

CHAPTER III

ANALYSIS AND DATA INTERPRETATION

2.1. Analysis of Banjarnegara Regency Policy in Regional Cooperation towards Management and Development of Dieng Plateau Ecotourism Area

In RTRW of Banjarnegara Regency 2003, Banjarnegara Regency with all its advantages and weaknesses is very possible to carry out cooperation (both formal and informal) with various district governments, especially the surrounding districts, namely Pekalongan Regency, Wonosobo Regency, Kebumen Regency, Banyumas Regency, Purbalingga Regency. The fields or sectors that are the object of such cooperation are shown in Table 4.5 below:

At present Banjarnegara District is included in the regional cooperation of Regional Manager (RM) Barlingmascakeb. A management of inter-regional cooperation to improve the efficiency and effectiveness of development cooperation in 5 (five) districts. The RPJM of Banjarnegara Regency has been adjusted to the development policy of Central Java Province, especially the policy of development of integrated area in Barlingmascakeb. In addition to Barlingmascakeb, Banjarnegara Regency also entered in Bakorlin III coordination / communication forum. Included in Bakorlin III are Banyumas, Purbalingga, Cilacap, Banjarnegara, Batang, Pekalongan, Pemasang, Tegal, Brebes, and Tegal. With this Bakorlin, Banjarnegara Regency get benefited as a forum for exchanging experiences in the implementation of governance and development, as

a forum for solving development problems across districts in terms of education, health, transportation and the environment. In general, Banjarnegara Regency with its natural condition that also supported by traditional socio-cultural condition has potential as tourist object. The potential attractions are:

- a. Dieng area as ecotourism/nature tourism and cultural tourism
- b. Klampok Village as a target of ceramic handicrafts
- c. Reservoir area of Panglima Besar Soedirman as a water tourism

In addition to the policies stated in the RTRW, the Work Plan of the Department of Culture and Tourism of Banjarnegara Regency in 2011 - 2031 in its program of tourism sector development prioritizes the activities of:

Table 10. RTRW Development Prioritizes The Activities

No	Prioritizes Activities	Statement
1	Tourism Allotment area	<p>Article 72</p> <p>(1) The designated tourism area as referred to in Article 54 letter g covers:</p> <ol style="list-style-type: none"> a. natural tourism areas; b. cultural tourism areas; and c. artificial tourism area. <p>(2) The natural tourism area referred to in paragraph (1) letter a shall include:</p> <ol style="list-style-type: none"> a. Dieng Plateau Area; b. Serayu River Rafting Tour Area; c. Gunung Lawe Tourist Area; d. Nature Tourism Area Curug Pitu; e. Curik Sikopel Tourism Area; f. Tourism Area of Mount Mandala; g. Tourism Area Hot Water Baths; h. Tourism Area of Pine Forest in Kecamatan Pagedongan; and i. another defined natural tourism area. <p>(3) The cultural tourism area as referred to in paragraph (1) letter b covers:</p> <ol style="list-style-type: none"> a. Dieng Temple area; b. tourist area of Klampok craft art center; c. tourist area of batik center in Kecuk

		<p>Susukan; and</p> <p>d. other cultural tourism areas set later.</p> <p>(4) The artificial tourism area as referred to in paragraph (1) letter c shall cover:</p> <p>a. tourist area of Serulingmas Wildlife Recreation Park (TRMS);</p> <p>b. tourist area Reservoir Commander General Sudirman;</p> <p>c. horticulture agro-tourism area; and</p> <p>d. other artificial tourism areas established later.</p>
2	Strategic Area From The Corner Of Social And Cultural Interest	<p>Article 80</p> <p>(1) The strategic area from the point of social and cultural interest as referred to in Article 78 paragraph (1) letter b covers:</p> <p>a. Dieng highland tourist area; and</p> <p>b. cultural area of Susukan Sub-district.</p> <p>(2) Dieng highland tourism area as referred to in paragraph (1) letter a is part of the development of strategic area from the point of social and cultural interest of the Province.</p> <p>(3) Cultural area of Kecamatan Susukan as meant in paragraph (1) letter b in the form of batik development, Ujungan Dance, Girilangen Tomb, and Ancient Mosque.</p>
3	Strategic Area From the Corner of Interest on Utilization of Natural Resources and / or High Technology	<p>Article 81</p> <p>Strategic area from the point of view of the utilization of natural resources and / or high technology as referred to in Article 78 paragraph (1) letter c covers:</p> <p>a. Dieng geothermal power plant in Batur District;</p> <p>b. hydro and micro hydro and / or minihidro plants in areas along the Serayu River, Merawu River, Brukah River, Urang River, Bombong River, Dolog River, Panaruban River and along Technical Irrigation in Banjarnegara Subdistrict, Purwanegara Sub-District, Rakit District; and Wanadadi Sub-district; and</p> <p>c. Area of hydroelectric power in the area of Reservoir Commander General Sudirman.</p> <p>(2) The Dieng geothermal power plant in Batur District is a part of the strategic area from the point of view of the utilization of natural resources and / or high technology of the</p>

