



Development strategies of Tanjung tourist village to enhance tourist visits

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ABSTRACT

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Tanjung Tourist Village, located in Donoharjo Village, Ngaklik District, Sleman Regency, Special Region of Yogyakarta, is a cultural tourism destination that highlights the lives of farmers who strongly uphold Javanese cultural values. Unfortunately, Tanjung Tourist Village has experienced slow development, and some of its annual activities have been hindered. This research aims to formulate development strategies for Tanjung Tourist Village to increase tourist visits and identify supporting and inhibiting factors in the development efforts. The research focuses on qualitative aspects with a descriptive approach. The research was conducted in Tanjung Tourist Village, Sleman, DIY, in October 2023. Data was collected through interviews, documentation, and observations, and then analyzed qualitatively through data reduction, data presentation, and drawing conclusions. The results of the research show that supporting factors for the development of Tanjung Tourist Village include natural beauty, good accessibility, adequate facilities, friendly community service, and financial support from the Sleman Local Government. On the other hand, there are inhibiting factors such as poorly organized facilities, a lack of trained human resources in tourism management, and competition with neighboring tourist villages. Development strategies involve the inventory of tourism assets, mapping of community resources, strong promotion, participatory program planning, implementation as planned, transparent financial control, periodic evaluation, and document archiving. With well-planned steps, it is expected that Tanjung Tourist Village can optimize its tourism potential, improve the welfare of the community, and become an attractive destination for tourists.

1. Introduction

At present, tourists are starting to favor tourist destinations that not only showcase their natural beauty but also emphasize interaction with the local community. Therefore, in recent years, a new type of tourism has emerged, known as alternative tourism or village tourism. Village tourism focuses on providing tourists with experiential activities and active forms of tourism that involve direct interaction with the local community. By highlighting the local culture, it is expected that village tourism can compete with other tourist destinations (Haban, 2017).

Sleman Regency is one of the regencies in Indonesia with the highest number of village tourism destinations. Currently, tourists have started to become weary of conventional tourist attractions such as Prambanan Temple, Borobudur, and Malioboro (Sleman Regency Tourism Office, 2021).

Tanjung Tourist Village is a cultural tourist village located in Donoharjo Village, Ngaklik Sub-District, Sleman Regency, Yogyakarta Special Region. The village emphasizes the traditional way of life of the local farming community and upholds the noble values of Javanese culture. Additionally, the village boasts a variety of traditional arts, such as Jathilan, Peking, Karawitan, Angguk Putri, Sholawatan, Hadroh, traditional dances, Joglo Tanjung, and many other potential assets (Sleman Regency Tourism Office, 2021).



In Tanjung Tourist Village, various assets such as natural, social, and cultural assets exist, including cultural monuments or village landmarks like Joglo Tanjung, mutual cooperation (gotong royong), and sambatan. Moreover, the village houses numerous cultural assets such as Angguk Putri dance, Pekbung, Jathilan, classical dance, and many others. Joglo Tanjung, which is a 200-year-old heritage house, is a prominent attraction in this tourist village. Given the above descriptions, the author is interested in and finds this unique and characteristic for further research with the title "The Development of a Tourist Village Towards Prosperous Society: A Study in Tanjung Tourist Village, Donoharjo Village, Ngaklik Sub-District, Sleman Regency, Yogyakarta."

According to Hoogevelt in Soetomo (2013), development is a process of change that results from an evaluation process, interactions in a broader scope, or actions. Development, according to KBBI (Kamus Besar Bahasa Indonesia), is derived from the word "kembang," which means the process or manner of developing. A tourist village is a rural area that offers the authentic atmosphere of the village, including its social, cultural, customs, everyday life, and distinctive architectural features or economic activities that can be developed, such as attractions, accommodation, food and beverages, or other tourism needs (Priasukmana, 2001). From these descriptions, it can be concluded that the development of a tourist village is a process that involves making changes through the utilization of nature, culture, local traditions, and other potentials to achieve improvements in the social, economic, and cultural sectors, aiming for full self-reliance and prosperity in the village.

