reached.
- 2) To increasing cooperation between government and private sectors to optimize the role of travel agency and souvenir shops to improve the quality of facilities and infrastructure.

**KESIMPULAN**

1. Jam The planning system has been neatly arranged. However, the support from various parties involved in the implementation of tourism development is needed, the form of support is cooperation between public, private sector and government so that the negative impacts of tourism development can be minimized.
2. Promotions conducted by the Tourism and Culture Office is still less than optimum, due to lack of budget provided by local governments. Tourism Office should work even harder, be more creative by making the campaign as interesting as possible, even with a minimal budget, so that tourists will be interested in visiting the tourism resort of Dieng Plateau.
3. Dieng Plateau has a tourist attraction also known as the object of tourist attraction that is quite diverse natural and cultural tourism. The variety of tourism products include the Museum Antiquities, Bitingan hot water, Goa amulets, Agro Tourism Fruit Strawberry and Chrysanthemum Agro Tourism fruit.
4. Beside cooperation with related parties, the Tourism and Culture Office can also use regulations and laws that already exist to be considered in a plan of development until the negative excesses of tourism development can be minimized.
5. The Tourism Office should also have the right to manage the revenue originated from tourism affairs so that the tourism sector can be developed optimumly.
6. Banjarnegara citizen in general and the society members living around the tourist resort of the Dieng Plateau in particular, still needs to be increased their awareness and responsibility in the development of tourism by contributing to maintain cleanliness, orderliness, and security of tourism resorts.

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