		Province.
4	Strategic Area From the Corner of Interest Function And Power Support the Environment	<p>Article 82</p> <p>(1) The strategic area from the point of interest of the function and carrying capacity of the environment as referred to in Article 78 paragraph (1) letter d shall include:</p> <p>a. Dieng Plateau Area; and</p> <p>b. Serayu River Basin Area.</p> <p>(2) The Dieng Plateau and the Serayu River Basin as referred to in paragraph (1) shall be a part of the strategic Area from the point of interest of the function and carrying capacity of the Province's environment.</p>

Cooperation between regions is synergistic and in line with the regional planning system in Banjarnegara Regency. The RPJM of Banjarnegara Regency has been adjusted to the cooperation undertaken in Barlingmascakeb. For regional cooperation in the management and development of tourism in the Dieng region has been included in the RTRW and Strategic Plan at the Department of Culture and Tourism. For the integration of Banjarnegara Regency budgeting in RPJM has allocated one billion rupiah as the 5 (five) year budget ceiling for cross-district cooperation program. However, this allocation for cooperation between regions with the institutional Barlingmascakep. For the cooperation of tourism in Dieng with Wonosobo regency there is no budgeting due to the institution that does not yet exist. Cooperation conducted with Wonosobo Regency is considered to have been participatory by Banjarnegara Regency. This is evidenced by always involving all stakeholders in every coordination meeting in the development of Dieng area. Consist of local government, the society represented by Pokdarwis, as well as from the NGO of Peduli Pariwisata dan Lingkungan. With this

participation regional ego at the level of implementation of management in the field can be overcome. From the direction of tourist flow, parking management, security, cleanliness does not have any problem. Problems arise because of the lack of planning and policies that are not integrated and integrated because the Dieng area does not have an integrated Master Plan for Regional Development.

Banjarnegara Regency get a huge influence from Central Java Province in the development and cooperation of tourism in Dieng Plateau. Central Java Province built Kailasa Museum in Dieng. The museum was established in the complex of Arca House owned by Archaeological Heritage Conservation Hall (BP3) Central Java, opposite Gatotkaca Temple Dieng Banjarnegara. Museum which was inaugurated by Menbudpar on July 28, 2008 it contains artifacts and stories about geology, flora-fauna, daily life, belief, and artistry of Dieng. In addition, the largest portion is Dieng archaeological heritage. In the museum complex there are also restaurants, souvenir shops, musholla, and gazebo. From the gazebo and restaurant can be seen the whole view of Dieng Plateau. The roof top of the museum is used as an open stage, while inside the museum there is a theater that plays a documentary film about Dieng. In addition, the Province also provides funding assistance in the repair and maintenance of facilities at the Arjuna temple complex.

Both regency have understood the importance and benefits of regional cooperation and the need for regional cooperation in areas of equal importance located on administrative boundaries. For tourism development in the border area, has understood tourism with borderless tourism approach. The cooperation of the

Dieng Plateau area between Banjarnegara and Wonosobo regencies is driven by several factors, namely: the potential and limitations of the region, willingness and equality of interests, the opportunities for the acquisition of financial resources, the communication containers of stakeholders, the existence of legal forms of cooperation, and the answers to disintegration. The existing regional cooperation is only coordinative if there is an event or when the time of tourist visit increases such as Eid or school holiday season. Coordination is done by all stakeholders by involving the community. The existing regional cooperation leads to a single area of management with the cooperation of entrance fee admission of Dieng area. The management and development of Dieng area is carried out by each regency by establishing the Technical Implementation Unit of the Dinas (UPTD) under the Department of Culture and Tourism of the regency. Support of Banjarnegara regency enough at the level of policy and less on budgeting and understanding the need for institutional cooperation in the region while the support of Wonosobo Regency is less at the level of policy, budgeting, and understanding the need for institutional cooperation in the region. The obstacles of regional cooperation according to Banjarnegara are regional ego, differences of interest, and the absence of identification of sector needs which is equalized while regional cooperation constraints perceived by Wonosobo Regency are regional ego, tourism potential and management authority, fund allocation, and difference of interest. The existing institutions are not running. Wonosobo Regency wants joint management with private investment while Banjarnegara Regency welcomes the joint management agency but there must be an identification of the needs of the