Developing tourist villages is essential because, apart from the geographical conditions of this archipelago, it is also mandated by Law No. 10 of 2009 on Tourism. The law states that the government, along with related agencies in the field of tourism, organizes and supports tourism to develop it (Article 11 of Law No. 10 of 2009) (Fitriati, 2014).

2. Method

This research is qualitative in nature with a descriptive approach. Qualitative research methods are often referred to as naturalistic research methods because they are conducted in a natural setting. Sugiyono (2010) explains that qualitative research is based on postpositivist philosophy and is used to study objects in a natural condition where the researcher is the key instrument. Sampling of data sources is done purposefully, data collection techniques involve triangulation (a combination of methods), data analysis is inductive/qualitative, and the results of qualitative research focus more on meaning than generalization. This research was conducted as an approach to elaborate and facilitate the information-gathering process during the study. The research was carried out in Tanjung Tourist Village, Sleman, Yogyakarta, in September 2023.

Data collection methods included interviews, observations, and document analysis. Interviews were conducted with the Tanjung Hamlet residents and representatives of the management of Tanjung Tourist Village. The interviews took place on October 2, 2023, in Tanjung Tourist Village.

The analysis technique followed a qualitative descriptive analysis approach using Miles and Huberman's model, which consists of data reduction, data presentation, and drawing conclusions (Sugiyono, 2017).

3. Result and Discussion

3.1. Overview of Tanjung Tourist Village

Tanjung Tourist Village is located approximately 5 kilometers from the Jogja Kembali Monument (Monjali) or precisely in the Dono Harjo Village, Ngaglik Subdistrict, Sleman Regency. Tanjung Tourist Village was officially inaugurated in 2001, and since then, many local and international tourists have visited the village, especially during school holidays.

Access to Tanjung Village is very convenient. Visitors can take the route from Monjali to the north. When you reach Kilometer 11, turn left towards Magelang Street. After approximately 950 meters, you will arrive at Tanjung Village. Tanjung Tourist Village has a population of around 1,600 people who work as farmers and are divided into three hamlets: Tanjung, Panasan, and Bantarjo, with 6 neighborhood units and 11 community units (RT). In addition to its potential for rural ecotourism, Tanjung Village also offers traditional art, cultural, and craft tourism, including home industries. Another distinctive feature of Tanjung Village is the historic Joglo house known as Joglo Tanjung.

Reportedly, this Joglo house, which is now over 200 years old, used to belong to the local village chief. Tanjung Village has a relatively large expanse of rice fields, which is also a tourism potential of the village. Visitors can learn and actively participate in rice field activities, from soil preparation, planting, harvesting, to the presentation of the harvest on the dining table.

The artistic potential of Tanjung Village includes Jathilan, Sholawatan (Islamic chanting), Karawitan (Javanese traditional music), Tari Angguk Putri (a traditional Javanese dance), and Tari Klasik (classical dance). Home industries or craft potentials that visitors can engage in include making children's toys, traditional food preparation, and batik making. As for traditional ceremonies held in the village, they include Manten (wedding ceremonies), Sunatan (circumcision ceremonies), Kenduri (feasts), and Wiwid (a village archive, 2023).



Fig 1. The Picturesque Environment of Tanjung Tourist Village
Source: Tanjung Tourist Village Documentation

3.2. The Social and Cultural Conditions of Tanjung Tourist Village

Similar to other areas in Sleman Regency, the residents of Tanjung Tourist Village are mostly farmers or agricultural laborers. Some of them work as civil servants, primarily as teachers. As a result, the agrarian way of life still strongly influences the daily lives of the people in this area.

Approximately 1,600 people live in Tanjung Tourist Village, residing in about 324 households. The educational level of the Tanjung residents varies, with the majority having completed high school, and some having attended universities. There is only a small portion of the population that lacks formal education (illiterate), and this group primarily consists of the elderly population. To improve education, particularly for the older generation, programs such as Kejar Paket A and Kejar Paket B have been initiated through the Community Learning Center (Pusat Kegiatan Belajar Masyarakat - PKBM) Ngudi Makmur.

The spirit of mutual assistance (*kegotongroyongan*) is highly valued by the people of Tanjung Village. This is particularly evident when community members are constructing or renovating houses, celebrating events, or facing calamities. The term "Sambatan" (derived from the word "Sambat," meaning to ask for help) is well-known, where villagers collectively and willingly engage in the construction or renovation of a resident's house without any monetary compensation for their communal efforts. Similarly, every Sunday and during festive occasions, communal work is frequently organized to collectively clean the environment through mutual cooperation.

3.3. History and Basis for the Establishment of Tanjung Tourist Village

The formation of Tanjung Tourist Village is motivated by the idea and the reality that tourists visiting the Yogyakarta region are becoming bored with conventional tourism destinations, which usually include visits to Borobudur Temple, Prambanan Temple, and the Yogyakarta Palace. Relying solely on these conventional tourist attractions results in a relatively short stay of around three days for tourists in Yogyakarta. Therefore, there was a need to find new solutions to address this issue. One

of the alternatives considered was rural tourism, where tourists are invited to immerse themselves in the peaceful and serene rural way of life, far away from the hectic urban environment. Tourists are encouraged to live with local people who uphold noble values, such as hospitality, communal cooperation (gotong royong), mutual assistance, resilience, and harmonious coexistence with the surrounding environment.

Tanjung Village, with its cultural monument represented by Joglo Tanjung and its traditional way of life, welcomed the government's desire, particularly from the Sub-District of Tourism of Sleman Regency, in collaboration with several tourism stakeholders in Yogyakarta, to transform Tanjung into a Tourist Village. This willingness was also driven by the belief that the blessings of tourism should not be limited to the wealthy alone, and that the local community should enjoy these blessings while preserving the noble customs inherited from their ancestors.

As a follow-up to this willingness, a preparatory committee for the establishment of Tanjung Tourist Village was formed. Finally, on July 1, 2001, Tanjung Tourist Village was officially inaugurated, marked by the striking of a large gong by one foreign tourist, followed by other foreign tourists and all attendees who struck small gongs. The inauguration of the Tourist Village was attended by the Assistant Minister of Tourism and Culture of the Republic of Indonesia, officials from the Provincial Tourism Office of DI Yogyakarta and the Sleman Regency, as well as several travel agents operating in Yogyakarta and its surrounding areas.

1. Facility

In 2011, Desa Wisata Tanjung experienced significant development with the addition of several new buildings designed in a traditional style, enriching the tourism facilities offered to visitors. There were five new structures that marked a significant improvement in the village's tourism infrastructure:

First, a Mushola (a place of worship) was constructed, providing convenience for guests who wished to conduct religious activities during their visit. The presence of the Mushola eliminated the need for them to travel to a mosque, which might have been a considerable distance from the tourism village.

Second, the addition of a new Joglo was a crucial step in expanding the available facilities. This Joglo included a spacious living area and several rooms for relaxation. Furthermore, it could serve as a venue for meetings and family gatherings.

Third, the Rumah Jawa (Javanese House), with its closed structure, featured a living area, restrooms, a kitchen, and bathrooms. This house served as a suitable location for meetings and comfortable accommodations.

Fourth, the Rumah Penginapan (Guesthouse) was a two-story building. The upper floor consisted of several rooms for guest accommodations, while the lower floor functioned as a hall or meeting place. The addition of this facility enhanced the quality of service and comfort for guests staying in Desa Wisata Tanjung, ultimately improving their overall experience during their visit.

2. Various types of tourism

Desa Wisata Tanjung offers various types of tourism that provide direct experiences to visitors. Here are some types of tourism available in this village:

- a. Agricultural Tourism: Visitors can learn about the agricultural processes, such as planting rice, hoeing, pounding rice, plowing fields, and rice harvesting. They can actively engage in these activities, gaining profound insights into agriculture.
- b. Plantation Tourism: This tourism type provides an opportunity to learn about the cultivation of cassava and corn, offering insights into how to plant and care for crops in plantations.
- c. Fishing Tourism: Visitors can participate in activities such as harvesting fish or fishing, gaining direct experience in the world of traditional fishing.
- d. Batik Tourism: This tourism type teaches the art of batik, both with handkerchiefs and shirts as media. Visitors can try their hand at the art of batik.