sectors which are equated considering that to get investment is not easy. The appropriate institutional format in the Dieng Plateau area will be the Inter-regional Cooperation Agency (BKAD) as the coordinating body to realize the integration of regional public planning and services in the spatial, tourism and infrastructure sectors. Institutional in the tourism sector is to establish a Regional Owned Enterprises (BUMD) together to manage and develop the region in accordance with the integrated planning undertaken by the coordinating body.

2.2. The Impacts of Community Based Ecotourism in Dieng

a. Economic Empowerment

Based on the results of the research, with the activity of tourism in Dieng bring positive impact to more job opportunities and the existing work does not require education and skills, thus with the tourism activities in the Dieng area has provided job opportunities and open up more new job opportunities to the local community and so the locals are not dependent on agriculture alone. People take advantage of opportunities that exist by opening various forms of business services, trade and others in the area of tourist attraction or in the vicinity of the tourist attraction is located. These forms of business include opening a food stall, telephone, food trade (pavement), open a business lodging or home stay and so forth. Based on the results of the research it can be seen that the existence of tourism activities bring in foreign exchange income of the country and the creation of employment opportunities which means reducing unemployment and increase the income and standard of their lives, with the tourism activities in the

Dieng area, income levels of the local community is increase. The existence of Dieng Plateau tourism area gives a positive impact for farmers in Dieng Kulon Village, especially in terms of marketing agricultural products to lodging and restaurants. From doing that business their income increased. This level of income depends on the type of work, the experience of working period and the level of education obtained, the higher the level of education the better the type of work occupied then the income will be higher. With the increase in income levels of the community then indirectly the standard living of the people and sellers around the tourist attraction will increase. Increased revenue earned will be the availability of budget for daily expenditure. Thus the existence of tourism activities has increased the income of local residents indirectly can improve the lives of the community.

Table 11. Direct Participation of Community

No	Direct Participation of Community
1	Business services inn guesthouse / hotel in the environment of tourism and business
2	lodging services / rental of the guesthouse
3	Selling vegetables at tourist sites, such as cabbage, potatoes
4	Selling fruits at tourist sites, such as strawberries, tomatoes and bananas
5	Photography services at tourism sites
6	Selling clothes at tourist sites
7	Selling ornamental plants in the location of tourism
8	Selling typical snacks, such as: potato chips, chips mushrooms
9	Opening a restaurant service business or food stalls around the object tours
10	Selling handicrafts / cindramata location of tourism object