- e. Livestock Tourism: It involves activities like feeding goats, rabbits, herding goats, and bathing buffalo. Visitors can understand the role of livestock in the village's life.
- f. Painting Tourism: This is an opportunity to try the art of painting in various media such as paper, caping, pottery, clothing, and canvas.
- g. Traditional Arts Tourism: Visitors can enjoy traditional art performances such as shadow puppetry (wayang kulit), horse dance music (musik kuda lumping), jathilan, karawitan, one-man band (organ tunggal), and many more. This provides a profound experience of Javanese art and culture.
- h. Traditional Outbound Tourism: This activity includes traditional games like clog racing (balapan bakiak), playing on the seesaw (bermain enggrang), crafting from coconut leaves (kerajinan janur), bamboo water spray games (permainan bambu pancuran), tug of war (tarik tambang), and more, offering the chance to have fun in a traditional way.
- i. Settlement Tourism: Desa Wisata Tanjung offers a homestay program that allows visitors to stay in a joglo house that is over 200 years old. Visitors can experience living in an authentic Javanese joglo house.
- j. Water Tourism: Water tourism includes swimming in natural pools and playing in the river, providing refreshment and entertainment.
- k. Market Snacks Tourism: Visitors can enjoy various market snacks like mud cakes (lumpur), coconut pancakes (pukis), rolled pancakes (dadar gulung), and more.
- l. Culinary Tourism: This offers a culinary experience with dishes such as herb-infused grass fish soup (sup rempah ikan rumput), grilled fish (ikan bakar), and many other delicious Javanese dishes.



Fig 2. Tourists Engaging in Plowing Activity
Source: Documentation of Desa Wisata Tanjung



Fig 3. Festival Activities in Tanjung Village
Source: <http://desawisata-tanjung.blogspot.com/>



Fig 4. Artistic Activities in Tanjung Tourist Village
Source: <http://desawisata-tanjung.blogspot.com/>



Fig 5. Horse Dance Activity in Tanjung Tourist Village
Source: <http://desawisata-tanjung.blogspot.com/>



Fig 6. Learning to Dance in Tanjung Tourist Village
Source: <http://desawisata-tanjung.blogspot.com/>



Fig 7. Iconic House in Tanjung Tourist Village
Source: Tanjung Tourist Village Documentation



Fig 8. Homestay in Tanjung Tourist Village.
Source: <http://desawisata-tanjung.blogspot.com/>

3.4. Supporting and Hindering Factors in Developing Tanjung Tourist Village

The supporting factors in developing Tanjung Tourist Village are as follows:

Tanjung Tourist Village possesses the potential for a beautiful and tranquil environment that allows visitors to comfortably enjoy the village's atmosphere. Situated in a serene location, the village offers a calming natural beauty. The peaceful environment creates the perfect setting for visitors seeking an escape from the hustle and bustle of urban life and a chance to relish the serenity of nature. Apart from its natural beauty, the village also offers visitors opportunities to immerse themselves in the rich local culture. They can interact with the local residents, observe traditions, or savor the village's culinary delights. All these elements make Tanjung Tourist Village an ideal destination for those in search of tranquility. With such a beautiful and peaceful environment, Tanjung Tourist Village truly provides a comfortable and authentic connection to the captivating natural surroundings and local culture.

Accessibility to Tanjung Tourist Village is adequate, with well-maintained roads and clear signage along the way. One of the advantages that makes Tanjung Tourist Village even more appealing is its excellent accessibility. The roads leading to the village have been improved and well-maintained, ensuring that visitors can reach their destination comfortably. The quality of the roads provides a safer and more comfortable travel experience, making it easier for visitors to explore the surrounding areas. Additionally, the presence of clear signage along the route to Tanjung Tourist Village makes the journey even more straightforward. With clear information and adequate signage, visitors can avoid

difficulties in locating the village, allowing them to plan their trips more effectively and save time. All of this contributes to the comfort and satisfaction of visitors who want to enjoy the beauty of Tanjung Tourist Village without hindrances.