Source: Tourism and Cultural Department of Banjarnegara

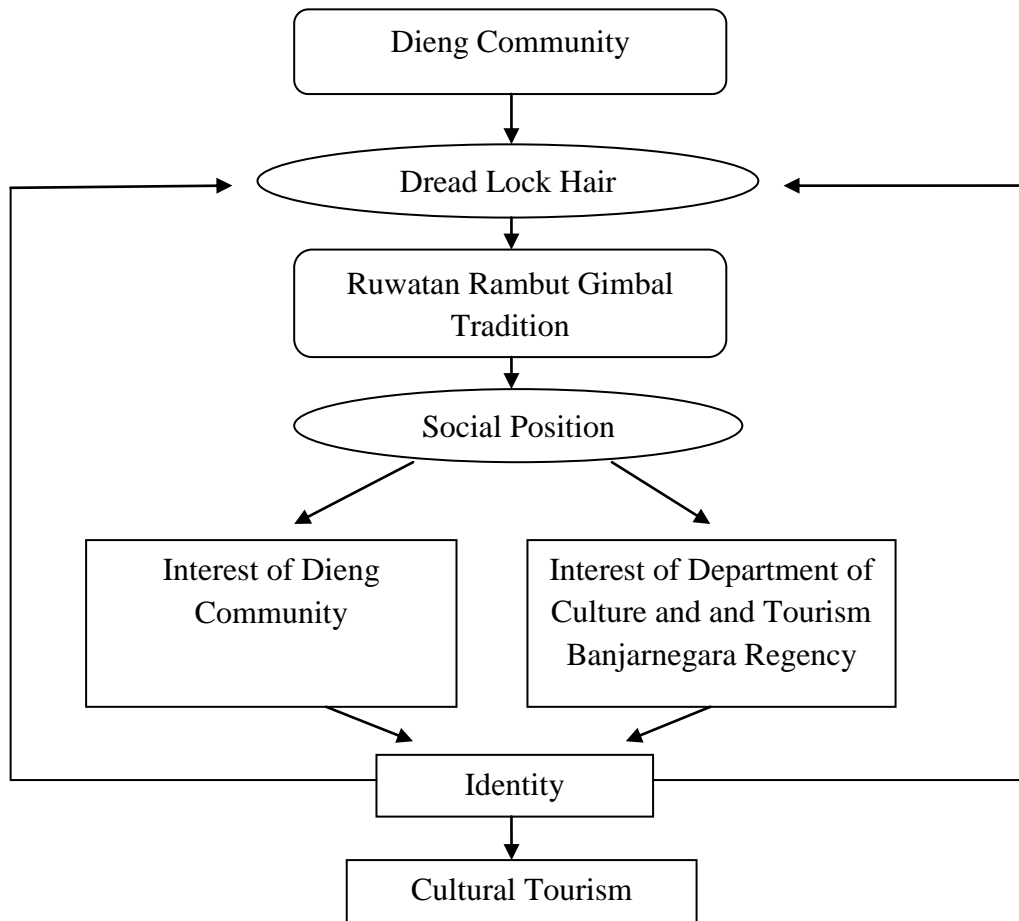
b. Psychological empowerment

Dieng plateau society has various ways to maintain social identity in the tradition of ruwatan rambut gembel (hair dreadlocks ceremony) for the utilization of cultural tourism potential. The position of each of the elements of the Dieng plateau society in the tradition of the ruwatan rambut gembel determines the way they maintain the social identity. Therefore the Dieng plateau community has their respective roles. First, the local government commissioned the Dieng community to perform regional arts that support the tradition of ruwatan rambut gembel. In the tradition of ruwatan rambut gembel the children accompanied by the arts that exist in the Dieng plateau. In Dieng Kulon each RT determines some art as a media to attract tourists. Many of the performing arts such as lumping, rapak buta, and Dieng mask dance aims to introduce local culture as a hallmark of Dieng highland society and support in the tradition of ruwatan rambut gembel. Second, the local government commissioned the Dieng community to take part as the organizer committee of ruwatan rambut gembel tradition. Youth committee in Dieng plays a role in fund management and publication. Ruwatan funding obtained from the province and from donors from people who will conduct research on ruwatan rambut gembel tradition. The committee spread invitations to various cities related to tourism. So the audience of ruwatan rambut gembel tradition very crowded. Youth of Dieng work together with the Department of Tourism and Culture Banjarnegara in conservevation of ruwatan rambut gembel tradition. Department of Tourism and Culture has a role in the promotion and socialization to the public about the ceremony of ruwatan rambut gembel, usually

there are pamphlets, baliho, and others . Ruwatan rambut gembel ceremony is a routine event so there are many tourists who already know when the event of ruwatan rambut gembel ceremony will be held. The Department of Tourism and Culture of Banjarnegara and youth of Dieng plateau will preserve the tradition of ruwatan rambut gembel, because it has potential for tourism, especially cultural tourism by way of holding the tradition of ruwatan rambut gembel every year. Third, community leaders as local government also have their respective roles.

Dieng plateau society has three aspects in view of social identity. First, the Dieng plateau community is motivated to maintain a positive self-concept that is the children's community of dreadlocks in the tradition of ruwatan rambut gembel. Second, self-concept derives most of the group's identification of the dreadlocked child's community scattered in various villages in the Dieng plateau. Thirdly, the Dieng community has established a community of dreadlocks as a social identity because there is no society that has a community of children dreadlocks except in the Dieng plateau.

Chart 2. Psycholological Empowerment



c. Social empowerment

Kelompok Sadar Wisata Dieng Pandhawa is an institution that has a strategic role in conducting tourism development in Dieng Kulon. This institution acts as a driving force for tourism in Dieng Kulon. Strategy in developing tourism in Dieng is community based-tourism. Characteristics of community-based tourism will affect the success of a tourism. Here is a characteristic of community-based tourism in Dieng Kulon Village.

Table 12.Characteristic Of Community-Based Tourism

Characteristic of CBT	Dieng Kulon Village
Broad Community Involvement	Socialization of tourism village development through pengajian, PKK mothers and community associations Deliberation together to plan and manage tourism business Community training that has potential in the field of tourism and community activities serve as a tourist attraction
Distribution of PNPM M Tourism	Distribution of assistance based on existing embryonic appeal (embryo: Dieng community activity that has a selling value as a tourist attraction)
Management	ADART as a rule reference for everything about their tourist village and the division of tasks and responsibilities to the tourism actors for the management of the tourist village. Tourism Village Development is based on a 0-10 leveling method whereby each level has important stakeholder engagement and progress of an increasingly independent tourism village and sees the appropriate market segment for the tour package
Outside Partnership	Partnerships from outside greatly affect the development of tourist villages. This tourism village together has partnerships with government, NGO, Travel and mass media
Inside Prtanership	Tourists are integrated with each other to share opportunities from the tourists who come The cohesiveness of tourism actors, leaders, the wider community has a huge influence in the development of their tourist villages
The uniqueness of location	Culture and community activities in Dieng
Environmental Sustainability	Focus sapta pesona to create an environment suitable for tourism
Movement Figures	Creative, pioneer pokdarwis in Dieng and making Dieng Culture Festival event until the 4th event, has close relationship with important stakeholders especially central government

	which is very close Has a social soul, pioneer pokdarwis
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d. Political Empowerment

Pokdarwis Dieng Pandawa is a group that makes its institute become a community discussion forum in Dieng Kulon Area, Batur District, Banjarnegara Regency. Preparation of programs that need to be done in order to develop the Potential of Tourism industry through several stages directly managed by POKDARWIS as a community of people who participate actively in tourism in Diengkulon and cooperate with the Government both at the level of Village Command, Local Government, Provincial Government and Central Government Community Empowerment Activities Tourism can be integrated with other empowerment activities such as PNPM. In organizing the POKDARWIS program, community leaders, communities and related agencies sit together in several activities.

Involvement of parties in the development of community based ecotourism in Dieng

Table 13. Involvement Of Parties

No	Related Institutions	Statement
1	Tourism and Cultural Department of Central Java Province	Provide allocation and financial support for the improvement of human resources of local tourism actors Carry out a race / championship event that followed the entire tourist village of Central Java
2	Tourism and Cultural Department of Banjarnegara and	Became a partner for the village tour manager in Dieng Kulon Provide recommendations and facilitation of physical and non physical development of Dieng Tourism area which belongs to Kab. Banjarnegara

	UPTD Dieng	
3	Ministrial Center	Year 2010 provides support in the form grant funding through PNPM Tourism at the village of Dieng Kulon and two others around the village of Dieng Kulon. Involve Dieng Kulon in the event at the national level
4	Higher Education	UGM conducts a study on rural tourism development planning in the Highlands of Dieng with funds from the Ministry of Culture and Tourism (2008) UGM parties implement KKN thematic Tourism starting in 2009
5	Privat Sector	Provide support in the form of reportage carried out by the television national private by way of shotting in Dieng area so as to promote Dieng Provide material support in activities social / tourism and culture that took place in the village of Dieng Kulon. Private parties, such as PT Geodipa, and among tobacco companies have also provided support

3.2. SWOT Analysis

SWOT is an abbreviation of Strengths and Weaknesses (internal weaknesses) as well as Opportunities and Threats which are the external environment. Rangkuti (2006) writes that the SWOT analysis is based on logic that maximizes Strengths and Opportunities, while simultaneously minimizing Weaknesses and Threats. SWOT analysis is used to identify ecotourism resource relationships with other resources. So the strengths and weaknesses of these resources need to be confirmed from the beginning. Somewhat different from the feasibility study, ecotourism resource analysis should produce the synthesis that will be the basis of the project. Therefore, all parties, especially the local community, need to know what the strengths and weaknesses possessed by the

area and object of ecotourism. According Rangkuti (2005), Stages of SWOT analysis used in analyzing further data is collecting all information that affect the ecosystem in the study area, both externally and internally. Data collection is an activity of classification and pre-analysis, at this stage the data can be divided into two, namely: first external data and both internal data. External data include: opportunities and threats can be obtained from external environments that influence ecotourism utilization policies. While internal data include: strengths and weaknesses obtained from the environment in the management and utilization of ecotourism in the study area. This table can clearly illustrate how external opportunities and threats are likely to arise, as well as adjustments to their strengths and weaknesses. The table can generate four possible strategic alternatives in detail.