The existing facilities include accommodations and adequate sanitation for tourists. Overall, the facilities encompass public infrastructure, public amenities, and tourism-related facilities within Tanjung Tourist Village. Tanjung Tourist Village is committed to providing adequate facilities for tourists, covering various essential aspects to ensure a comfortable and enjoyable experience. One crucial facility is accommodations. The village offers a variety of accommodation options, including local community-based lodging. These lodging facilities are designed to meet various visitor needs, including comfort and accessibility. Additionally, Tanjung Tourist Village has paid attention to providing adequate sanitation facilities. Toilets and public sanitation facilities are available at various points in the village, ensuring visitors don't have to worry about cleanliness and comfort during their visits. Adequate sanitation facilities are crucial to maintaining the health and comfort of visitors, especially those spending extended periods in the village.

The services provided in Tanjung Tourist Village are excellent due to the friendly nature of the local community. The services offered in Tanjung Tourist Village are a critical aspect that supports the positive experiences of visitors. One of the key factors contributing to the village's exceptional service is the friendly and hospitable nature of the local community. The amicable and helpful local residents create a warm and welcoming atmosphere for visitors. They are often willing to provide information, guidance, and even share local stories, making visitors feel at home. The warmth and hospitality of the local community also foster positive relationships between visitors and the local community. This often has a positive impact on the visitors' experience, making them feel more connected to the local culture and daily life in Tanjung Tourist Village. Good service and the friendliness of the local community are essential factors in making the village an attractive and memorable tourist destination, where visitors feel welcomed with open arms and receive a positive experience.

The Sleman District Government also provides financial assistance for various activities. The collaboration between Tanjung Tourist Village and the Sleman District Government in terms of funding activities is a significant factor in maintaining and developing this tourist destination. Financial support from the local government is a wise step to ensure that various activities enriching the visitor experience can be carried out successfully. This funding can be used to organize cultural events, maintain and improve tourism infrastructure, and run programs that support sustainable development in Tanjung Tourist Village. Moreover, the collaboration between the village and the local government also helps enhance the destination's appeal and quality. With available funds, Tanjung Tourist Village can continually improve the facilities and services offered to visitors, which, in turn, increases visitor satisfaction and contributes to the local economy. It also creates a strong relationship between the local government and the tourism community, which is essential for achieving common goals in the development and preservation of this destination.

The hindering factors in developing Tanjung Tourist Village are as follows:

Some facilities appear disorganized.

While Tanjung Tourist Village offers many positive aspects, it is inevitable that some facilities may still require improvement in terms of organization and maintenance. When facilities are not well organized, it can impact the visitor experience. Therefore, regular improvement and maintenance of disorganized facilities are essential steps to ensure visitor satisfaction. Efforts to organize facilities may include routine maintenance such as infrastructure repairs, landscaping enhancements, and improved cleanliness and safety. These measures can help create a more organized and attractive environment for visitors. Additionally, investments in facility development, such as tourist information centers or better pedestrian pathways, can also enhance the visitor experience.

Lack of human resources in Tanjung Tourist Village with sufficient skills in managing tourist attractions.

The lack of human resources (HR) with sufficient skills in managing tourist attractions is a significant issue that can affect the development of Tanjung Tourist Village. Effective destination management requires trained staff with knowledge in areas such as tourism management, marketing,

sustainability, and customer service. The shortage of HR with these skills can result in inefficient management and have a negative impact on the visitor experience.

Tanjung Tourist Village faces competition within Sleman Regency from other tourist villages that offer various potential attractions. The presence of competitors within Sleman Regency, which are also tourist villages offering various attractions, is a challenge that Tanjung Tourist Village needs to address. Competition in the tourism industry in the same region can affect the number of visitors and the village's revenue.

3.5. The strategies for developing Tanjung Tourist Village to enhance tourist visits

1. Environmental Conservation (Natural, Cultural, Artificial)

Environmental preservation efforts are carried out by managing the environment through activities involving existing farmer groups, including plantation farmer groups for plantation production and reforestation, as well as the protection of water sources. Youth farmer groups engage in greening activities, fish farmer groups utilize river water resources, and women farmer groups focus on preserving local tubers and utilizing local food potential. Environmental preservation is also conducted through cultural and traditional means such as communal work/clean-up, environmental maintenance, greening activities, regular community meetings (neighborhoods and sub-neighborhoods), and planting fruit trees, horticultural crops, and other woody plants. Additionally, livestock and fisheries activities are conducted to maximize the use of greenery, water resources, and organic fertilizer supply for agricultural activities in the community.

2. Development of Collaboration with Institutions/Organizations or Local Community Groups

Collaboration is established with central and regional governments as mentors (Department of Agriculture, Plantations, Forestry, Department of Tourism, Department of Labor, and Cooperatives), as well as with other institutions such as the Development Work Training Institute (BLKP) for culinary activities involving the processing of local food and environmental NGOs for the preservation and rescue of local food. Furthermore, cooperation with various universities (UGM, UII, UPN, UNY, and others) is carried out through the Community Service Program (KKN) and community engagement programs for the development of the tourist village.

3. Empowerment of the Surrounding Community

Empowerment of the local community is carried out by encouraging active community participation in various tourism roles, including homestay hosts, as destinations and training venues, food and culinary providers, as well as tour activity guides. Collaboration with local community groups from around Tanjung Tourist Village is also established. The government, as a stakeholder, provides full support to enhance the tourism value in Tanjung Village. The community plays an active role in providing facilities and infrastructure in Tanjung Tourist Village, including homestays, culinary offerings, as well as craft and art attractions, all of which are the work of local residents.

4. Increased Tourist Awareness

Raising tourist awareness to preserve the environment as a tourism asset is accomplished by creating tour packages that introduce nature and the environment as tourist attractions. Additionally, education on plantation, agriculture, livestock, fisheries, and environmental preservation activities is provided. Training in entrepreneurship is also given to pre-retirement groups in collaboration with local governments and to school students, who are the largest group of tourists visiting the tourist village.

5. Institutionalization

The institutions and human resources in Tanjung Tourist Village are managed by the community, village officials, youth groups with support from the local government and private sector contributions for the development of Tanjung Tourist Village (Interview with Mr. Catur, Head of Tanjung Sub-Village, on October 2, 2023).

Furthermore, the development strategy for realizing the potential of Tanjung Tourist Village can be achieved through various methods. This is in line with the theory presented by Amin Sarjana (Amir, 2019), which includes Inventory, Self-Reliance Mapping Review, Promotion and Popularization, Activity Program Planning, Implementation/Action, Financial Management, Evaluation, and Documentation/Archiving.

Inventory

Conducting an inventory of the existing tourism assets to potentially develop them for the betterment of the village and the local economic cycle. This inventory aims to assess the wealth present in this tourism spot, ensuring its preservation and maintenance. Periodically, two inventory activities are carried out. First, on the 28th of each month, the personnel from Tanjung Tourism Village management, known as the Tourism Asset Section, conducts an inventory related to the facilities and infrastructure in the village. The goal of this activity is to identify the latest information about the village's facilities and infrastructure to facilitate proper rejuvenation and maintenance. Second, on the 5th of every month, the Tanjung Tourism Village Environmental and Cleanliness Team collects data on the trash and waste generated throughout the village. Recording the amount of waste and garbage produced in a month is aimed at improving the waste management system and waste reduction efforts in the tourism village. The collected data serves as a basis for improving environmental management practices and village cleanliness.

Community Mapping Review

With the source data of community mapping, a review of the updated data is conducted to ensure that the information has become a valid reference for the community and is in line with the current conditions of the tourism village. This activity is carried out once a year to keep track of the village's development. At the end of the year, the personnel from Tanjung Tourism Village management, who are part of the Tourism Asset Section, conduct a review of several vital aspects. They review visitor data, activity data, and financial management and its sources. The purpose of this activity is to identify important, valid, and up-to-date information. The results of this review provide a deeper understanding of the development and performance of the tourism village, aiding in better decision-making and more effective strategic development to maintain and enhance the quality of services and visitor experiences in Tanjung Tourism Village.