Table 14. External Factor Analysis Summary (EFEM)

External Factors	Rating	Weight	Score
Utilization of internet and social media to promote tourism attraction in Dieng area	3,14	0,09	0,282
The tourism object of Dieng still natural very potential to persuade visitor	3,3	0,07	0,231
There are many tourism agent that can persuade domestic ant international visitor to come to Dieng	2,91	0,06	0,174
Very potential opportunity for branding Dieng to persuade visitor	2,92	0,06	0,175
The farming activity in Dieng can be tourism potential to develop	2,97	0,06	0,178
There are cooperation between regency to manage Dieng	2,72	0,04	0,108
The condition of security, politic, and social can influence international visitor	2,44	0,07	0,17
The awareness of conservation increase, it can be seen from the farmer that start to care about environment	2,83	0,03	0,084
The tourism object that not handle professionally by the expert can be the cause of threat in tourism activities	2,99	0,08	0,239
The visitor still littering in several area of tourism	2,93	0,05	0,146
The transfer of land function in Dieng into agricultural land can threaten the conservation of environment	2,87	0,08	0,229
The development of tourism strategy that has not been maximized	3,03	0,12	0,363
Limited transportation infrastructure can degrade tourist interest to visit	2,74	0,14	0,383
Agricultural systems that are not environmentally friendly degrade the aesthetic value of Dieng tourism area	2,57	0,05	0,128
Total		1	2,89

Source : Primary Data, Organized by the Writer, 2018

Table 15. Internal Factor Analysis Summary (EFEM)

Internal Factors	Rating	Weight	Score
The community has not been able to maximize tourism activity to improve the standard of their living, proven by most of them still work as farmers	1,52	0,09	0,136
The community still lacks understanding of the importance of environmental sustainability seen by transferring the function of protected land area for potato farming	1,44	0,09	0,129
Accommodation facilities in Dieng still less, there are only hostels and homestay yet no star hotels	1,61	0,04	0,064
Maintenance of sustainability and facilities in Dieng area is still lacking	1,56	0,04	0,062
Infrastructure facilities are still lacking such as sanitation, health service, and transportation	1,36	0,1	0,136
The road to Dieng is often jammed	1,33	0,13	0,172
Less parking area	1,4	0,08	0,112
Has a unique food that become speciality of Dieng such as carica and purwaceng	3,67	0,04	0,146
Dieng area has cool climate	3,86	0,03	0,115
Has adequate tourism support facilities such as restaurant, health centers, and accommodation	3,41	0,06	0,204
Has festival activities or attractions to attract tourists every year	3,35	0,04	0,134
Have interesting natural and cultural resources that other regions do not have	3,52	0,06	0,211
Has a high historical value such as the story of Mahabharata	3,49	0,06	0,209
Has many types of tours for visitors such as cultural tourism, natural tourism, and agrotourism	3,61	0,14	0,505
Total		1	2,335

Table 16. Results of Validation Item on Internal and External Factors in Dieng Plateau Area

Strength	Weakness
It has several types of tours that can be offered to tourists. Such as nature tourism, cultural tourism, sport & recreation tours, agro tours, traditional arts, etc.	Infrastructure to support tourism activities are still not maximized, such as roads to Dieng are often jammed
Has a high historical value, such as the story of Mahabharata Arjuna	Less parking area on tourist objects
It has unique and interesting natural and cultural resources that are not owned in other areas.	Facilities and infrastructure supporting tourism activities are still lacking, such as environmental sanitation, transportation mode, health services, etc.
It has an annual attraction / festival activities undertaken to attract tourists visiting the Dieng Plateau	Maintenance of sustainability and facilities in the Dieng area is still lacking
The community plays an active role in the development of Dieng area	Management of area management is still limited to management with sectoral and local approach
Tourism Activities in Dieng Plateau can support the welfare of the surrounding community. For example, people take advantage of the livelihood opportunities of tourism activities	There are still garbage littering the tourist attraction
Location Dieng Plateau is easily accessible by tourists, both domestic tourists and foreign tourists	There is no waste management strategy in tourism objects, such as waste management recycling
Infrastructure road to the attractions in Dieng well preserved	Accommodation facilities in the Dieng area is still a hostel and homestay, not yet have star hotels
Have supporting facilities for tourism activities such as accommodation, restaurants, health centers, etc.	The community still lacks understanding of the importance of environmental sustainability, as seen by the transfer of protected area functions for potato farming
Has Tourist Information Center (TIC) which serves as a medium of information about tourism for tourists in Dieng Plateau	The community has not been able to take advantage of tourism activities in the Dieng area to improve the welfare of life. It is seen from the main livelihood of the general community as

	farmers
Dieng Plateau has a cool climate that supports tourism activities in Dieng	
Have a typical food that became the identity of Dieng Plateau	

Threat	Opportunities
Attractions in the area of the natural Dieng is very potential to attract tourists	Dieng is located in two administrative areas, namely Wonosobo and Banjarnegara. This resulted in competition between districts in the Dieng area
Natural tourist trends are increasing so that many tourists who visit the area of Dieng which has an interesting natural tourist attraction	Transfer of functions and responsibilities of the organization in Wonosobo regency, so that tourism development is less than the maximum
Utilization of internet network and social media to market attraction of tourist objects that existed around Dieng area	Conditions and dynamics of politics, social, and security can affect the visits of tourists, especially foreign tourists
Potential opportunities for branding activities Dieng area to attract tourists	Tourism objects that are not handled by professional experts may pose a threat to tourism activity
Promotion is done by tourism managers using mass media such as TV and radio to promote Dieng tourism to the public a lot	Tourists are still littering in some locations of tourist attractions
There are several travel agents that are able to attract domestic and foreign tourists to visit the attractions in Dieng area	Management development of tourism strategies that have not been maximized, for example the determination of entrance tickets for one tourist attraction that is too high to reduce the interest of tourists to visit the attraction
There is cooperation between districts in the management of the Dieng area to improve integrated regional management efforts	The occurrence of diversion of land functions in the Dieng area into agricultural land can threaten the conservation of the environment
There are several communities that participate in tourism development in the Dieng area, such as "Dieng Pandhawa	Agricultural system that is not environmentally friendly and tends to decrease the value of estestis Dieng tourist area

Agricultural potential in the Dieng area can be used as tourism potential that can be developed, such as agro tourism Tambi & Tanjungsari	
Attention to the conservation efforts of the area increased, it is seen from the farmers who began to care about the environment	

Source : Primary Data, Organized by the Writer, 2018

Table 17. Strategy For Ecotourism In Dieng

SO STRATEGY	WO STRATEGY
1. Disseminating information about tourist objects in the media, especially social media that can also be reached by foreign tourists.	1. Improving the cleanliness of the environment, both tourist objects and the Dieng Plateau area. On this occasion, the Government can invite the local community to actively participate so that the community is enriched with knowledge of ecotourism.
2. Tourism managers cooperate with travel agencies to attract tourists to visit Dieng area	2. Providing guidance by the Department of Culture and Tourism to the public about the ecotourism strategy for people to care about the environment of the Dieng Plateau area
3. Tourism managers work together with local communities to provide new types of tourism, such as agro tourism from agricultural products of the community.	3. Government and other organizations also support the participation of people who want to develop services by providing business capital
ST STRATEGY	WT STRATEGY
1. Tourist objects are managed by experts or professionals in order to be able to improve the quality of tourist attraction offered to tourists. In that case, managers can work together with academics engaged in tourism research, tourism organizations, etc.	1. Increasing infrastructure development, especially connecting road from big city to Dieng area to reduce long travel time
2. Procurement of events / activities that are able to attract tourists on a large scale. Such as the procurement of cultural festivals in the Dieng area.	2. The government provides intensive and alternative coaching to local farmers on planting systems in mountain slopes.
3. Development of Culture and Tourism Office to the community about alternative livelihoods that can be utilized from tourism	3. Construction of supporting facilities for tourism activities such as hotels, health clinics, Tourist Information Center (TIC) around

activities. It aims to keep people from relying entirely on potato farming.	the tourist area
	4. Recovery of protected forest areas, especially in mountain slope areas to reduce the risk of natural disaster (landslide) is getting bigger.
	5. Stipulation of regulations on tourism activities in tourist objects for tourists.

Source : Primary Data, Organized by the Writer, 2018