Promotion and Marketing

There are many aspects involved in promoting a tourism village to inform the general public through various sources, including print and electronic media, village partners, relevant departments, and networks or relationships. The objective is to attract individuals to contribute to Tanjung Tourism Village. Promotion and marketing for Tanjung Tourism Village are conducted on a regular basis, once a week, through social media and print media. The personnel responsible for this are the Public Relations Section of Tanjung Tourism Village management. In promotional and marketing activities, they discuss the village's profile, its uniqueness, and the available activities. The aim is to pique the interest of more tourists, introduce the potential and allure of the village, and promote the various activities on offer. With an active and continuous promotional approach, the expectation is to increase tourist visits to Tanjung Tourism Village.

Program Planning

In the planning process of Tanjung Tourism Village activities, the community has organized it based on community forums that will serve as a reference for the implementation of available tourism activities, making the activities attractive to visiting tourists. This planning is carried out at the beginning of the year by Tanjung Tourism Village management. They discuss various aspects, including annual programs, quarterly programs, weekly programs, daily programs, as well as budgets and their sources. The result of this planning is the development of layered programs encompassing various activity aspects in Tanjung Tourism Village. With structured planning, it is expected to yield diverse programs that align with the needs of visitors.

Implementation

In the implementation process, in line with the medium-term plan, available funding sources, and community contributions, the designated time is adhered to for the execution of these activities. At predetermined intervals, the management of Tanjung Tourism Village is responsible for carrying out the planned programs, including annual, quarterly, weekly, and daily programs. This implementation is done utilizing the available budget facilities. The objective is to ensure the realization of the various planned activity programs for the development of Tanjung Tourism Village.

Financial Management

In the financial control process, financial reporting is conducted each month on the revenue from tourism activities, which is presented during the committee meeting, making it known to the entire community. Additionally, every year, an annual financial report or year-end closing is performed, and the summary of the report is posted on the tourism announcement board. At the end of each month, the management of Tanjung Tourism Village is responsible for financial reporting, encompassing expenses and income related to the tourism village's development activities. The purpose of this reporting is to generate accurate and detailed financial reports that can be used for evaluation and decision-making regarding the development of Tanjung Tourism Village.

Evaluation

Tourism activity evaluation is conducted once a month in hopes of minimizing the failure rate in tourism activities. This evaluation covers several aspects, including program implementation, financial reporting, service, assets, and other relevant factors. The purpose of this monthly evaluation is to examine the extent to which the goals and plans have been achieved during that month and to identify areas that require improvement or enhancement. The monthly evaluation yields results that can be used to guide subsequent steps in the development of Tanjung Tourism Village.

Documentation/Archiving

All activities in the tourism village are archived, including documents, event photos, and other materials. Media used for archiving documentation include websites, blogs, and Instagram. The documentation and archiving activities conducted by the management of Tanjung Tourism Village at the end of each month involve designated individuals responsible for collecting event photos, documents, and related archives. The goal of this activity is to maintain thorough records and documentation for future reference. Therefore, the realization of effective archiving is established to aid in tracking the progress and history of Tanjung Tourism Village.



Fig 9. User Interface of the Tanjung Tourism Village Blog

4. Conclusion

Supporting factors in the development of Tanjung Tourism Village include its beautiful environment, adequate accessibility, good accommodation and sanitation facilities, friendly local community service, and financial support from the Sleman Regional Government. However, there are several hindering factors, such as the need for better organized facilities, a lack of competent human resources in managing tourism sites, and competition with other tourism villages in Sleman Regency offering similar potential.

The strategy for developing the potential of Tanjung Tourism Village involves well-planned steps. First, an inventory of existing tourism assets is conducted to identify the potential that can be

developed to improve the well-being of the community and the local economy. Subsequently, self-reliance mapping is performed to ensure that data and information about the tourism village are always up-to-date and valid. Promotion and marketing of the tourism village are carried out through various media channels and partner networks to increase its visibility. The planning of activity programs is devised through community participation in village meetings, resulting in clear programs to attract tourists. The execution of activities is carried out according to the plan using available funds and community self-reliance. Financial control is conducted transparently with monthly reporting to the management and an annual financial report that is made public. Regular evaluations are held to identify potential improvements in tourism activities, and all activity documentation is properly archived. With this strategy, Tanjung Tourism Village is expected to develop into an attractive and sustainable destination.

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